

THE CAMPAIGN FOR MSU DEVELOPMENTS

FALL 2007

THE CAMPAIGN FOR MSU: \$1.4 BILLION!

With an ambitious overall goal to raise \$1.2 billion during *The Campaign for MSU*, Michigan State University proudly announced on October 5, 2007 that donors had far surpassed the university's expectations by committing a total of \$1.439 billion during the campaign.

Following a three-year silent phase to the campaign, the MSU Board of Trustees announced at a public launch on September 20, 2002, the overall goal which included the priorities of adding \$450 million in endowment gifts and documenting at least \$250 million in planned gifts. Officially, the campaign concluded on September 30, 2007, and in addition to exceeding the overall goal, MSU surpassed the endowment goal with \$476.1 million raised and shattered the planned giving goal with \$346.6 million pledged.

"The response to this campaign was extraordinary. Michigan State alumni, friends, faculty, staff and retirees clearly showed their commitment to the mission and values of this great institution," said MSU President Lou Anna K. Simon. "Their enormous generosity will help secure the future for the next generation of Spartans and position MSU to meet the global challenges of the 21st century."

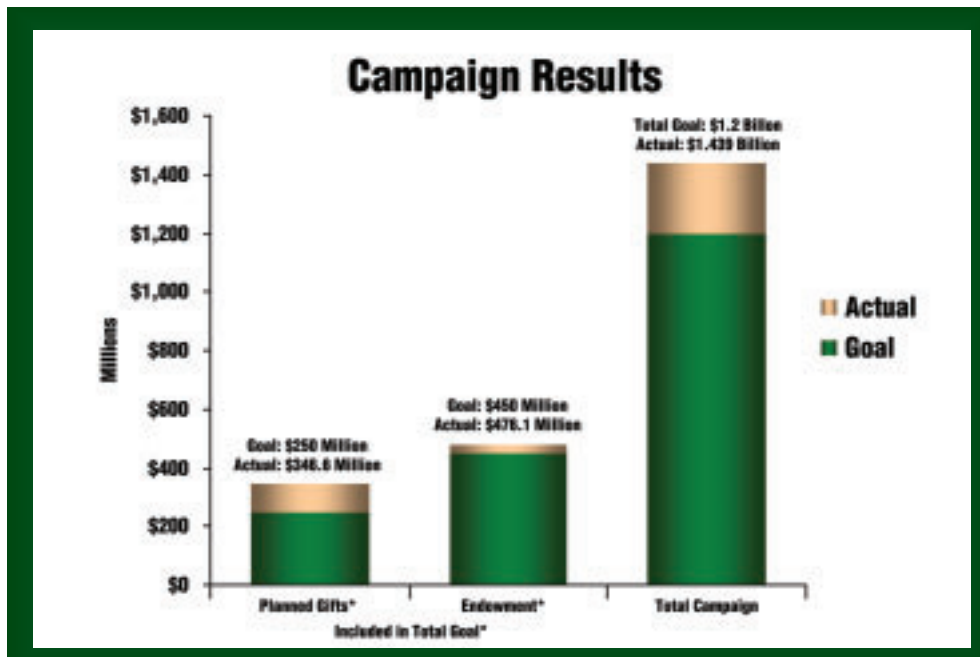


Joel Ferguson, chairman of the Board of Trustees, recognized the importance of the results. "We have come so far since the Board of Trustees announced the lofty goal of \$1.2 billion," he said. "Successfully raising over

\$1.4 billion is a great accomplishment for MSU."

In the university's history prior to the campaign, MSU had received slightly more than 100 gifts of \$1 million or more. During *The Campaign for MSU* alone, more than 200 gifts of \$1 million or more were documented with a cumulative total of nearly \$700 million.

"Raising over a billion dollars is a most noteworthy accomplishment," said Roy Muir, of Marts and Lundy, who served as MSU's campaign counsel. "MSU is one of a handful of public universities to raise that amount without the added fundraising benefit of a major on-campus medical research center. To hit the \$1.4 billion mark is even more impressive."



For the five-year period prior to campaign kickoff, only 30 percent of annual gifts were from alumni and other individuals. During this campaign period, the percent of support from alumni and friends has grown to nearly 50 percent of the total dollars raised.

"Increasing our endowment was a key focus of the campaign," said Charles H. Webb, MSU vice president for University Development. Endowment is a means of investing funds, spending only a portion of the interest

continued on page 2

A Message of Gratitude

From President Lou Anna K. Simon



Within these pages, I am proud to present to you what will serve as the final report of *The Campaign for MSU*. This truly was an extraordinary campaign in many, many ways—not just in the financial outcomes.

Since the 2002 launch of the campaign, 20,000 new donors joined our efforts and made contributions during our annual fund appeals. Our volunteers helped us connect with alumni all over the world and with non-alumni supporters who believe in what we are doing at MSU to make the world a better place.

More than 1,000 new endowments were established to support undergraduate scholarships, graduate fellowships and other student-related funds. This is in addition to more than 40 new endowments established to support faculty and student research initiatives; more than 100 new endowments established in support of chairs, professorships and other faculty funds; and over 425 new

endowments created to support a variety of programs across the university.

The success of this campaign is not about today, but about the future of this great institution. It is about the students sitting in classrooms all over the globe dreaming about changing the world. It is about educating the next generation of leaders—the next presidents and prime ministers, doctors, scientists, and teachers.

Please do not ever underestimate the impact of your donations to this university. The impact is profound. Whenever you give, you have the ability to change lives, and the results of this campaign will change lives in Michigan and around the world.

I am very proud to be part of Team MSU today, to be among a great group of Spartans who helped us in this incredible achievement and provided a glimpse of the bright, bright future of Michigan State University.

\$1.4 Billion *continued from cover*

earned and growing the principal, which in turn ensures that funding for faculty and student needs will continue in perpetuity. "At the start of the campaign," Webb said, "MSU's net endowment portfolio was valued at \$488 million, ranking at the bottom of the Big Ten in endowment

ships and other faculty funds; nearly \$17 million to establish 40 endowments to support faculty and student research initiatives; more than \$150 million to create more than 425 new endowments to support an array of programs throughout the university, including discretionary

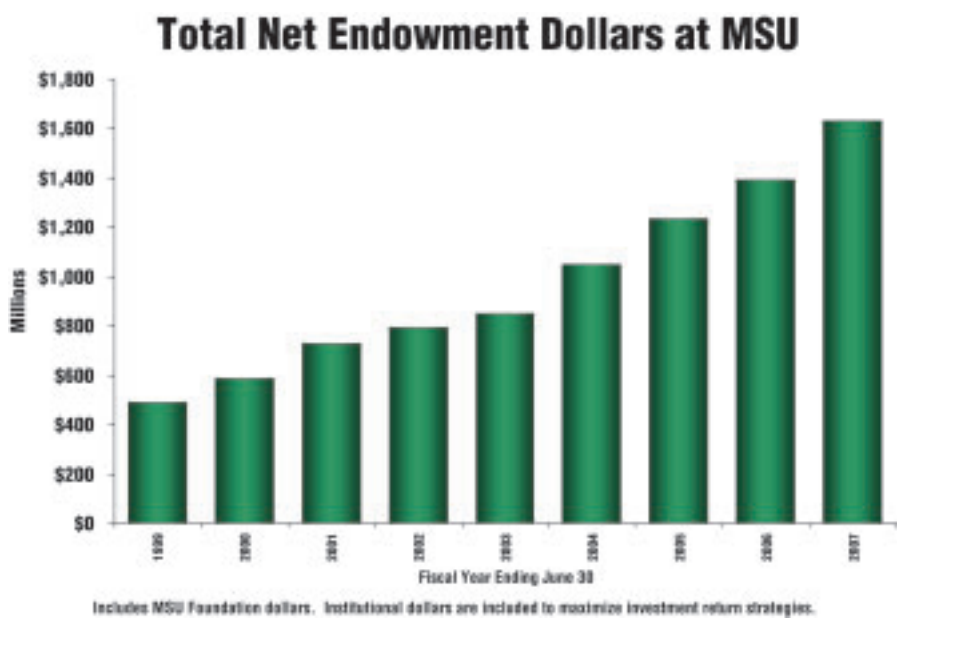
endowments for areas of greatest need or promise; and more than \$205 million committed to establish more than 1,000 new endowments in support of undergraduate scholarships, graduate fellowships and other student-related funds. These endowments, when fully funded, will bring additional resources to units all across campus.

Also during the campaign, more than \$140 million was raised to support—

either fully or in part—construction and renovation of 18 MSU facilities. This includes, but is not limited to: Delia Koo International Academic Center, Lyman Briggs Student Laboratories, Marshall-Adams Hall, Matilda R. Wilson Pegasus Critical Care Center, Secchia Center, James B. Henry Center for Executive Development, Eli and Edythe Broad Art Museum, and Alfred Berkowitz Basketball Complex.

A final area of note is that while the faculty, staff and retirees of MSU have always been generous donors to the university, during the campaign, their giving levels reached record highs. In the end, more than \$85 million—or 6 percent of the total—was given by those closest to the work being accomplished at MSU.

President Simon summed up the overall effect of the campaign. "The university wide commitment to *The Campaign for MSU*, including the hard work and support from the academic leadership and staff of each of the university's colleges and programs, has transformed and enriched MSU."



size. Coupled with exceptional investment management by the Office of Investments and Financial Management, the generosity of donors has resulted in MSU's net endowment reaching \$1.631 billion."

Through current and future gifts, other endowment successes include: a total of more than \$100 million given to create nearly 100 new endowments in support of chairs, professor-

Developments is published by University Development, Michigan State University 300 Spartan Way, East Lansing, MI 48824-1005 (517) 884-1000

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Marketing Programs: Rick Seguin, Assistant Director/Editor; Linda Dunn, Assistant Director/Editor; Bob Thomas, Director; Bob Brent, University Artist; Christina Schaffer, Editorial Assistant; Randy Brown, Webmaster; Alicia Crandall, Assistant Director; Becky Miller, Assistant; Jamie Pfeffer, Assistant. Photos: Harley Seeley, IMC; Kurt Stepnitz, University Relations.

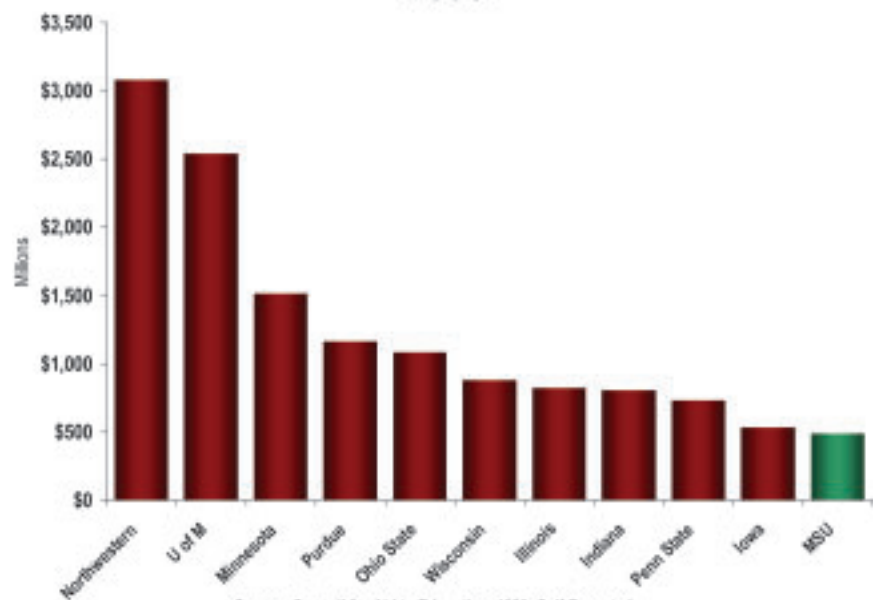
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To remember MSU as a charitable beneficiary in your will, personal trust or retirement plan, it is important to do so accurately. The correct reference is: Michigan State University, East Lansing, Michigan and the federal tax identification number 38-6005984. To explore how you might remember MSU, please contact the Office of Planned Giving at (800) 432-4678 or (517) 884-1000. If your estate/retirement plan includes MSU as a beneficiary, we encourage you to contact us to accurately record your intent and include you in the appropriate donor recognition group.

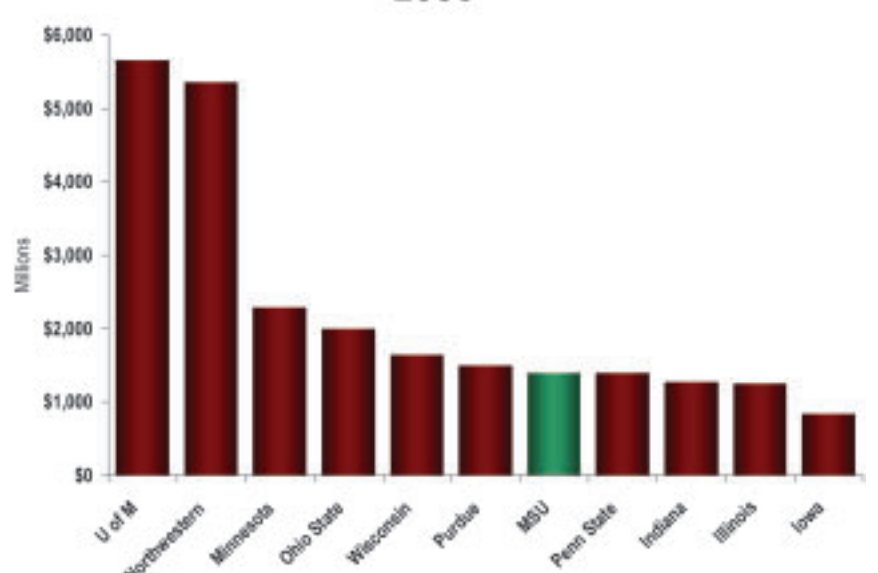
COMPARISON

Big Ten Endowment Comparison

— 1999 —



— 2006 —



Source: Council for Aid to Education: Self-Reported
MSU net total includes MSU Foundation dollars and institutional dollars included to maximize investment return strategies.

BURKHARDT AND GILSTAD CREATE CHAIR IN RAILWAY MANAGEMENT

Edward A. Burkhardt of Chicago and Dennis J. Gilstad of Fenton, Michigan, have pledged gifts to Michigan State University to create an endowment that supports a faculty position for rail and transportation studies. Burkhardt plans to give at least \$4,000,000, and Gilstad plans to give at least \$1,000,000 to fund the Edward A. Burkhardt Chair in Railway Management in the College of Social Science.

Edward Burkhardt's career in the rail sector spans over 40 years with substantial experience in all aspects of rail management. He is the founder, president and CEO of Rail World, Inc., Rail World Holdings LLC and Earlston Associates L.P. Previously, Burkhardt founded Wisconsin Central Transportation Corporation where he served as chairman, president and CEO, and spent over 25 years with several Class I railroads in the United States including 20 years with Chicago & North Western Transportation Corporation.

Burkhardt holds a bachelor of science degree with honors in Industrial Administration from Yale University and studied Rail Administration at the Yale University Program in Transportation. Railway Age magazine named him "Railwayman of the Year" in March 1999 and later that year voted him one of the 16 "Railwaymen of the Century."

Dennis Gilstad is the founder and CEO of FCM Rail, Ltd., a railroad equipment and finan-

cial services company based in Fenton. He has been a leader in the process of assessing the needs of the railroad industry and developing a program that meets those needs.

"I think I can speak for both Dennis and me when I say it is our desire that Michigan State University become the leading provider of academic and executive development training for the rail and transportation industry," Burkhardt said. "The holder of the Burkhardt Chair will serve as the academic leader in developing the executive program, scholarship and research for the Rail and Transportation Studies Program at MSU."

The rail industry has been vital to passenger and freight transportation for over 200 years and remains a leader in cutting-edge transportation technology and service delivery. As the rail industry responds to the increasing requirements of global markets, the need to provide educational opportunities for the future executive leadership of the rail and transportation industry is strong.

"The Rail and Transportation Studies Program will provide a multi-disciplinary curriculum of instruction and research to keep the rail and transportation field on the leading edge," explained College of Social Science Dean Marietta Baba. "The results of such research will not only be incorporated in the instruction of the program, but also will be disseminated throughout the rail and transport professions. The leadership gifts provided by Edward Burkhardt and Dennis Gilstad will allow us to design an academic center



Edward A. Burkhardt

of excellence for training and developing the rail and transportation executives of tomorrow."

If you would like more information on supporting the Rail and Transportation Studies Program or any other area of the College of Social Science, contact Senior Director of Development Sarah Blom at (517) 432-1802 or blom@msu.edu.

New Fund Supports Locally Performed Classical Music On WKAR

In the summer of 2007, Sarah Winans Newman decided to pledge \$50,000 to create an endowment with WKAR to support the broadcast of classical performances by musicians in the Mid-Michigan region. Sarah was inspired to make such a gift because she feels the need "to increase awareness of the richness of regional music talent and the dedication of professionals who produce classical music for our communities."

Sarah, a retired professor from the Medical School of the University of Michigan, first began supporting WKAR in 1989 with a donation of \$100 to the radio station. Over the years, she continued to support the station on an annual basis. As Sarah grew closer to retirement and her financial means enabled her to make a larger gift, she decided to do more for the station and community.

Named after her mother, a retired math and science teacher, the fund is known as the Marian Aldrich Schilling Endowment, and it is a testament to how much a parent can influence their child's life. Marian inspired Sarah's fascination with biology and her love of teaching, and she has also encouraged, supported and shared Sarah's lifelong enjoyment of classical music.

"WKAR actively worked with me to develop my ideas and goals into programming reality," Sarah said. "My intent is to recognize and give a wider voice to the dedicated professionals and amateurs

who perform classical music in our communities. I want to encourage our many talented residents of central and southeastern Michigan to discover the joy of performing in a local choir, orchestra or concert band."



Sarah Newman and her mother, Marian Aldrich Schilling, for whom the endowment is named in honor.

The Marian Aldrich Schilling Endowment comes at an exciting time for WKAR and public broadcasting. With the availability of satellite radio, listeners have more music options than ever before. WKAR has been responding to this competition by tying programming to the local community whenever possible. In part, this is done with live

local hosts during the weekdays and Saturday and Sunday evenings. In addition, WKAR airs performances from the Detroit Symphony Orchestra, Lansing Symphony Orchestra and MSU's College of Music.

Sarah's gift will enable WKAR to continue to air these recordings as well as to include works from other area symphonies as well as the University of Michigan's School of Music. Sarah's generosity has already enabled the station to conduct a summer music series comprised of works performed by the Lansing Symphony Orchestra and the MSU College of Music.

"In my experience, WKAR as an organization is open to exploring ideas for expanding educational and cultural programming in new directions," Sarah explained. "If you have a passion for a particular educational or cultural activity that could be developed into radio or television programming, and you are willing to contribute financially to make your idea a reality, talk to the WKAR staff. You might be delighted to find how easy it is to make a difference!"

For information on contributing to the Marian Aldrich Schilling Endowment or any other area of WKAR TV and Radio, contact major gifts officer Seth Martin at (517) 432-3120, ext. 362 or via email at Seth@wkar.org.

COLLEGE OF HUMAN MEDICINE UNVEILS NEW RENDERINGS OF SECCHIA CENTER

At a special gathering on October 26, 2007 in Grand Rapids, the Michigan State University College of Human Medicine (CHM) unveiled new and more detailed architectural renderings of the Secchia Center, the future home of the college in Grand Rapids. Nearly 300 business leaders, campaign cabinet members, health care partners and other guests joined members of the MSU Board of Trustees, President Lou Anna K. Simon, and CHM Dean Marsha D. Rappley for the event.

“This is an exciting day for MSU, our partners and the West Michigan community as we further refine the vision for our signature medical education building, the Secchia Center,” President Simon said. “This facility and the activities it will allow will improve medical education, and ultimately patient care, throughout Michigan and will raise this region’s profile as a destination for world-class health care.”

Ellenzweig, the design architect for the project, is from Cambridge, Massachusetts, and was represented by Michael Lauber, AIA, president of Ellenzweig and principal-in-charge for the Secchia Center. He presented renderings for the seven-

story, 180,000-square-foot medical education building. The project delivery team for the building includes the Christman Company of Grand Rapids as construction manager and URS Corporation/Health of Grand Rapids as project management, engineering and architect of record.

“The Secchia Center will be a striking new presence on the Grand Rapids skyline, joining a distinguished architectural landscape,” Lauber said. “Since a major goal for the building design was to help create a community of learners, the building is organized around a four-story, light-filled atrium that will provide multiple opportunities for interaction and serve as a social center for students, faculty, staff and visitors.”

The event was also the occasion at which MSU announced a new building project budget of \$90 million, and President Simon honored Spectrum

Health President and CEO Richard Breon as well as Dan Gaydou, chair of Spectrum’s Board, for



Michael Lauber, AIA, principal-in-charge for the Secchia Center and president of Ellenzweig, the architectural firm for the project, presented the new building renderings to the crowd.



Joan Secchia, MSU Trustee Scott Romney, and Al and Laurie Forte were among the guests at the reception.

Spectrum’s generous contribution. Private donations will cover the remaining building costs for the center, and to date, \$35.7 million has been raised through a joint fundraising initiative by Grand Action and MSU.

If you would like more information on making a contribution for the Secchia Center, contact CHM Director of Development Doug Moffat at (517) 353-5153 or moffat@msu.edu; or Major Gifts Officer Susan Lane at (517) 884-1067 or lanes@msu.edu.

Kellogg Foundation Provides \$3.5 Million Grant For KBS Program

A “field-to-fork” approach to farming may ultimately offer consumers greater access to environmentally friendly food choices while enhancing the vitality of rural communities. With the aid of a three-year, \$3.5 million development grant from the W.K. Kellogg Foundation, MSU will

establish a pasture-based dairy facility and composting program at the W.K. Kellogg Biological Station (KBS) in Hickory Corners, Michigan, and develop supply chains and markets for pasture-based dairy products.

“To ensure the vitality of rural communities, it is important that we create

better market opportunities for small and mid-sized farms,” said Mike Hamm, C.S. Mott Chair

for Sustainable Food Systems at MSU. “These farms are the backbone of communities—as food providers, purchasers of local goods and services, employers, taxpayers, and stewards of the landscape. Expanding production options that improve the viability of these farms will help strengthen healthy rural economies and communities.”

The project team hopes to strengthen distribution networks and demand for locally grown animal products raised on pasture. Developing markets based on the place and method of production will give small and medium farms an added-value advantage in attracting consumers.

“This program will provide a unique opportunity to evaluate how an animal production system operates in the context of other aspects of the landscape—agricultural, managed and natural,” said Kay Gross, director of KBS. “KBS is well suited for this type of work because of the strong programs in ecology and sustainable row crop agriculture that we have here.”

The conventional dairy operation currently operated at KBS will be converted to a pasture-based program over the next two years. A 120-

cow milking herd will be maintained on an intensively managed rotational grazing system and on a replicated plot-based pasture system. A portion of the milk produced at KBS will be used for production of cheese at the MSU Dairy Plant.

“A pasture-based dairy at KBS allows us to expand our portfolio of production alternatives for farmers and to develop new research and outreach programs that fit with interests and needs of diverse farm stakeholders,” said Karen Plaut, chairperson of the Department of Animal Science.

In addition to developing a pasturing program, education and outreach programs will extend to MSU undergraduate and veterinary medicine curricula and to primary and secondary school programs, farmers, consumers and public officials.

The W.K. Kellogg Foundation was established in 1930 to help people help themselves through the practical application of knowledge and resources to improve their quality of life and that of future generations. For further information, please visit the foundation’s Web site at www.wkkf.org.



Dairy cows at KBS: The first link in the field-to-fork supply chain.

CULVERS ENDOW FUND FOR SPORTS BROADCASTING

In October 2007, a unique gift was made to the Department of Intercollegiate Athletics and its Sports Broadcasting area by Jim and Suzanne Culver. The gift was created through a charitable remainder unitrust (CRUT) to fund state-of-the-art video equipment for Sports Broadcasting. To ensure that Sports Broadcasting would be using the most advanced equipment available in perpetuity, the Culvers created an endowment which will be funded at the termination of their CRUT. Their future gift, currently valued at approximately \$475,000, is expected to grow over time and will “contribute to maintaining the highest possible video service for Michigan State athletics,” according to Jim.

Jim Culver is a 1962 Communication Arts graduate of Michigan State University. While a student at the university, he worked for WKAR-TV, first as the station’s film director and later as the producer and on-air personality for a number of university TV shows, including the popular children’s program, “Culver’s Clubhouse.”

An avid Spartan sports fan, Culver began experimenting with a new cinematography device, the “zoom” lens, in the summer of 1957. At that time, sports filming was accomplished with 16mm film cameras using fixed lenses mounted on revolving turrets. If the photographer wished to show a close-up of a player, he stopped the camera, rotated the turret to a longer lens and restarted the camera. It was awkward at best, and not satisfactory for fast moving sports. With his new zoom lens, Culver could show an entire formation, and as the play developed, he could zoom in or out of the action without stopping the camera.

Forddy Anderson, the head Spartan basketball coach at the time, heard about Culver’s new lens and asked him to serve as the official team cinematographer. When legendary football coach Duffy Daugherty

saw the films, he asked Culver to become the football team’s cinematographer as well. Culver covered all of the football and basketball games, home and away, for 17 years (1957-74). After each game, he rushed the exposed rolls of film to a local film processing laboratory where they were developed and duplicated for the coaches, opposing schools, The Alumni Association and television clips.

Since Culver’s tenure on Michigan State’s staff, video equipment and technology for Sports Broadcasting has been substantially revolutionized. The 16mm film cameras are relics, giving way to more

modern, lightweight video cameras that offer immediate playback. Zoom lenses are commonplace, found on even the most inexpensive cameras. Today, everything is digitized.



Suzanne and Jim Culver



Jim Culver with one of his cameras in 1958.

Tomorrow may bring even further technological improvements.

Recognizing the importance of sports recording and the ongoing need for new technological resources, the Culvers’ charitable remainder unitrust for Sports Broadcasting will extend Jim’s pioneering efforts into the future. His desire is to help ensure that future generations of MSU sports videographers are equipped with the most modern recording devices available.

Their charitable remainder unitrust (CRUT) will provide the Culvers annual income for their lifetimes that will increase as the value of their charitable trust assets grow. A charitable deduction is available in the year a CRUT is funded. Other benefits may include avoidance of capital gains tax, reduction of a taxable estate, and an increase in disposable income. It also offered the Culvers flexibility in the assets that may be used to fund their CRUT and the frequency of income distributions, as well as the ability to make additional contributions to their charitable trust.

“Maintaining an up-to-date Sports Broadcasting facility is an expensive operation,” said Rick Church, director of Sports Broadcasting. “The Culvers’ endowment will allow us to continue to be a leader among university facilities throughout the United States.”

If you would like more information on supporting the Culver endowment or any other endowment or planned gift for Intercollegiate Athletics, contact Associate Director of Development and Director of Major Gifts Anna Barber at (517) 432-4634 or barbera@ath.msu.edu.

MICHIGAN HORSE COUNCIL ESTABLISHES ENDOWED FUND

With a gift of \$35,000 in June of 2007, the Michigan Horse Council (MHC) continued a long tradition of supporting Michigan State University students and programs related to the horse industry in Michigan. This latest generous contribution created the Michigan Horse Council Endowment, a fund that can be used for scholarships as well as equine facilities and other programmatic needs as the fund size increases over time.

“The MHC’s primary reason for establishing the Michigan Horse Council Endowment is to provide a vehicle that would be available for people to use to support the equine industry, not limited to but emphasizing scholarships that have an equine connection,” said MHC Treasurer Karyl Dunaway, speaking for the MHC Executive Board. Karyl went on to say that the fund’s existence is due to the diligence of Dr. Mary Rossano, past chairperson of MHC’s Philanthropy Committee which is now being facilitated by current co-chairs Karen Waite and Cady Ness-Smith.

“Volunteer organizations have a tendency to function based on the energy and enthusiasm of their committees,” Karyl explained. “While the purpose remains the same, there are many variables that dictate the success of a program. Two of the most common are the time limitations of the volunteers and burn out after many years of dedicated service. MHC wished to ensure the stability of the scholarships so that they will always be there regardless of who is leading the organization.”

As a result, the MHC decided to endow the fund. Endowments are useful in securing the long-term

benefits of a fund because the principal of a gift is invested and only a portion of the interest earned is spent each year on the intended purpose. The remaining interest is added back to the principal, thus growing the base of the fund and allowing for more available funds each year. MSU has an excellent track record for carefully managing such funds.

The Michigan Horse Council Endowment grew even more when Marilyn Graff matched the initial MHC gift with a personal gift of \$35,000. Marilyn, MHC’s communication chairperson and co-chair of their Stallion Expo, hopes her contribution will encourage others to add more gifts to the endowment. Doubling the base of the fund, Marilyn’s gift was made in memory of her sister Gerry Hinkley. Gerry, who graduated from MSU in 1964 with a degree in Journalism, was a member of the Milwaukee (WI) Press Club Hall of Fame.

The MHC has been a generous contributor to many areas of MSU over the years, most notably with an \$80,000 contribution during the expansion of the MSU Pavilion that funded the Horse Barn and Riding Arena. Other areas supported by the MHC include the Michigan Livestock Industry Scholarship Foundation Fund, the Department of Animal Science, the Michigan Horse Council Scholarship Fund in Veterinary Medicine, the 4-H Horse Show Scholarships, Animal Welfare and Behavior Programs, the McPhail Equine Performance Building Fund, MSU Extension Service, the FFA Foundation and other initiatives dating back to 1979.

It is apparent that the MHC is looking toward the future with their gifts to MSU. “Our hope is to endow the other two designated MSU scholarships



Dr. Mary Rossano, past chair of MHC’s philanthropy committee, who along with MHC Treasurer Karyl Dunaway and several others worked to establish the group’s endowment.

that we give each year to ensure their existence in the future,” Karyl said. “As funds permit, MHC would like to increase the scholarships we have, according to the need, adding more scholarships and/or funding for projects.”

The Michigan Horse Council is a non-profit organization based in Lansing, Michigan, whose stated goal is to provide individuals and organizations with a central authority that will support, encourage, supplement, and coordinate the efforts of those presently engaged in the constructive conservation, development, and promotion of the horse industry and horse community in the state of Michigan.

If you would like more information on supporting the MHC Endowment or any other area within the College of Agriculture and Natural Resources, contact Assistant Director of Development Twesigye “Jackson” Kaguri at (517) 355-0284 or kaguri@msu.edu.



Donor Societies at Michigan State University



Benefactors Plaza Columns

In 1963 the Presidents Club, MSU’s first donor recognition society, was established as a way to recognize those individuals who had shown their support of MSU with a gift or pledge of at least \$10,000. Since that time, the list of giving societies has been expanded several times in an effort to more appropriately recognize and thank those who have made significant contributions to MSU.

During *The Campaign for MSU* alone, the total number of donor societies was expanded from five to ten, with the addition of the Abbot, Shaw, Wharton, Williams and Beal societies. During this time, MSU Benefactors was also renamed to the Snyder Society, completing the new series of recognition societies to honor former presidents of the university. This list of societies was specifically expanded to help grow the annual support that the university receives from individual donors—one of the major focuses of *The Campaign for MSU*. During the campaign, additional emphasis was placed on making more one-on-one solicitations with alumni and friends in an effort to secure multi-year pledge commitments. These commitments in many cases qualified donors for recognition in one of the giving societies.

These efforts proved extremely fruitful. In addition to increasing the percentage of gifts received

from alumni and friends from 35% of total gifts in the year prior to the launch of the campaign, to 50% during the campaign, Michigan State also saw a dramatic increase in the number of donors who qualified for recognition in one of the university’s new giving societies. At the beginning of the campaign in 1999, 4,431 households and organizations were members of donor societies at Michigan State University. At the end of the 2006-07 fiscal year, that number had grown to 8,828—a growth of nearly 100%!

Recognition in the Beal, Williams, Wharton, Kedzie, Shaw, Abbot, and Snyder societies is open to individuals, corporations, foundations, and associations. Individuals are also honored at the Hannah Society, Beaumont Tower Society and Presidents Club levels. Those welcomed into any of MSU’s giving societies receive a personalized memento or certificate and are listed in appropriate university publications. Each new member also receives special invitations to social events, information about MSU’s development activities, and notification about university cultural events. For more information regarding which recognition level will apply to your specific charitable intentions, please contact one of the major, special or planned gift professionals in University Development at (517) 884-1000.

MAJOR FUNDING GIVEN FOR A U.S./INTERNATIONAL STUDY OF MATHEMATICS TEACHER EDUCATION

Commitments in 2007 of \$1.75 million from The Boeing Company, \$500,000 from the Bill and Melinda Gates Foundation and \$250,000 from Carnegie Corporation of New York will provide vital funding for Michigan State University's efforts to build on the results of a program called TIMSS (Third International Mathematics and Science Study). This program, known as US-TEDS, will strive to break new ground by examining how teachers are prepared to teach.

The Teacher Education Development Study in Mathematics (US-TEDS) is a research project of the International Association for the Evaluation of Educational Achievement (IEA), which focuses on the preparation of teachers of mathematics at the elementary and middle school levels. The U.S. portion of the study is headquartered at MSU and led by Dr. William H. Schmidt, a University Distinguished Professor currently serving as co-director of the Education Policy Center, co-director of the U.S. China Center for Research, co-director of the NSF PROM/SE project and previously the national research coordinator and executive director of TIMSS. Dr. Schmidt also holds faculty appointments in the Department of Measurement and Quantitative Methods and the Department of Statistics.

"The results from TIMSS showed how critical it is for the United States to improve the quality of our curriculum in mathematics," explained Dr. Schmidt. "As a result, one of the biggest policy questions confronting the nation, as states such as Michigan raise the expectations in mathematics in schools, is where do we get the teachers with adequate backgrounds and training to teach a more demanding mathematics curriculum?"

The primary goal of US-TEDS is to generate a comprehensive national portrait, in an international context, of elementary and middle school mathematics teacher preparation. The research will yield insights on improving mathematics teaching and learning as well as on issues of teacher quality and teacher preparedness. Ultimately, the main goal of the study is to show the effect of teacher preparation policies and programs across the world and how they contribute to the capability to teach mathematics well in elementary and middle schools.

"Funding from The Boeing Company, the Bill and Melinda Gates Foundation and the Carnegie Corporation of New York provides not only critical resources, but it also demonstrates to policy leaders how essential this issue is to the business community and other stakeholders in the United States," Dr. Schmidt said. "I believe, beyond the funding, as we release the results of US-TEDS in 2009, that these institutions will have much to say about how important the results are and what it is we will need to do to remain competitive in the international economy."

If you would like more information on supporting MSU's role in the US-TEDS study, contact College of Education Director of Development Michelle Mertz-Stoneham at (517) 432-3885 or mertzsto@msu.edu. For more detailed information on the US-TEDS program, visit <http://usteds.msu.edu/>.

Dr. William H. Schmidt



THE CAMPAIGN FOR MSU CONCLUSION IS CELEBRATED IN STYLE

On Friday, October 5, the weekend of jam-packed campaign celebration activities kicked off with colleges hosting final meetings with their campaign volunteers, immediately followed by a luncheon at the Kellogg Center for all volunteers during the campaign. College volunteers were joined by members of the President's Campaign Cabinet (PCC) where the total campaign results were first announced publicly by President Lou Anna K. Simon.

Immediately following the luncheon, the PCC gathered for its final meeting for *The Campaign for MSU*, discussing not only the successes of the campaign but the strategies for continuing the fundraising momentum for MSU. Benefactors Plaza, the new donor recognition landmark on campus, was dedicated shortly after the PCC meeting. While not officially part of the campaign conclusion celebrations, the timing of the dedication allowed over 300 guests to take part in this historic event (photos and details on page 16).

Friday concluded with a dinner in what can only be described as the completely transformed Kellogg Center Big Ten Rooms. Donors who are recognized at MSU's Snyder Society or above were invited to attend this black tie optional gala which featured memorable musical performances by MSU College of Music faculty and students.

The weekend of celebrations concluded with the President's Brunch on the morning of Saturday, October 6. Approximately 1,000 donors—including many MSU faculty, staff and retirees—filled the floor of the Breslin Center. Many who attended commented that they had never seen the Breslin Center look so elegant. It was the culmination of a stylish series of events and a fitting conclusion to the most transformational fundraising effort MSU has yet known.



THE CAMPAIGN FOR MSU



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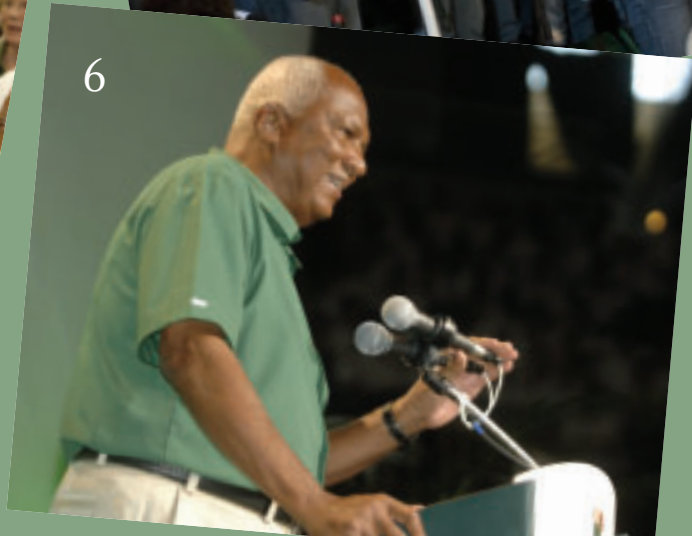
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CAPTIONS

1. President Lou Anna K. Simon announces the campaign results to the enthusiastic President's Brunch crowd.

2. MSU Trustee Emeritus Jack Shingleton talked with Al and Jan Granger at the President's Brunch.

3. Sparty was on hand to cheer with President's Brunch guests.

4. Bill and Arlene Sharp were among the guests enjoying the special edition of the President's Brunch.

5. A stirring musical finale to the President's Brunch was provided by the MSU Chorale, State Singers, and Men's and Women's Glee Clubs, with additional musical performances at the event by the MSU Jazz Combo and the MSU Marching Band.

6. MSU Board of Trustees Chairman Joel Ferguson addressed the large crowd at the President's Brunch.

7. Former MSU president John DiBiaggio (center) and his wife Nancy (left) were in town for the campaign celebration events. They visited at the President's Brunch with (from left) faculty members Mark Rinella and Marylee Davis, and faculty emeritus Lou Romano.

8. The campaign celebration theme brought 1,000 guests to the Breslin Center for the 2007 President's Brunch.

9. MSU student Mahesh Chandrasekhar spoke to the elegant crowd gathered for the campaign celebration dinner.

Celebrations



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10. Jack Withrow, Ken Way and Gary Valade visit with President Lou Anna K. Simon during the celebration dinner.

11. Dinner guests included former MSU president Cecil Mackey (left), seen here chatting with Provost Kim Wilcox.

12. Dr. Andy Amalfitano, Osteopathic Heritage Foundation Endowed Chair in Neuromusculoskeletal Research in the College of Osteopathic Medicine, was one of the speakers during the President's Brunch program.

13. Dinner guests, from left: Osteopathic Medicine Dean William Strampel, Myron Magen, Jim and Geri Potchen, Leona Strampel and Ruth Magen.

14. MSU Board of Trustees Vice Chairperson Melanie Foster addressed the crowd gathered for the special campaign dinner.

15. Nursing Dean Mary Mundt (left) chatted at the celebration dinner with Honors College Dean Cynthia Jackson-Elmoore and her husband, Ambrose.

16. Glen Gardner (left) greets Lalita Udpa and Engineering Dean Satish Udpa during the celebration dinner.

17. Jim and Sandy Phillips (left) visited with Belva and Lonnie Eiland at the President's Brunch.

18. Athletic Director Ron Mason and his wife Marion were among the guests at the gala dinner.

Programs In The Colleges & Units

During *The Campaign for MSU*, the university's fundraising colleges and units each had their own priorities and goals. Below are brief highlights of what they achieved during the campaign.

COLLEGE OF AGRICULTURE AND NATURAL RESOURCES

The College of Agriculture and Natural Resources (CANR), MSU Extension (MSUE) and the Michigan Agricultural Experiment Station (MAES) enjoyed tremendous success through *The Campaign for MSU*. Nearly \$178 million was raised, and the college is poised to receive several large gifts before the end of the year that will put it well over its ambitious initial goal of \$180 million.

CANR's greatest success has been in raising \$58.6 million in endowments—bettering its goal by more than \$6 million. The impact of these endowments will benefit students and programs for years to come. In addition, more than \$2 million was raised for facilities and nearly \$117 million for expendable funds supporting research, faculty, students and programs.

The college increased both its number of donors (up 52 percent) and yearly giving (more than 62 percent) above the levels of the five years preceding the campaign. More than 50,000 donor gifts were made to CANR during the campaign, with significant major gifts coming from alumni, friends, industry and foundation support.



David Morris, a Grand Ledge, Michigan farmer, pledged an estate gift of \$7.5 million. His gift is funding an endowed faculty position and will provide support for MAES research, MSU Extension and ANR programs. The W.K. Kellogg Foundation has been a philanthropic partner providing grants nearing \$11.5 million to support programs in sustainable food systems, leadership development and community vitality. In addition, CANR faculty and staff members and retirees contributed more than \$9 million during the campaign—a remarkable demonstration of their commitment to the land-grant mission.

COLLEGE OF ARTS AND LETTERS

The highly successful conclusion of *The Campaign for MSU* finds the College of Arts and Letters a stronger organization with renewed focus and energy. The School of Music and the residential option in the arts and humanities are both now

functioning as independent colleges, and the History Department is now housed within the College of Social Science. The College of Arts and Letters also welcomed new Dean Karin A. Wurst in October 2006.

During *The Campaign for MSU*, the College of Arts and Letters raised more than \$54 million, far surpassing its goal of \$11 million. Of significant note is the \$26 million gift from Eli and Edythe Broad for the new art museum that will bear their names. The new art museum project was also the recipient of two other major gifts of more than \$1 million each, bringing the total number of new gifts of more than one million dollars for the college to seven.

In addition, the college surpassed its endowment goal of \$800,000 with a total of more than \$15 million raised for endowed funds. Among 62 new endowments established during the campaign, three valued at over \$1 million each endowed new faculty positions (two in English and one in Jewish Studies), and thirty-five new student endowments were created from gifts totaling over \$4 million (including a \$1 million scholarship in English).

As with the university as a whole, faculty and staff giving to the College of Arts and Letters was also significant with some \$3.4 million in contributions designated for the college.

BROADCASTING SERVICES – WKAR

As the media landscape changes and technological innovation emerges, WKAR relies on the success it achieved during *The Campaign for MSU* to support its role in the digital age.

The Broadcasting Services (BCS) goal for expendable funds during the campaign was exceeded by \$484,401, and the endowment goal was exceeded by \$1,170,951. The increased involvement of WKAR listeners and viewers as members and donors helped build these funds and will help BCS move forward with the transition to digital broadcasting.

Broadcasting Services managed a leadership change in the middle of the capital campaign which brought new direction and vision for the organization. BCS looks forward to building on the success during this campaign to help fuel its future.

ELI BROAD COLLEGE OF BUSINESS

The Broad School celebrated a successful close of *The Campaign for MSU* with more than \$111 million in gifts and commitments from its alumni, faculty, staff and friends, as well as corporations and foundations that support its programs. The total included \$72.5 million in cash and pledges, and \$38.5 million in bequest commitments and other future gift agreements.

The Broad School achieved several milestones during the campaign, raising significant funds for new scholarships, lectureships and faculty endowments, as well as significant unrestricted funds that provide the school with critical flexibility in addressing emerging priorities.

The Broad School's endowment value increased by more than \$51 million, bringing the current market value of the fund to over \$74 million. There were 132 new endowed funds established during the campaign. More than \$22 million

was raised for endowed faculty support and \$21 million for endowed scholarships.

The Broad School's James B. Henry Center for Executive Development, a new state-of-the-art executive education facility, was built with \$15 million committed by donors. Two significant gifts totaling \$3 million helped launch the Institute for Entrepreneurship, bringing together teaching and research activities of college faculty working on entrepreneurial issues across several disciplines into a more effective, concentrated initiative with strong ties to the business community.

COLLEGE OF COMMUNICATION ARTS AND SCIENCES

The College of Communication Arts and Sciences (CAS) set a new benchmark by surpassing its goal during the campaign. This success, thanks to generous alumni and friends, resulted in research grants, scholarships, faculty positions, academic programs and new facilities. The number and value of endowments more than doubled, from \$10 million to \$23 million. An additional \$6 million in planned gifts were designated for scholarships, programs and emerging needs.

Research grants were acquired from the W. K. Kellogg Foundation and the Smith Richardson Foundation among others. Funding for scholarships from many sources benefited students. CAS gained visiting professorships with gifts from Dr. Ida Stockman, the William Randolph Hearst Foundation and others. An emerging program in Sales Communication received support from Farm Bureau Insurance and existing programs benefited from multiple gifts. Inspiring spaces were created for students via gifts from Craig Murray and friends for a Creative Incubator and gifts from Dr. Bradley S. Greenberg and friends for a state-of-the-art graduate seminar room.

Some notable endowments included two professorships which grew to the level of endowed chairs: the James H. and Mary Quello Endowed Chair for Telecommunication Studies; and the Ellis N. Brandt Endowed Chair in Public Relations which was funded by the Rollin M. Gerstacker Foundation. The John S. and James L. Knight Foundation awarded an endowment to the Knight Center for Environmental Journalism. CAS has entered a new era in which funding will be critical to build on its 52 years of scholarly leadership in global communication.

COLLEGE OF EDUCATION

Under the leadership of Dean Carole Ames, the College of Education continues to be recognized among the top schools of education in the country. The 2008 *U.S. News & World Report* annual survey ranked the college's elementary and secondary education graduate programs as the best in the nation for the thirteenth consecutive year. The college has eight programs ranked in the top 10.

Alumni and friends of the college provided strong support over the course of *The Campaign for MSU*. Since July 1, 1999 the college documented \$50,381,423 in gift commitments, surpassing the campaign goal for the college by \$24,606,423, or 96%.



The campaign goal for expendable funds of \$11,000,000 was surpassed by \$19,745,736, having documented \$30,745,736, and the college exceeded the goal for endowed funds of \$14,775,000, having documented \$19,635,687 including 74 new endowments. Since 1999, the value of the college's endowment has grown from \$2.5 million to over \$12 million.

Several significant gifts and grants drove the results which included three named chairs; over \$20 million in funding to support college programs; and 66 new scholarship/fellowship funds in support of students. Over the course of the campaign, annual support increased by 57% in donations and by 54% in the number of donors. Over 6,000 donors chose to make an annual gift to the college in fiscal year 2006-07 providing \$200,000 in funding to support students, programs and faculty.

COLLEGE OF ENGINEERING

The College of Engineering completed the recent campaign having raised a total of \$200 million in cash, pledges, gifts-in-kind, and bequest commitments. While this amount is just short of the college's \$209 million goal, it still represents the largest amount raised by any single unit at Michigan State University during the campaign.

Endowment giving was a priority during the campaign and especially notable was the establishment of a number of new endowments or the securing of endowment commitments for the future. During this campaign, the college documented 94 new endowments for a total of \$32 million. Considering that Engineering has a total of 170 endowments, this means that 55% of all endowments created over the college's 100 year history have been established in the last eight years. Put another way, the college increased the number of endowments by 124% during the campaign.

While all gifts to the College of Engineering are meaningful and appreciated, endowment gifts offer a dependable and perpetual source of financial support. This is especially important in a time of uncertain state funding. Endowment gifts offer donors a perpetual legacy of caring for the institution and a source of pride for coming generations.

As impressive as this recent success has been, the College of Engineering will continue to seek new endowment gifts in the coming years.

COLLEGE OF HUMAN MEDICINE

The Campaign for MSU was an outstanding success for the College of Human Medicine (CHM). The college's overall goal was \$25,200,000, and it finished at \$56,036,381!

The college emphasized endowment during *The Campaign for MSU*, hoping to raise \$12 million. By the public kickoff of the campaign in the fall of 2002, Dr. Nicholas V. Perricone, class of '82, had made his commitment of \$5 million to endow a new Division of Dermatology, and CHM was on its way to raising over \$23 million in endowment. Dr. Perricone's gift is the largest cash gift for endowment in the history of MSU.

The college began the campaign with a bang and ended it that way as well. In January of 2007, CHM received a commitment from Ambassador Peter Secchia, his wife, Joan Secchia, and other anonymous contributors that totaled \$20 million for the construction of a new medical education building in Grand Rapids, to be named the Secchia Center. An additional \$15 million had been pledged for this project by the end of *The Campaign for MSU*, and fundraising continues apace.

CHM would like to thank the many people who supported it during *The Campaign for MSU*. The future is bright because of their commitment.

INTERCOLLEGIATE ATHLETICS

Intercollegiate Athletics has been transformed through *The Campaign for MSU*, most notably through the addition of several new facilities. In January 2002, the Michigan State men's and women's basketball programs moved into their new state-of-the-art practice facilities and offices when the doors to the Alfred J. Berkowitz Basketball Complex opened its doors. Spartan men's and women's golf facilities were upgraded considerably through the construction of the Paul R. Rearick Golf Complex and the Fossum Golf Practice Facility. The \$67 million Spartan Stadium expansion is the shining new home for University Development, the MSU Alumni Association, MSU Career Services and the Athletic Development Office. The LaSalle Bank Club and Suites have been a fabulous addition to the MSU sports venues.

Construction of the men's and women's basketball locker rooms is nearing completion. This \$2.6 million renovation and expansion will go a long way toward ensuring MSU Basketball's place among the elite programs nationally. Spartan Athletics has also added a brand new indoor practice facility for baseball and softball as the first phase of the Old College Field project. Construction on DeMartin Soccer Stadium will begin in spring 2008, thanks to a lead gift from Doug and Valerie DeMartin.

Spartan Football is anxiously awaiting completion of the Skandalaris Football Center, a brand new addition to the Duffy Daugherty Football Building that will house new meeting rooms, coach's offices, a Hall of History and expanded weight room. Named in honor of Bob and Julie Skandalaris, this facility will truly benefit not only Spartan Football but all sports programs at MSU.

In addition to the wonderful private support that made these facilities possible, Intercollegiate Athletics is grateful to its donors for helping

achieve unprecedented annual giving levels as well as helping increase the endowment for Spartan Athletics. The capital campaign will have a lasting and measurable positive impact on MSU and Spartan Athletics.

INTERNATIONAL STUDIES AND PROGRAMS

Funding for International Studies and Programs (ISP) grew significantly during *The Campaign for MSU*. The total raised by ISP was \$27,637,487, which was an outstanding result considering that the goal was \$6.4 million. During the campaign, \$21.8 million was raised for endowment. Part of that total established 37 new endowments to support international programs, including 16 student endowments focused primarily on Study Abroad and 21 additional endowments supporting many international program areas. Approximately \$16.7 million of the total of endowed funds raised was pledged through planned gifts.

In recognition of ISP's 50 year history of international engagement, funding was received to create a program to promote sustainable community development activities around the globe. ISP had its first-ever director of development during part of *The Campaign for MSU*, and it recently welcomed a new dean, Dr. Jeff Riedinger. Dean Riedinger has served as associate and acting dean of ISP and is well prepared to lead the university's international efforts as MSU moves from a land-grant to a world-grant university.

JAMES MADISON COLLEGE

Madison reached many milestones during *The Campaign for MSU*, building upon its 40-year record of success. The college has expanded the number of students and faculty members along with renovating its facilities in Case Hall throughout the campaign. JMC students have won two National Debate Championships during the campaign and received three Truman, three Marshall, one Mitchell and six Fulbright scholarships among other faculty and student accomplishments.

The campaign raised over \$3.4 million for Madison. Comparing JMC in 1999 to 2007, the number of students grew from 1,000 to 1,250; the total number of alumni grew from 4,564 to 6,014; the number of annual donors went from 339 to 819; endowment funds went from \$428,912 to \$1,534,824; cash gifts from alumni grew from \$43,635 to \$139,528;



Programs In The Colleges & Units

documented planned gifts went from \$70,000 to \$1,798,389; and the number of MSU donor society members increased from 26 to 86.

The future is bright, and Madison's best years lay ahead. The alumni and friends of James Madison College are making a difference by providing leadership and financial support to advance the Madison mission. New and exciting programs are being developed to meet important needs in our communities and world: the Michigan Center for Innovation and Economic Prosperity, the Muslim Studies Specialization, the new "science policy" specialization called Science, Technology, the Environment and Public Policy Specialization (STEPPS) and a new major in Comparative Cultures and Politics are all contributing to the creative and entrepreneurial spirit that is expanding the reach of James Madison College and ensuring success over the next 40 years.

COLLEGE OF LAW

With a total of just over \$17 million raised during *The Campaign for MSU*, the MSU College of Law surpassed its goal by more than \$5 million. The two largest gifts in the college's history were received during this campaign.

A \$4 million gift from Geoffrey N. (class of '79) and Kathleen Fieger created a flagship program for the MSU College of Law. The Geoffrey Fieger Trial Practice Institute is the first of its kind in the country and aims to bridge the law school experience with the practice of trial law in real-world settings.

MSU College of Law's president, Clifton E. Haley (class of '61) and his wife, Carolyn, made a planned gift commitment of \$4 million to establish the law college's first endowed chairs and two endowed scholarships. The gift will allow the college to retain, attract and support some of the very best law professors and students in the nation.

LIBRARIES, COMPUTING & TECHNOLOGY

Exceeding its campaign goal by 213% (with over \$11.5 million raised) was only the final accomplishment of many for Libraries, Computing & Technology (LCT) during *The Campaign for MSU*. The number of endowed funds in LCT more than doubled during the campaign, from 24 to 61, and the number of donors in fiscal year 2007 increased by 88% over the previous ten-year average. The size of individual contributions rose dramatically as well, up 121% over the last decade's average.

LCT's success in the campaign coincides with a much greater awareness among faculty and alumni of the enormous complexity of the information environment, and the library's critical role in providing access and easy retrieval. "The library has permanent value for the institution," said Theodore and Jean Kennedy when they established the Kathleen Kennedy Library Endowment in memory of their daughter.

Their feelings echo the commitment of many others. Other major gifts to



Libraries, Computing & Technology during the campaign include: a \$1 million estate gift by Kim and Jude Swanson to benefit library student employees; a new endowment to support the University Archives & Historical Collections, created by L. Michael Moskovis and Dorothy J. Selinger; The James B Beard Turfgrass Library Collection, centerpiece of the most extensive public collection of turfgrass research literature in the world; and The Robert Coles Papers, the rich legacy of a distinguished psychiatrist, ethicist, and historian, winner of the Pulitzer Prize and the Presidential Medal of Freedom.

MSU MUSEUM

With more than \$6.5 million raised during *The Campaign for MSU*, the MSU Museum more than doubled its original goal of \$3 million. This total included a number of significant new endowments and planned gifts.

Among the notable gifts are a \$1 million planned gift from Kitty Clark Cole to support an endowment for the Great Lakes Quilt Center at the MSU Museum; a \$340,000 planned gift from Dorothy Selinger and Michael Moskovis to support the creation of an endowment for care of historical and cultural collections; and a planned gift of \$250,000 from Robert Beseda to support the creation of an endowment for the care and use of cultural collections. The museum was also able to launch a successful annual giving campaign that has been stimulated by community challenge grants by the Dart Foundation, Strathmore Development Company, and the MSU Museum Development Council.



COLLEGE OF MUSIC

The College of Music received significant private support during *The Campaign for MSU* from alumni, friends, and MSU faculty and staff members—all generous and loyal supporters of the musical arts. The campaign goal for the College of Music, set at \$11.2 million, was significantly surpassed, attaining nearly \$16.3

million in gifts—with more than \$9.5 million directed to endowment. During the course of the campaign, the College of Music established 53 new endowment funds, going from 27 endowments with a market value of \$3.74 million pre-campaign to 86 endowments with a market value of \$13.43 million. Pre-campaign, the College of Music received 10 six-figure and one seven-figure gift commitments, and during the course of the campaign, the college received 20 six-figure and four seven-figure gift commitments. Two of these four seven-figure gift commitments came from College of Music faculty.

COLLEGE OF NATURAL SCIENCE

The College of Natural Science surpassed its capital campaign goal of \$66.1 million by raising a total of \$89.9 million for scholarships, research, programs and other college initiatives. At the heart of this campaign was the success of raising \$49 million for endowment, exceeding the ambitious goal of \$44 million.

Given the current budget issues, building the endowment to provide perpetual funds for student scholarships, graduate fellowships, faculty support, research monies and a range of programs, facilities and services continues to be a priority for the college. Because of the generous commitment of alumni and friends who share the tradition of excellence in natural science and mathematics, the college is able to sustain a strong foundation for years to come by documenting 132 new endowment gifts.

Alumni, faculty, staff and friends of the college contributed 62% of the gifts and enabled the college to increase the total value of its endowment principal to more than \$54 million, generating annual endowed interest for use by the college and its units of \$5 million. For the College of Natural Science to continue offering world-class opportunities, it is essential that it grow the endowment to build a steady and permanent source of funding while the college continues to provide the foundation for science and mathematics education and research at Michigan State University.

COLLEGE OF NURSING

Lead by deans Marilyn Rothert (emeritus) and Mary Mundt, the College of Nursing undertook the most ambitious fundraising effort in the college's history during *The Campaign for MSU*. Because of dedicated benefactors and volunteers, the college achieved its original fundraising goal of \$1 million in fiscal year 2005, its second goal of \$3 million in fiscal year 2006 and its third goal of \$6.5 million, having raised \$6,558,176.94 at the conclusion of the campaign. The college experienced its most successful fundraising year to date, having raised more than \$2.3 million in fiscal year 2007 alone.

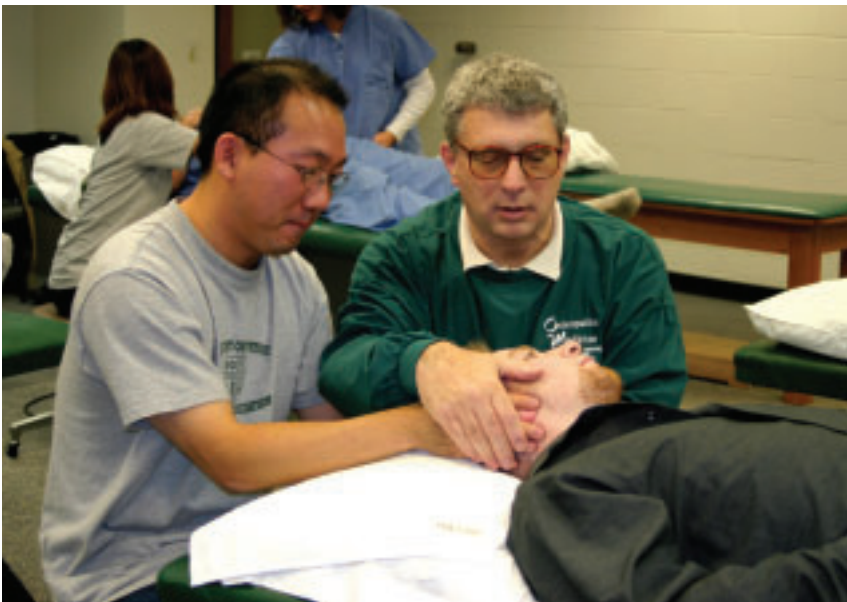
Additional milestones were achieved during *The Campaign for MSU* as well. Six consecutive years of endowment growth enabled the college to award this year more than \$180,000 in support to deserving faculty and students—80 percent more than the previous year. Planned gifts to the college, including irrevocable and revocable gifts, totaled nearly \$1.7 million. Nursing faculty and

staff giving was amongst the highest in participation out of all MSU schools and colleges, totaling nearly \$1.1 million. Alumni and friends played a key role in the college's fundraising success having committed more than \$4.8 million.

The energy and commitment shown during *The Campaign for MSU* is inspiring, with the nursing addition to Life Sciences still a high priority for the college. *The Campaign for MSU* proved that the College of Nursing has tremendous support and will therefore continue to build upon its foundation of excellence for the university, the college and the profession of nursing.

COLLEGE OF OSTEOPATHIC MEDICINE

The MSU College of Osteopathic Medicine (MSUCOM) originally set a goal to raise more than \$8 million when *The Campaign for MSU* kicked off. Midway through this unprecedented fundraising effort, the \$8 million mark was exceeded. MSUCOM then challenged its faculty, staff, alumni and friends with a new goal of \$18 million by September 2007. Thanks to the entire MSUCOM family, the final total for *The Campaign for MSU* reached over \$20 million, with nearly \$12 million of this total designated for endowment!



This truly was a transforming campaign for the college. Some of the highlights include:

- A \$3.5 million gift to create the Michigan Osteopathic College Foundation Endowed Fund. This discretionary endowment will help create a margin of excellence by providing a steady source of income, ensuring quality and permanence to the college and its programs.
- A \$1.5 million gift from the Osteopathic Heritage Foundation. It enabled MSUCOM to appoint Dr. Andy Amalfitano as the Osteopathic Heritage Foundation Endowed Chair in Neuromusculoskeletal Research. Dr. Amalfitano, a three degree holder from MSU, has worked at some of the country's most prestigious medical centers and is considered one of the nation's top genetic experts related to pediatric diseases.
- Tremendous growth in endowment. In the previous 30 year history of MSUCOM, 33 endowments had been established within the college. Since the start of the campaign in July 1999, loyal donors funded 42 additional endowments in the college. Prior to 1999, the total market value of MSUCOM endowments was \$7.6 million. At the conclusion of the campaign, the market value of all

MSUCOM endowments was nearly \$20 million.

Endowment is the key to creating a faculty of the highest distinction, an exceptional student body, outstanding programs and the ability to engage in cutting edge research. Faculty endowments enable MSUCOM to recruit and retain distinguished scholars who are both talented teachers and catalysts for excellence. Endowed scholarships make it possible for talented and committed students to graduate without overwhelming debt.

MSU PRESS

The Campaign for MSU resulted in two large and significant gifts for the MSU Press, a unit which had not previously had a development function nor identified any prospects for philanthropy. The first was a \$1.3 million bequest from Karlyn Kohrs Campbell, which will endow the Rhetoric and Public Affairs series. Dr. Kohrs Campbell is also making generous biannual cash contributions to fund this series before her bequest matures. The second significant gift is a cash gift of \$125,000 from Priscilla and Jason Taylor, which is the lead gift for a proposed endowment of \$875,000 to fund the African Diaspora Research Series.

Beyond their dollar value, each of these gifts also shows the campaign's systemic impact on the MSU Press, that being its ability to identify and cultivate donors whose personal and academic interests resonate with the mission of the MSU Press, and who will make gifts to the MSU Press even if they have no prior affiliation with Michigan State University. With the close of the campaign, the MSU Press takes its place as a fundraising unit among the university's colleges and other operating units.

COLLEGE OF SOCIAL SCIENCE

Under Dean Marietta Baba's leadership, and with the support of over 85,000 alumni and friends, the College of Social Science surpassed expectations for *The Campaign for MSU*. The college attained its \$40 million campaign goal 18 months ahead of schedule, ultimately raising over \$53 million to lay the foundation of success for the future.

During the campaign, the College of Social Science welcomed three new departments—Economics, History, and Family and Child Ecology. These units bring an expertise in social, behavioral and economic sciences that truly rounds out the breadth of knowledge in the college.

Endowment was a major focus during the campaign, and an impressive 60% of all monies raised for the college were directed toward endowment. A total of 106 new endowments were created in the college, totaling over \$31.5 million. Highlights of these include three endowed chairs (the Addy and Erickson Chairs in Economics and the Burkhardt Chair in Railway Management), an endowed professorship in social work, many endowed scholarships and fellowships across all units, and a challenge grant from the National Endowment of the Humanities for the college's Symposium on Science, Reason, and Modern Democracy.

The renovation of two major buildings was also a primary campaign goal for the College of Social Science. MSU Trustee Emeritus Randall L. Pittman and his wife, Mary, pledged \$6 million to help renovate Marshall Hall, home to the Department of Economics. The Pittmans requested the building be renamed Marshall-Adams Hall in honor of the late Walter Adams, past MSU president and distinguished professor in economics. The renovation of Old Botany, also home to the Department of Economics, continues to be a priority for the college in the years ahead.

STUDENT AFFAIRS AND SERVICES

Student Affairs and Services comprises 17 departments. The College Assistance Migrant Program (CAMP) and the Resource Center for Persons with Disabilities (RCPD) are examples of two departments that saw an increase in gifts during *The Campaign for MSU*.

CAMP benefited from the Great Lakes Higher Education Corporation's commitment of \$200,000 for continuing MSU CAMP student scholarships. These funds have been critical in helping to ease the financial burden on students so as to reduce this as a possible negative factor in their successful matriculation.

For RCPD, beyond establishing countless new friends and lasting relationships, the campaign stimulated the creation of new disability-related endowments that are generating exciting new scholarships and innovative programming. They include: the Persons with Disabilities Empowerment Fund, supporting innovative efforts in five major disability-related objective areas; the Stern Tutoring and Alternative Techniques for Education program that helps approximately 15 students with learning disabilities acquire new skills and receive tutoring and mentoring every semester; the Samaritan Scholar Award, supporting five undergraduate scholarships annually; the Harold and Phyllis Wochholz Endowment for Persons with Disabilities, promoting advancement in disability services and marketing MSU's reputation for excellence in inclusion of people with disabilities; and the Tower Guard Scholarship to generate tuition support for outstanding Tower Guard members who volunteered to assist students with disabilities via the RCPD.

UNIVERSITY SCHOLARSHIPS AND FELLOWSHIPS & HONORS COLLEGE

The University Scholarships and Graduate Fellowships federation, a collaborative university-wide approach to fundraising, evolved during the course of *The Campaign for MSU*. The alliance comprises the Graduate School, Undergraduate Education, the Honors College, the Provost's Office, Academic Services, the Office of Financial Aid, the Office of Admissions, and the MSU Alumni Association. Its mission is to increase general university endowed scholarship and fellowship funds for recruitment and retention of undergraduate and graduate students regardless of major or area of study.

During the course of the campaign, 85 new general endowed undergraduate scholarships and graduate fellowships were initiated; 15 of them

Programs In The Colleges & Units

sponsored by MSU Alumni Clubs from around the country. The total dollars raised by the federation were just under \$50 million.

MSU alumni are passionate about helping current and future students with their pursuit of a post-secondary education and want to be sure these talented students do not miss an opportunity for a better life. Many times alumni say that they do not want today's students to have to work two or three jobs to make ends meet the way that they did, or that they want MSU's reputation to grow through the recruitment of the best and brightest to attend MSU. With the continuing decline in state support for higher education in Michigan, it is imperative that this effort continues to build endowments for the future good of the MSU student body. University Scholarships and Fellowships plans to increase activities in the next seven to ten years with a goal of raising enough money to give every student attending MSU some amount of financial support.

COLLEGE OF VETERINARY MEDICINE

The College of Veterinary Medicine was very successful during *The Campaign for MSU*, well surpassing its goal of \$49 million by raising \$70.5 million. This tremendous achievement is a testament to the dedication of the college's supporters.

The campaign has changed the College of Veterinary Medicine in so many ways. Some of the most dramatic changes are easy to see. Since the start of the campaign, the college has constructed three new buildings: the Center for Comparative Oncology, the Mary Anne

McPhail Equine Performance Center, and the Matilda R. Wilson Pegasus Critical Care Center. The front entrance of the Veterinary Teaching Hospital's Small Animal Clinic and Business Office also underwent a much-needed renovation. These projects and many others were made possible by the support of alumni, friends, faculty and staff.



An important development for the college that will be felt for years to come, 98 new endowments totaling \$42.5 million were created by generous supporters during the campaign. These new endowments will provide permanent funding for student scholarships and fellowships, research, and faculty support. They serve as a lasting legacy which will allow the college to maintain its position as a world-class leader

in veterinary education and research, and they give the college the ability to grow and change to meet the challenges of the future.

WHARTON CENTER FOR PERFORMING ARTS

During a time when giving to arts nationally was declining, Wharton Center for Performing Arts experienced unprecedented growth in both annual giving and endowments. Wharton Center contributed more than \$15 million to *The Campaign for MSU* total, with more than \$9 million raised for the unrestricted annual fund and two-thirds of the gifts coming from individuals.

Total giving during *The Campaign for MSU* to Wharton Center endowments was \$3.8 million, and the total market value of funded endowments is currently \$6.7 million. Wharton Center documented 10 new endowment agreements. Also during the campaign, the largest gift in the history of Wharton Center was documented as a bequest. Richard and Tracy Johnson documented a gift of \$4 million to MSU, of which \$1.75 million will benefit Wharton Center.

In the fall of 2006, Wharton Center was authorized to plan its own capital campaign to fund a major building renovation. In the spring of 2007, the capital campaign began with initial lead gifts of \$500,000 each being made by the Christman Company, Jackson National Life Insurance Company and Arlene and Larry Sierra.

CAMPAIGN SUPPORTED THROUGH CENTRAL FUNDRAISING EFFORTS

University Development, the central fundraising unit on campus, supported *The Campaign for MSU* through four university-wide fundraising areas. These areas work closely with all colleges and units to facilitate MSU's fundraising efforts.

CORPORATE AND FOUNDATION RELATIONS

Overall, gifts from organizations (corporations, foundations, associations and groups) represented 51 percent of the total raised (or \$ 736,700,483) for *The Campaign for MSU*. While corporate and foundation totals can range up and down due to episodic gifts in any one year, on average, corporate giving declined while giving from foundations steadily increased during the campaign period. The decline in corporate giving was due to a change in corporate giving habits which is reflected nationally. Many corporations have moved away from contributing large, multi-year gifts to universities. The Michigan economy in recent years also had some effect. The increase in giving from private foundations reflects the increasing quality and strength of academic programs at MSU.

Corporate and foundation grants supported a number of significant new programs and projects at MSU during the course of *The Campaign for MSU*. Some examples follow.

- **Facilities** - The Ford Motor Company Fund and the Rollin M. Gerstacker Foundation made leadership gifts toward the construction of the new biomedical and physical sciences building which houses the departments of Physics and Astronomy, Physiology, and Microbiology. The Ford Fund also provided major support for the construction of the Energy and Automotive Research Laboratories of the College of Engineering. The Gerstacker and Charles S. Strosacker Foundations made significant gifts toward the renovation of the teaching laboratories in the Lyman Briggs College. The Steelcase, Frey, Towsley and Baldwin foundations along with corporations such as Christman Company donated generously to the construction of MSU's new medical school facility in Grand Rapids. The Matilda Wilson Fund supported the construction of the 'Pegasus' Critical Care Center in the College of Veterinary Medicine and created a number of endowed positions and a research fund in the college.



- **Student Support** - The MSU Federal Credit Union and The Forest Akers Trust established generous endowed scholarships to support study abroad for students. In addition, the Akers Trust gave funds to assist with the Berkowitz addition to the Breslin Center, the renovation of the IM practice fields and the new Art Museum.
- **K-12 Education** - Several corporations and foundations provided significant support for K-12 related work done by MSU faculty. These included: The Carnegie Corporation of New York which in partnership with the Ford and Annenberg foundations awarded one of eleven grants to MSU under their Teachers for a New Era program. The Broad Foundation created the Broad Partnership between the MSU College of Education and the Detroit Public Schools designed to encourage students from Detroit to become teachers and return to Detroit to teach. The Sun Wah Education Foundation of Beijing, China, established the US China Center for Research on Education Excellence at MSU to study best practices in both countries for K-12 education. The Bill and Melinda Gates Foundation, the Boeing Corporation and the Carnegie Corporation of New York have made grants in support of the MSU led US Teacher Education Development Study which is the US portion of an international study of mathematics teacher preparation.

During *The Campaign for MSU*, the W. K. Kellogg Foundation contributed more than \$18 million in grants for such programs as: an endowed chair in Food, Agriculture and Community Ethics, an endowed Sustainable Michigan fund, a major land use and land policy initiative, and the establishment of a sustainable agriculture and food system program. Since its founding, the Kellogg Foundation has given MSU over \$110 million.

Foundations, corporations and other organizations will continue to be vital sources of programmatic support for MSU's world class programs and will assist us in maintaining our stature as an AAU research university.

PRINCIPAL GIFTS

The Principal Gifts program was launched in late 2005 to focus specifically on donors with the capacity to give \$5 million or more to MSU. The success of *The Campaign for MSU* identified 300 prospective donors with this capacity and University Development added an executive management position for this purpose.

Principal Gifts has the primary responsibility of proactively and strategically organizing, tracking and facilitating the cultivation and solicitation process of MSU's highest level individual donors. The director takes a leadership role in developing strategic solicitations that involve the president, provost or other key individuals. Principal Gifts is also accountable for effective stewardship assuring that the gratitude of MSU is appropriately expressed to these generous donors, and for seeking ways in which the relationship can be continuously deepened.

In 2006, Experience MSU was offered to Principal Gift donors and prospects as a three-day, intensive experience on campus to interact with the president, provost and some of MSU's brightest and best students and faculty. This program, repeated in 2007, has been extremely well received by participants from all over the U.S. and will be offered as an annual "experience."

During the final year of the campaign, the Principal Gift program was involved in securing over \$34 million in new gifts including the largest cash gift from individuals in MSU's history, the \$26 million commitment from Eli & Edythe Broad to fund, in part, a new art museum.

INDIVIDUAL GIVING

A campaign gives clarity to development work, helps alumni and friends identify where they want to make a significant impact, and allows movement quickly and efficiently into successful gift conversations. Such was the case for the Individual Giving Unit comprising Major Gifts (\$100,000+), Planned Gifts (all sizes), and Special Gifts (\$10,000+).

Planned Gifts witnessed impressive campaign success. When it began *The Campaign for MSU* on July 1, 1999, the university had 1,209 documented planned gifts with a total expectancy of \$190.5 million. By the close, MSU had 1,650 such gifts for a total expectancy of \$498.4 million. On the way to reaching this cumulative total, Planned Giving surpassed its \$250 million campaign goal more than a year ahead of schedule, closing with \$346.6 million raised—39% over goal.

The heart of any Major Gifts Program is its 6- and 7-figure cash gifts and pledges. Prior to the campaign, the university had received 118 gifts of \$1 million or more, ever. During the campaign, 207 new gifts of \$1 million or more were documented for \$680.5 million. In the first year of the campaign, 19 such gifts were received; and during the last year of the campaign, 31 such gifts were made. In terms of donors of 6-figure gifts, growth was outstanding. In the campaign's first year, 850 donors gave \$40 million in cash and pledges; in the final campaign fiscal year, \$88.8 million had come from 1,343 donors.

Other trends and totals were significant. Special Gift activity yielded over \$14.4 million in campaign gifts, with well over half—or \$8.6 million—secured during the final two years. There was impressive growth during the campaign in the number of individuals making significant gifts through their private foundations, corporations, and organizations; during the final fiscal year alone, this represented more than \$25.5 million in cash gifts. This makes even more impressive the campaign's growth in individual giving when, without even adding in such "personal gifts made with non-personal funds," individual giving jumped from 35% of the total at kickoff to 49% at close.

ANNUAL GIVING

At the base of any healthy university fundraising organization lays a strong annual giving program. These programs, leveraging direct mail, telemarketing and e-solicitations, are designed to obtain annual gifts from friends and alumni, thus building a large group of loyal donors to the university. At Michigan State University, the



Annual Fund's mission is to raise critical unrestricted funds for the various colleges and units across campus, as well as for the university as a whole. During the public phase of *The Campaign for MSU*, the Annual Fund was charged not only with growing the total amount of unrestricted dollars, but also with growing the overall number of donors to Michigan State University. To that end, several strategies were put in place to help achieve this objective.

When the campaign was publicly launched in 2002, the Annual Fund was raising approximately \$2.7 million per year. This total included \$1.7 million donated during the fall College Campaigns and \$700,000 during the spring Essential Edge Fund campaign. At the end of the campaign, the total annual amount donated through the Annual Fund had doubled, with just over \$5.4 million being raised during the 2006-07 fiscal year. This strong growth in dollars raised was accompanied by a corresponding increase in donors to the Annual Fund. In the 2001-02 fiscal year, approximately 43,000 donors made annual gifts through campaigns run by the Annual Fund. By the end of the campaign, the number of donors had grown to more than 66,000—an increase of more than 50%.

One key highlight worth noting during this period of fundraising growth is the increase in dollars raised through online giving. In 2001-02, that amount totaled just over \$46,000 from 289 donors. In the last year of the campaign, that amount had grown to over \$368,000 from just over 1,400 donors. This represented an average gift of \$260, as compared to the \$80 average gift from telemarketing and direct mail.

While the successes during the campaign were significant, the continued growth of Annual Giving is critical to the long-term fundraising success at Michigan State University, since many of today's Annual Fund donors will grow into the major donors of tomorrow.



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The Dedication of Benefactors Plaza

Below: Donors and guests gathered around the columns for the ribbon-cutting.

A dedication program and ribbon cutting ceremony for Benefactors Plaza was held on October 5, 2007. Located along the pedestrian walkway adjacent to the Old Horticulture Garden, the plaza marks a new phase of donor recognition—one that will honor a new generation of donors who realize the important role that private support plays at Michigan State University. Consisting of fourteen donor recognition columns, the plaza features fifty-six original designs created by In Plain Sight Art, a collaboration between artist/photographer Amy Baur and Professor Brian Boldon, faculty in the Department of Art and Art History, who investigated a new European technology which translates a digital file into ceramic enamels. MSU's newest campus landmark, Benefactors Plaza honors individuals, corporations and foundations whose generosity during the campaign has been recognized by inclusion in MSU's Snyder, Abbot, Shaw, Kedzie, Wharton, Williams and Beal major donor societies, as well as all donors who had been listed on the Wall of Honor previously located at the Kellogg Center.



Left: The columns stretch along the walkway toward Farm Lane, reviving an important pedestrian thoroughfare.

Below: Snyder Society members Priscilla and Roger Schultz stand next to the column bearing their names.



Above: President Lou Anna K. Simon was joined by Provost Kim Wilcox, members of the MSU Board of Trustees and many other guests for the official ribbon-cutting ceremony.

Above: Guests admired the column tiles as they enjoyed the reception.

Right: President's Campaign Cabinet member Gary SeEVERS spoke at the dedication.



Above: Michael Serling, with his wife Elaine, points to their names listed as Kedzie Society members.



Benefactors Plaza is located near Agriculture Hall (left) and Old Horticulture, adjacent to the fountain near Student Services.