



leads the way

By JOAN M. MCKEE



Campaign Chairman John R. Phillips, right, joined Chancellor Haskell Monroe in announcing the \$150 million fund-raising goal for MU. Phillips is a labor/employee lawyer in Kansas City. Jeff Adams photo

Alumni and friends are invited to keep MU as the leading public university in the state by joining "MU Leads the Way," the largest fund-raising drive in the 151-year history of the University. The goal of \$150 million was unveiled at the annual Jefferson Club banquet April 27.

"We are launching this campaign with great pride in this University's accomplishments and with confidence in MU's potential for even greater success and service to Missouri," said Chancellor Haskell Monroe.

Since the portion of the state's budget going to higher education has

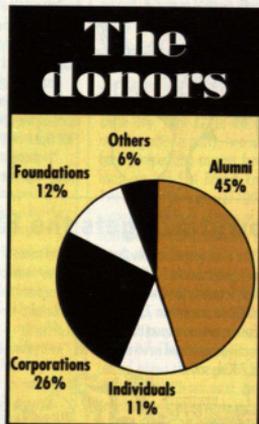
significantly dropped, providing a loss of about \$40 million a year in money available to MU, the challenge Monroe presents to alumni is important for the University's future.

"The need for this University to lead the way in support of higher education is greater now than at any other time in our history," said John R. Phillips, BS PA '68, JD '71, chairman of the campaign's fund-raising committee. "The challenge in the future of the state and nation is to compete with educated people, and I felt a real need to become involved in raising private funds."

More than \$69 million of the \$150 million already has been raised through corporate funding in the private phase of the campaign that began July 1, 1987. Public fund raising will continue through 1993.

Investment priorities for the campaign are: \$27 million in support of faculty; \$17.2 million to attract quality students; \$44 million for buildings and equipment; \$58.8 million for campuswide programs to support the quality of the undergraduate education at MU and for expanded research opportunities for graduate students; and \$3 million for library resources.

Several gifts previously announced are the cornerstone of the campaign: the \$9 million gift from Donald W. Reynolds, BJ '27, for the new alumni center; the \$1.5 million gift from the Anheuser-Busch Charitable Trust toward the construction of a new veterinary teaching hospital as an addition to the College of Veterinary Medicine; the \$1.5 million gift from the Anheuser-Busch Foun-



dation for the School of Natural Resources' building; a \$2 million challenge grant from the Knight Foundation for the Lee Hills addition to the School of Journalism; and the \$2 million grant from IBM also to the School of Journalism.

The money already received or pledged as of March 31, includes \$4.3 million in gifts for faculty support; \$13.4 million in scholarships and other areas of student support; \$23.6 million in equipment and facilities; \$26.3 million in program and activities; and \$1.5 million for library resources.

Of the total gifts and pledges thus far, \$31 million is from alumni; almost \$8 million from other individuals; \$18.3 million from corporations; \$8 million from foundations; and almost \$4 million from other sources — for a total of more than \$69 million.

"Missourians are becoming increasingly aware of the need to support education through private gifts and through adequate tax support," Monroe said. The fund-raising campaign will complement efforts already under way to raise awareness of the need to increase public support for education in the state, he said. 

