



President's Bulletin

University of Missouri

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ALUMNI AND DEVELOPMENT SUPPORT VITAL TO UNIVERSITY FAMILY

"What is development?"...."What role do alumni play?"...."How do development programs help the University?"...."What do they do for me?"

Each campus has an independently chartered Alumni Association, all of which are united through the University-wide Alumni Alliance. The objective of alumni relations is to create and maintain two-way communications between alumni and the University. This includes alumni clubs across the State, professional and divisional alumni organizations, and special events such as homecoming and class reunions.

Development Fund programs attempt to convert such active interest into a positive contribution--both human and financial--to the University's operation.

Directly or indirectly, gifts to the University go to every corner of the institution. In the 1970-71 fiscal year, the development program brought in over \$3.6 million in actual cash. This does not include grants, promises for future donations, or income from the University's \$13 million endowment.

This edition of the President's Bulletin is an effort to explain the alumni and development programs--and their contribution to students, faculty and staff...to teaching and research... to the University.

The most recently available figures of the Council for Financial Aid to Education show the University ranks 30th out of 192 public, state controlled institutions which reported their level of voluntary gift support.

According to G.H. "Bus" Entsminger, vice president for University Development, "The money we raise each year allows the University a margin of excellence we would otherwise have to do without--especially in these lean budget years."

When gift money is donated to the University, it is recorded by the receiving office and passed along to either the specific department or division for which it was earmarked or to the University's general fund for use wherever it is most needed. However, it is difficult to generalize about the use of gift funds--especially about the many undesignated smaller gifts.

So what happened to the \$3.6 million the University raised last year?

Approximately \$1.6 million was available for current operations in fiscal 1970-71 and \$2 million was invested as capital to produce income.

Dollars in current operations are available for immediate expenditure in the annual operating budget. However, capital funds are invested and their income used "forever." Capital gifts only show up on the Development Office's records in

the year they are given. After that, they become part of the University's growing endowment.

All money accepted by the University Board of Curators--whether it is recorded as "current" or "capital"--is used according to the donor's designation. Occasionally, the University must refuse gifts in isolated cases when the potential donor makes too stringent demands which are contrary to the University's educational purpose.

When there is no specification made for its use, the gift is unrestricted and is assigned where the needs are greatest and for projects for which state funding is impossible.

"Faculty and staff receive benefits from development dollars in many ways," said Entsminger. "Suppose the gift is designated for a certain department: then it is up to the department to decide how it's spent. It may go for faculty travel or faculty aids...for a special piece of equipment for the department... for the extras which often aren't in the department's operating budget and which make the difference between an average and a good program. For instance...last year we were given almost \$50,000 to add some 'icing' to our research operations."

Faculty salaries are also helped through gifts on a continuing basis, either via invested endowments or periodic, regular contributions. For example, the Columbia campus has 16 faculty positions which are at least partially funded by gift dollars...and UMKC has seven.

Recently, the supplement program was formalized by the University Development Office. It now requires a \$500,000 contribution to the University's endowment to establish an endowed chair...\$100,000 for a distinguished professorship...and \$50,000 for a named professorship. Visiting professorships and distinguished lectureships require annual gifts of \$25,000 and \$10,000 respectively--or the equivalent in endowment income.

Dr. Ed Sims is assistant to the Vice President for Development. "In the last two fiscal years we have been given over \$1 million in cash for current use in the student financial aids program...scholarships...loans...fellowships. During the same two years, we received over \$600,000 to be invested specifically so that the income from it will help students through college. The money from this endowment--and all the student financial aid endow-

ments from years past--is going to keep on helping kids get through school 'ad infinitum'."

Last year, one out of every 18 University students received financial aid from the alumni and development programs.

"In terms of direct scholarships and fellowships," said Allan Purdy, director of Student Financial Aid Services, "last year we helped about 750 students with development funds. And more than 800 others were helped by scholarships from endowment income...none of this includes federal or research grant assistantships, of course...and over 1,000 students were loaned development money."

Dr. Sims is quick to point out that the University--a state institution--was founded through the success of a private development campaign.

Back in 1838, a Boone County committee raised approximately \$118,000 from about 900 donors. They were competing with five other Missouri counties to become the site of the state university. They won--and a development tradition has persisted ever since.

For example, when in 1892 the main University building--Academic Hall--was destroyed by fire, Columbians contributed an additional \$50,000 to begin construction of the buildings around what is now Francis Quadrangle; and they supplied, at their cost, water for University use and fire protection.

Scholarship money, donations and funds for building continued to help support the University through the years and after the Second World War a formal development program really began.

In 1949, Entsminger was appointed Assistant Director of Alumni Activities on the Columbia campus and two years later became Director. In 1961, Entsminger was assigned responsibilities for both alumni relations and fund raising programs as Director of Development; and in 1964--one year after the University became a four campus institution--he became assistant to the President for coordinating alumni and development activities between each campus. He became a vice president in 1967.

"I'm guessing, but I think that giving to the University through the Development Fund will increase this year," said Entsminger, "despite the national down-

ward trend. Why? Because the attitude of our alumni and supporters has remained positive during recent years...we are having a great deal of success with some new solicitation programs...and several specialized and professional campaigns are only just going operational from formative stages.

"But even more important than dollar receipts are the personal contributions of alumni and friends whose time and effort provide immeasurable wealth to the advancement of the University."

How did the various alumni and development programs raise \$3.6 million last year?

MANY GROUPS HELP IN MANY WAYS

"Like most other state-supported institutions," said Vice President for Development G. H. 'Bus' Entsminger recently, "the University of Missouri is a comparative newcomer to the fund raising field. However, we have now gone just about as far as we can with the traditional fund raising techniques and we are beginning more specialized programs."

"Despite the national downward trend, the level of giving at the University of Missouri has continued to rise and I anticipate it will continue to increase in the next few years."

"I think it is important for all members of the University community," said Entsminger, "to realize how they can help the institution through being aware of the alumni and development program. Essentially we are faced with a communications problem: many people just don't know about the development function, its contribution, or its work. Development is a responsibility for every member of the University family."

The traditional staple of fund raising at most institutions is the annual giving program. Last year more than \$600,000 was donated to the University's annual fund.

The annual giving program is usually conducted at a certain time each year for a traditional purpose and alumni and others are asked to contribute on a yearly basis. "It is like a living endowment," said Entsminger.

Mailings are sent out and people encouraged not only to contribute money but to designate what specific area of the University's operation they would like to help.

According to John Sweeney, director of the Columbia campus Development Fund, such mailings by the Columbia campus last year included honor roll students, the

senior class, appeals for renewal of previous gifts, class of 1969, and so on... Through such mailings, over 10,000 donors contributed to the University.

Annual giving may also include special 'gift-level' clubs, in which membership depends upon a minimum dollar contribution. There are also annual giving drives which may encourage special donations for such things as memorial scholarships.

"We also attempt to involve citizens in organized programs of support for the University," said Donald Brackhahn, acting director of Development and Director of Alumni and Constituent Relations at UMKC. "For example, the University Associates-- a group of 700 Kansas City community members--last year contributed \$17,500 to the University for various educational purposes."

Such drives--and the implementation of organized fund raising in the various professional schools--are coordinated through each campus alumni and development program.

A new approach to fund raising is the introduction of privileged organizations such as the University's Jefferson Club. Membership requires a donation or pledge of at least \$10,000. Already, 61 members have given or pledged \$2 million since the Club's inception in late 1970.

"Another area of giving we haven't yet fully developed is corporate support," said Entsminger's assistant, Dr. Ed Sims. "However, last year we received almost \$2 million from various corporations and company foundations, and this doesn't include any research grants. For example, in 1971 IBM gave about \$25,000 to the University...Monsanto and Standard Oil gave about \$20,000...Western Electric gave over \$36,000. The list is much longer and includes many of the top corporations in America."

Other specialized fund raising campaigns are developed to fill particular needs as they arise. Typical is Rolla's Centennial Campaign which aims at raising \$2 million for UMR's new University Center. Bob Sutton, director of the campaign, said, "We have so far received more than half a million dollars from less than 500 donors and we have an additional \$500,000 in pledges."

Divisional appeals are another fund raising method. Presently underway at UMC is the Arthritis Research Center campaign which so far has collected more than \$25,000. The campaign is being conducted by community leaders in 11 mid-Missouri localities and funds will go toward arthritis research and training of medical personnel in the latest methods for treating the disease.

Other methods of fund raising that the University has yet to fully develop include encouraging bequests. "Presently we make mailings to groups such as the University's 50-year class," said Entsminger, "but soon we plan to give attorneys literature so they will be aware of the possibility of a bequest to the University when they help prepare wills."

Among the newest development techniques--and among those with the most potential--are the deferred giving programs, such as the life income funds. Contributors give money which is invested for them and they receive the income on the investment during their lifetime. Upon the donor's death, the initial sum goes to the University.

All money given to the University's development fund is officially donated to the Board of Curators who automatically authorize its use in the manner and on the campus designated by the donor.

"I am looking forward to the day," said Entsminger recently, "when there is a general awareness throughout the University's four-campus community of the contribution faculty, students and staff can make to our program--simply by being in-

formed and being able to knowledgeably answer questions from potential friends of the University."

The University Development Office works with the Chancellors and the President to institute overall development policy matters. There are directors on each campus whose function is to relate the policy to the individual campus character. While each campus may share common goals, they may use different techniques because of the variance in campus structures. Also, the programs must be flexible enough for individual needs of alumni and must provide avenues of expression and participation at the level the alumnus feels most comfortable.

University alumni and development personnel, by campus, are:

University-wide:

Guy H. Entsminger, Vice President for University Development.
Ed Sims, Assistant to Vice President.

Columbia campus:

John W. Sweeney, Director, Development Fund.
William C. Dalzell, Director, Alumni Activities.
Stephen C. Shinn, Director, Alumni & Development Publications.

Kansas City campus:

Donald Brackhahn, Acting Director, Development.
Donald Brackhahn, Director, Alumni & Constituent Relations.

Rolla campus:

Frank Mackaman, Director, Alumni Activities.
Robert Sutton, Director, Centennial Campaign.

St. Louis campus:

Mrs. Lois Schoemehl, Director, Alumni Activities.