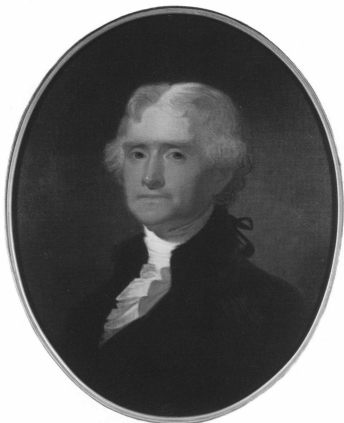


THE JEFFERSON CLUB



Portrait of Thomas Jefferson, by celebrated Missouri artist George C. Bingham, is owned by the State Historical Society of Missouri, Columbia.

A Million Dollars Worth of Caring

"Alumni confidence is lagging. The flow of contributions shows signs of faltering. The attitudes that alumni and alumnae are exhibiting toward higher education — in their roles as legislators, voters, and taxpayers — reflect the growing malaise."

This is the assessment of Corbin Gwaltney, executive of Editorial Projects for Education, a non-profit organization that has just completed its 1971 report, "Are Americans Losing Faith in their Colleges?" And as the editors discovered, in many cases the answer seems to be, "Yes."

It was in the face of this apparent trend that the University of Missouri launched its Jefferson Club, a high-level gift organization with membership limited to persons who pledge at least \$10,000 to the University over a ten-year period.

Given the trend and the generally tight money situation, the casual observer might have seen little chance of success for the fledgling organization. But in little more than four months, the club is flourishing on the Columbia campus. Forty-one alumni already are charter members and the number continues to grow. On the Columbia campus, the charger period runs until December 31, 1971, and the ultimate goal is 250 members. On the other three campuses of the University, the Jefferson Club is in various stages of implementation.

"This club can enable Missouri to provide those essentials of education that are not provided by state appropriations, but are characteristic of a truly distinguished state university," said John Ayers, president of the Cook Paint & Varnish Company of Kansas City and chairman of the Jefferson Club trustees for the Columbia campus.

Membership levels for the Jefferson Club are as follows: Member, \$10,000 pledged for a ten-year period, \$10,000 given in a lump sum, or \$20,000 provided by a bequest, funded life insurance program, or other deferred gift; Fellow, \$25,000 ten-year pledge or lump-sum gift, or \$50,000 bequest; and Distinguished Fellow, \$50,000 ten-year pledge or lump-sum gift, or \$100,000 bequest.

Already on the Columbia campus, cash and pledges from Jefferson Club members total more than \$1 million. Of the 41 members, one is a Fellow, and seven are Distinguished Fellows.

Sometimes the average alumnus — caught up in his everyday struggles of 8 to 5, house payments, and providing for his children's college education — finds it difficult to identify with persons who have the ability to give in Jefferson Club amounts. These benefactors do not seem "real." But in most cases, they have the typical alumnus's feeling for Ol' Mizzou.

"Thank you for the Jefferson Club membership cards," wrote one donor in a letter accompanying his \$12,000 check. "We are, indeed, happy to be members of this group and are mindful of

the fact that we would not be in position to make our contributions without the fine contribution the University made to our career."

Commenting upon her \$100,000 gift for a distinguished professorship, another wrote, "I feel this is a wise promotional move on the part of the University and am happy that [I can help with the] project."

Said another, "I am aware that at present, no educational institution of higher learning can offer all the courses demanded without substantial help from alumni and friends."

Fortunately, this awareness of the University's needs is not limited only to persons who can give \$10,000 or more. Alumni of all ages and financial means responded in record numbers to Development Fund appeals last year.

"We are enclosing a modest contribution," wrote the donor of a modest contribution, "but we do want you to know we wanted to do something for the University. We are financing a new baby (the first) so funds are a little short at this time. Being recent graduates, we know the financial troubles of the University, so we do want to help, even if it is in a small way. Good luck this year."

During 1970 private gifts for the Columbia campus totaled \$1.8 million, an increase of 28 per cent over 1969. The money came from 14,146 individual alumni, friends, corporation, and foundation gifts, an increase from 12,400 a year ago.

"This record was possible only because our alumni care about the University and have confidence in public higher education," said Dutton Brookfield, president of the Unitog Company of Kansas City and chairman of the Columbia campus Development Fund Board of Directors, "just as Thomas Jefferson cared about people when he founded the first state university in Virginia, just as he cared about America when he completed the Louisiana Purchase, and just as the people of Missouri cared about both when they founded the first state university in the vast Purchase territory."

And caring about the future of the University of Missouri makes all alumni members of the Jefferson Club, at least in spirit.