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ABSTRACT

Business corporations have significantly stepped up their support of public colleges and universities, and in 1972-73 for the first time gave more money to public institutions than to major private universities. This report analyzes gifts received by 283 public colleges and universities from corporations, foundations, private individuals, and community organizations. Altogether, the 283 public institutions attracted \$402.1 million in gifts and grants from private sources during 1972-73, the latest year for which complete figures are available and the year covered by this report. Of this amount, corporation and business support accounted for \$86.2 million or 21.4 percent. This was an increase of 26.4 percent from 1970-71. In 1972-73, corporations contributed \$83.4 million to 65 major private universities--\$2.8 million less than their contributions to the larger group of public institutions. The business community is the second largest source of private support to public higher education. The largest source of support is general philanthropic foundations, which account for \$99.96 million or 24.9 percent of the public higher education voluntary support total in 1972-73. (MJM)

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VOLUNTARY SUPPORT for PUBLIC HIGHER EDUCATION

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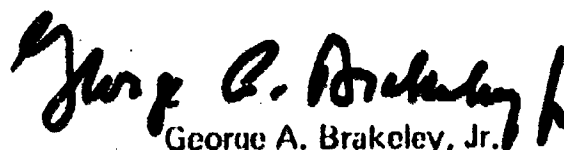
This edition of *Voluntary Support of Public Higher Education*, covering the years 1972-73, which brings to 14 years the period covered by these reports, is particularly gratifying for a number of reasons, but chiefly for two. First, the report reflects the public's growing awareness of the importance of all higher education in American society. Second, it points to a clearly attainable potential for financial support far in excess of today's achievement, remarkable as that achievement is.

In the years included in these reports, we have witnessed a significant increase in the amount of private support given to public colleges and universities. Our first study, for the years 1958-59, reported \$93.3 million in voluntary support received by 99 public universities. This year, we report more than four times that amount—an impressive \$395.8 million divided among 210 comparable universities, plus another \$6.3 million received by 72 public junior colleges. The junior college amount is especially noteworthy since it is more than double the total reported in our last study.

This documentary report speaks for itself, but I do have a few personal observations to make. I am particularly impressed by the reported level of support by foundations, by business corporations, and by non-alumni. I am concerned about the obvious need of increased private support for the smaller institutions. Overall, it should be most gratifying to all public higher education institutions to see that their total percentage increase of private support was higher than for private colleges and universities (22.1 percent as against 16.4 percent).

It is my sincere hope that the facts and figures contained in this report will help set realistic development goals and pinpoint the areas in which greater efforts to attract private support to public higher education should be made. I hope that the case studies and honor roll lists, by giving recognition to the pace-setter institutions, will encourage everyone concerned to aim still higher. Public higher education, if generously supported, will continue—together with private higher education—to enrich our nation.

Brakeley/JPJ looks forward confidently to reporting even greater progress in the years ahead.



George A. Brakeley, Jr.
Chairman of the Board,
Brakeley, John Price Jones, Inc.

Member, American Association of Fund Raising Council

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VOLUNTARY SUPPORT OF PUBLIC HIGHER EDUCATION

Summary and Grand Total of Support

In 1972-73,* the 283 public colleges and universities included in this study received more than \$402 million in private support (see column T of Table 1). This was an increase of 22.3 percent over the \$328.7 million reported in 1970-71 by the 307 public institutions included in our last biennial report.

In the same period, private contributions to all of higher education reported in the CFAE survey rose 16.4 percent to \$1.75 billion. The share of all private contributions going to public higher education was 22.9 percent, a new high, but only slightly more than two years earlier when the comparable figure was 21.8 percent.

Of the private contributions to public higher education in 1972-73, 98.4 percent of the total dollar amount went to the 210 "senior" state col-

leges and universities reporting, while the remaining 1.6 percent was divided among the 73 public junior colleges in the study.

Different institutions use different ways of attracting money. Particularly important for some schools are foundations established for the express purpose of accepting private contributions for the benefit of the college. These offer great flexibility.

The purposes of this private support are shown in columns 2 and 3 of Table 1. The sources are shown in columns 4 through 8.

As in the past, the bulk of contributions was made for the purpose of meeting the expenses of current operations, although a higher proportion were for capital purposes in this study than in the previous one—33 percent in 1972-73 compared to 29 percent in 1970-71.

Table 1

Summary of Voluntary Support for Public Higher Education, 1972-73

	VOLUME OF SUPPORT (1)	PURPOSE OF SUPPORT		SOURCES OF SUPPORT				
		(2) Current operations	(3) Capital purposes	(4) Foundations	(5) Business	(6) Alumni	(7) Non-alumni individuals	(8) Other
State colleges and universities	\$391,800,410 (96.7%)	\$127,317,892 (32.5%)	\$177,879,331 (45.4%)	\$9,269,733 (2.4%)	\$84,649,493 (21.3%)	\$64,683,007 (16.3%)	\$77,124,890 (19.5%)	\$71,940,933 (18.2%)
Public junior colleges	6,380,968 (1.6%)	2,440,519 (38.3%)	3,340,346 (51.7%)	731,825 (11.5%)	1,525,993 (24.0%)	98,387 (1.6%)	1,034,037 (16.2%)	1,071,523 (16.7%)
Total for all public colleges and universities	\$402,907,984 (100%)	\$134,122,211 (33.3%)	\$181,219,677 (45.1%)	\$9,999,558 (2.5%)	\$86,174,886 (21.4%)	\$64,781,394 (16.1%)	\$78,158,927 (19.4%)	\$73,012,446 (18.2%)

*The figures for 1972-73 are preliminary estimates. Final figures will be available in addition, no source breakdown was available for \$44,667,000 of the total amount which was reported without source.

Note: "Other" category includes "Miscellaneous" present in former CFAE studies, which did not appear in this year's study, therefore was not broken down.

ACKNOWLEDGMENTS

Institutional figures in this analysis originated in the report *Voluntary Support for Education, 1972-73*, published in 1974 by the Council for Financial Aid to Education (CFAE) in cooperation with the American Alumni Council (AAC) and the Financial Association of Independent Colleges (FAIC). The 1972-73 study was the first of a series of studies of voluntary contributions to higher education, a source of information available on voluntary support for higher education. The cooperation of the CFAE and AAC in preparing this report is very much appreciated.

In addition, the cooperation of the three national organizations which represent nearly all of the public colleges and universities included in this study is gratefully acknowledged. Representatives of the National Association of State Universities and Land-Grant Colleges, the American Association of State College and University Administrators, and the American Association of Community and Junior Colleges provided valuable advice and assistance in the preparation and distribution of this edition of *Voluntary Support for Public Higher Education*.

Also consistent with past figures, the largest source of private support of public colleges was the general philanthropic foundation. However, the source showing the greatest increase since the previous report was individuals who are not alumni of the receiving institutions. Contributions from such individuals showed an increase of 30.2 percent, while foundation contributions rose 27.7 percent.

The purposes and sources of support will be discussed in more detail in later sections of this report.

Although these overall figures show impressive gains, it should be noted that the bulk of private contributions to public higher education continues to go to the larger institutions, especially to the multi-campus universities. A large gap separates these institutions from the remaining public institutions in the amount of private support.

The accompanying honor rolls for total support show the leading institutions in each of four types of public institutions: members of the National Association of State Universities and Land-Grant Colleges (NASULGC) and comparable universities; members of the American Association of State Colleges and Universities (AASCU) and comparable colleges and universities; public junior and community colleges, most of them members of the American Association of Community and Junior Colleges; and the traditionally black public colleges served by the Office for Advancement of Public Negro Colleges, jointly sponsored by NASULGC and AASCU. This breakdown permits recognition of outstanding institutions of several different types.

Purposes of contributions

As shown in column 2 of Table 1, the purpose for which contributions were earmarked was predominately current operations, which accounted for two thirds (66 percent) of the total funds.

However, there was a striking difference between contributions to public senior colleges and universities and those to junior and community colleges. More than half (53.1 percent) of the money going to the latter was earmarked for capital purposes. This is a marked change from the periods covered by the past two reports, covering the years 1956 through 1971. In those years, junior and college contributions showed the same two-to-one ratio of current operations to capital purposes as did contributions to senior colleges and universities.

TOTAL SUPPORT HONOR ROLL

NASULGC-Type Institutions

\$44,329,041	University of California (System)	(8)
22,650,851	University of Wisconsin	(8)
21,910,826	University of Michigan	(8)
20,392,202	University of Minnesota	(8)
14,223,173	University of Illinois	(8)
13,034,363	Indiana University	(4)
11,653,264	University of Cincinnati (Ohio)	(4)
10,170,590	Ohio State University	(2)
9,693,367	Texas A & M University	(1)
9,166,135	University of Washington	(1)

The figures in parentheses indicate how many times the school has appeared on a total support honor roll in the eight Brakeley reports to date, including this one.

AASCU-Type Institutions

\$8,931,764	The Citadel (S.C.)
2,889,719	Upstate Medical Center (N.Y.)
1,827,141	Wichita State University (Kan.)
1,706,586	University of Nevada-Las Vegas
1,650,457	Indiana State University
1,505,598	University of Akron
1,373,055	University of Louisville (Ky.)
1,353,797	Ball State University (Ind.)
1,348,447	Georgia State University
1,173,512	Columbus College (Ga.)

Traditionally Black Institutions

\$568,664	Fayetteville State University (N.C.)
492,646	North Carolina Central University
472,005	Tennessee State University
391,235	Alcorn A & M College (Miss.)
347,516	Florida A & M University

Junior and Community Colleges

\$1,984,646	Wayne County Cmty. College (Mich.)
899,100	Vincennes University (Ind.)
809,000	East. College of Health Care (Ga.)
209,440	Sandhills Cmty. College (N.C.)
203,544	Delta College (Mich.)

That ratio has remained constant for senior institutions in this study.

Public senior institutions showed a significantly higher proportion of contributions going for current operations than did higher education institutions as a whole. For all of higher education, the breakdown is 53.1 percent of contributions to current expenses and 46.9 percent to capital purposes, compared to 66 and 33 percent, respectively, for the public senior institutions.

Sources of support

For public institutions as a whole, general philanthropic foundations remained the source of the largest share of contributions—24.9 percent of the total. Business was again a strong second, contributing 21.4 percent of the total (see columns 4 through 8 of Table 1).

However, there was again a sizable difference between the pattern of support for senior colleges and universities and that for junior colleges. Among the latter, foundations contributed a much larger part and alumni a much smaller part of the reported private support.

Chart 1 shows how the pattern of sources of contributions to public institutions compares with that for 65 major private universities as selected by CFAE in its report, *Voluntary Support to Education*. As shown in Table 2, these 65 institutions received a total of more than \$709 million in voluntary support compared to the \$402 million received by all 283 public institutions combined.

Business sources and miscellaneous sources (the latter categorized as "other") make up larger shares of the gifts to public institutions than to private universities, while alumni and non-alumni individuals make up significantly smaller shares and foundations a slightly smaller share. These relationships are the same as in the previous report.

Unlike past years, however, business corporations actually contributed more dollars to the 283 public institutions than to the 65 major private universities—\$86.2 million to the former, compared to \$83.4 million to the latter. The category labeled "other" also showed a larger dollar amount in the public column, as it did two years earlier.

Table 2 shows the dollar amount received from each type of source by the public institutions and the private universities.

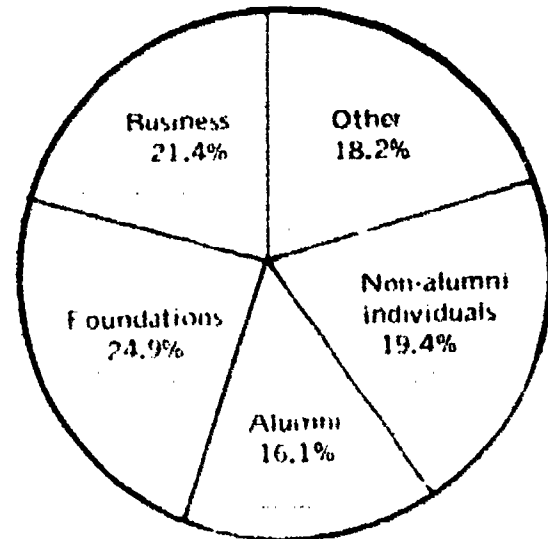
The impressive showing of support by businesses for public institutions reflects the 26.4 per-

Table 2

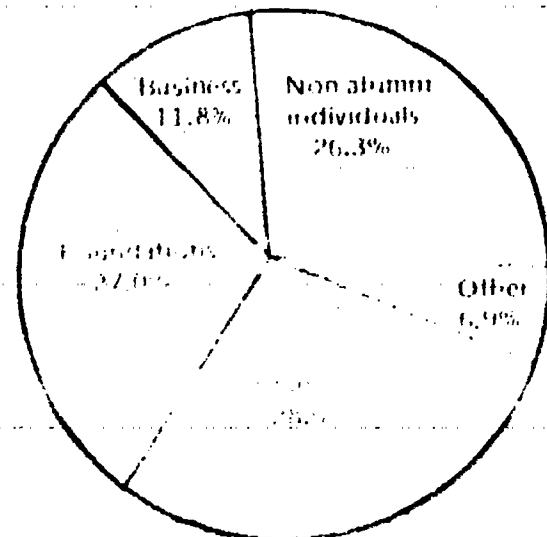
Comparison of Contribution Sources by Type of Institutional Control		
Source	Public institutions (283)	Major private universities (65)
Foundations	\$99,960,559	\$191,797,193
Business	86,174,588	83,383,597
Alumni	64,781,464	198,673,182
Non-alumni individuals	78,158,927	186,334,745
Other	73,012,446	49,220,482
Total	\$402,087,984	\$709,409,199

Chart 1

PUBLIC INSTITUTIONS



MAJOR PRIVATE UNIVERSITIES



cent increase in contributions from this source since 1970-71, from \$68.2 million. Despite this strong showing by business, however, other groups showed even larger increases in their contributions to public institutions. Non-alumni individuals showed the greatest percentage increase, boosting contributions by 30.2 percent, from \$60.0 million in 1970-71 to \$78.1 million in 1972-73. Foundations showed the second-greatest gain, 27.7 percent. The amounts contributed to public higher education by each source in 1970-71 and 1972-73, along with percentage increases, are shown in Table 3.

Public junior and community colleges showed especially noteworthy increases in amount received from some sources. The most dramatic rise was a five-fold increase in contributions from businesses, from \$242,000 to more than \$1.5 million. Foundation support to these colleges rose by 156 percent, from less than \$1 million to more than \$2.5 million.

The percentage increases between 1970-71 and 1972-73 for each source of support are shown separately for four-year institutions and for junior colleges in Table 4.

Table 3

Changes in Level of Contributions for All Public Institutions, by Source			
Source	1970-71	1972-73	Percent change
Foundation	\$73,247,835	\$99,960,559	+22.3
Business	68,172,615	86,174,588	+26.4
Alumni	63,627,739	64,781,464	+01.8
Non-alumni individuals	60,009,604	78,158,927	+30.2
Other	58,663,318	73,012,446	+24.5
Total	\$328,721,111	\$402,087,984	+22.3

Total support

On the honor roll for total support, most leaders among the largest institutions, the NASU C.C. type universities, are the same as reported in the first honor roll. Only the last three members of the list are new to the list. Ohio State, which was omitted on a total support honor roll once before, and Texas A&M and the University of Washington, both newcomers to this

honor roll. It should be noted that the University of Texas System, which was second in the previous honor roll, did not participate in the 1972-73 CFAE study, while data for Rutgers, the State University of New Jersey, were received too late for inclusion.

Of AASCU-type colleges, five institutions on the previous honor roll have returned. They are Wichita State University, Indiana State University, University of Akron, University of Louisville, and Ball State University. Only North Carolina Central University and Tennessee State University were on the previous list for traditionally black colleges, and only Sandhills Community College (N.C.) appears on both the present and previous lists for junior and community colleges.

Foundation support

This category includes grants from general philanthropic foundations and from special purpose, community, and family foundations. Company foundation gifts are included under business support figures.

The nearly \$100 million in foundation money (see column 4, Table 1) continues to make up the largest share of contributions to public higher education, constituting 24.9 percent of the total. Foundation support represents 40.6 percent of junior college contributions, 24.6 percent of contributions to other public institutions. The foundation share of total contributions has risen slightly for both types of public institutions since 1970-71—up from 32.4 percent for junior colleges and from 23.7 percent for senior colleges and universities.

Table 4

Source	Percent Changes by Source for Public Senior Colleges and Junior Colleges	
	Senior colleges and universities	Junior colleges
	1970-71 (N=217) to 1972-73 (N=210)	1970-71 (N=76) to 1972-73 (N=73)
Foundations	+31.0	+156.3
Business	+28.0	+528.0
Alumni	+2.9	+54.0
Non-alumni individuals	+39.0	+24.3
Other	+30.4	+14.0
Total	+26.0	+104.5

FOUNDATION SUPPORT HONOR ROLL

NASULGC-Type Institutions

\$19,920,164	University of California (System)
7,179,556	University of Michigan
6,199,564	University of Wisconsin
5,384,759	University of Minnesota
2,669,987	Michigan State University
2,431,869	Indiana University
2,376,632	Louisiana State University
2,174,094	Texas A & M University
2,039,106	Ohio State University
1,967,945	University of Illinois

AASCU-Type Institutions

\$8,591,501	The Citadel (S.C.)
667,000	California State Polytechnic University--Pomona
495,035	SUNY Empire State College (N.Y.)
412,946	Northern Illinois University
408,596	Medical College of Georgia
369,709	Eastern Michigan University
333,155	Ball State University (Ind.)
287,830	University of Louisville (Ky.)
247,897	Bowling Green State University (Ohio)
244,494	Western Michigan University

Traditionally Black Institutions

\$390,000	Allen A & M College (Miss.)
241,227	Florida A & M University
169,849	Elizabeth City State University (N.C.)
141,301	South Carolina A & T State University
100,715	Texas A & M University (Tex.)

Junior and Community Colleges

\$4,965,116	Delta College, East Lansing, Mich.
117,000	Delta Community College, Okla.
177,279	Delta State Community College, Okla.
7,000,000	Delta State Community College, Okla.

The honor rolls for foundation support show considerable variation since 1970-71. For NASULGC-type institutions, the four top institutions are the same as in the previous period, but none of the remaining institutions on the current list appeared on the previous one. The AASCU-type schools showed even more change. Only Eastern Michigan University appears on both this list and the comparable one in the previous report. The traditionally black and junior colleges show a complete changeover.

Business support

As in the past, business was the second most important contributor to public higher education in 1972-73, accounting for 21.4 percent of all contributions. Its share has gone up slightly, from 20.7 percent in the previous report.

The amount of business contributions has gone up by 26.4 percent, from \$68.2 million to \$86.2 million (see column 5, Table 1). The greatest percentage increase came in support to junior colleges, an increase of 528 percent, from \$242,846 in 1970-71 to \$1,525,093 in 1972-73. Business support of senior colleges and universities in the public sector rose by 24.6 percent, from \$67.9 million to \$84.6 million.

The leading institutions on the business support honor rolls are receiving substantially more money from this source than did past leaders. The University of Michigan, which remains in first place, received more than \$7.3 million from business sources, compared to \$5.3 million in the previous report.

In the honor rolls, Ohio State and Iowa State returned to the list after absences since the 1966-67 report, while Wayne State and Louisiana State appear for the first time in this category. Of the AASCU-type schools, only the University of North Carolina at Charlotte, Appalachian State University and Bowling Green State University are new this year. Only two of the traditionally black institutions, North Carolina Central University and Tennessee State University, appear on both this and the previous business support honor rolls. The first time since 1966-67 that a traditionally black school is not on the roll is first time. Only one school appears on both the latest and the previous lists for junior and community colleges - Delta College in Michigan.

Of the 210 senior public colleges and universities in this study, 144 received support from corporate matching grant programs. This is 68.6 percent of these institutions, a significant increase from the 55 percent showing in the previous report. The total amount received through matching grants was \$1,289,431.

There was almost no matching gift activity among public junior colleges, where a total of \$575 was reported by four colleges.

Total alumni support

There are several channels through which alumni can contribute to their alma maters. One of the most important is annual fund drives; details of such contributions are given later. Other channels for alumni giving include capital and development campaigns and bequests. At some institutions, all alumni contributions flow through one fund agency; at others, several means exist for accepting alumni gifts.

Considering all forms of alumni giving together, alumni contributed \$64.8 million to public higher education, or 16.1 percent of all contributions received in 1972-73 (see column 6, Table 1). Total alumni giving however, has shown almost no increase since the last report—a mere 1.8 percent rise overall.

Although there was a greater increase (54 percent) in alumni giving to community and junior colleges, the actual amounts are still relatively small, less than \$64,000 in 1970-71 and just over \$98,000 in 1972-73. Alumni contributions still make up a tiny share of voluntary contributions to junior colleges—only 1.6 percent.

Interestingly, alumni support of four-year institutions appears to rise and fall in cycles. It declined by four percent between 1966-67 and 1968-69, then rose by a substantial 46.2 percent between the latter period and 1970-71.

Bequests, annuities, life contracts and insurance policies

Although the number of public colleges and universities receiving contributions in these forms has increased slightly, it still represents a distinct minority of these institutions. Some \$34,521,969 in income from bequests went to 96 of the senior institutions in this study, or about 46 percent of

CORPORATE SUPPORT HONOR ROLL

NASULGC-Type Institutions

\$7,335,697	University of Michigan
5,419,726	University of California (System)
4,942,907	University of Wisconsin
4,652,289	Ohio State University
4,324,331	Texas A & M University
3,349,230	University of Illinois
2,862,069	Michigan State University
2,244,668	Wayne State University (Mich.)
2,236,533	Louisiana State University
2,219,206	Iowa State University

AASCU-Type Institutions

\$1,373,970	Indiana State University
690,966	University of Akron (Ohio)
552,886	University of South Florida
440,839	University of North Carolina - Charlotte
409,687	Michigan Technological University
392,294	Georgia State University
358,947	Ball State University (Ind.)
345,238	Appalachian State University (N.C.)
325,341	Virginia Commonwealth University
309,997	Bowling Green State University (Ohio)

Traditionally Black Institutions

\$553,778	Fayetteville State University (N.C.)
477,560	North Carolina Central University
396,073	Tennessee State University
109,912	North Carolina A & T State University
60,246	Virginia State College

Junior and Community Colleges

\$786,100	Vincennes University (Ind.)
151,000	S.D. Bishop State Jr. College (Ala.)
133,720	SUNY, New York City Cmty. College
89,251	Delta College (Mich.)
61,459	Northwestern Michigan College

the total, compared with 31 percent in the previous study. Proceeds from annuities, life contracts, and insurance policies were received by 23, or slightly more than 10 percent, of these institutions, roughly the same as before.

By contrast, almost 90 percent of major private universities reported income from bequests, and 50 percent said they received income from annuities, contracts, or insurance.

No public junior college reported income from annuities, life contracts, or insurance, but 12 colleges or about 17 percent of the total reported income from bequests. Two years earlier, only seven junior colleges, or about 10 percent of the study total, reported bequest income.

Support from non-alumni individuals

This source contributed the third largest share of total support to public higher education in this study, surpassing contributions from alumni (see column 7, Table 1). Non-alumni individuals include trustees, parents of students, and neighbors of an institution.

Contributions from this source showed the largest percentage increase since the last report, a 30.2 percent rise from \$60 million to \$78.1 million. Non-alumni individuals' contributions make up a larger share of total contributions to senior institutions than to junior colleges— 19.5 percent for the former, 16.5 percent for the latter.

Other sources

This category includes a limited number of gifts from religious organizations; some from such groups as labor unions, service clubs and other organizations, and more from a wide variety of miscellaneous sources.

A little more than \$73 million went to public higher education from these sources (see column 8, Table 1). This was an increase of 24.5 percent from the \$58.6 million figure of 1970-71.

These contributions represented 18.2 percent of all public higher education voluntary support, a slight increase from the 17.8 percent share previously reported.

No honor rolls are compiled for this category because its components are too varied for meaningful comparison.

TOTAL ALUMNI SUPPORT HONOR ROLL

NASULGC-Type Institutions

\$5,480,046	University of Illinois
4,616,278	University of Wisconsin
3,271,659	University of Michigan
2,698,672	University of Kansas
2,475,107	Georgia Institute of Technology
2,473,727	University of California (System)
2,450,978	University of Utah
2,253,663	Purdue University (Ind.)
2,029,139	Texas A & M University
1,924,073	Iowa State University

AASCU-Type Institutions

\$1,022,709	Weber State College (Utah)
596,654	Virginia Military Institute
502,041	College of William and Mary (Va.)
278,433	Michigan Technological University
227,269	Wichita State University (Kan.)
208,312	University of Akron (Ohio)
207,713	Ball State University (Ind.)
204,741	University of North Carolina— Greensboro
200,305	The Citadel (S.C.)
187,316	University of Louisville (Ky.)

Traditionally Black Institutions

\$75,847	North Carolina A & T State University
30,586	Florida A & M University
27,975	Savannah State College
23,000	Jackson State College (Miss.)
15,089	Winston-Salem State University

Junior and Community Colleges

\$27,000	Vincennes University (Ind.)
16,350	New Mexico Military Institute
15,000	Henderson County Jr. College (Tex.)
10,170	Sinclair Cmty. College (Ohio)
7,720	Delta College (Mich.)

NON-ALUMNI INDIVIDUAL HONOR ROLL

Annual fund support

NASULGC-Type Institutions

\$9,868,299	University of California (System)
7,961,921	University of Cincinnati (Ohio)
6,924,665	University of Minnesota
5,068,157	University of Virginia
3,748,751	University of Washington
2,618,567	University of Michigan
2,161,381	University of Tennessee
1,937,988	University of Wisconsin
1,900,311	Ohio State University
1,760,039	University of Delaware

AASCU-Type Institutions

\$1,343,678	University of Nevada—Las Vegas
1,255,308	Wichita State University (Kan.)
1,042,493	Columbus College (Ga.)
554,820	Midwestern University (Tex.)
432,208	East Carolina University (N.C.)
404,272	Towson State College (Md.)
278,394	Virginia Commonwealth University
242,907	Virginia Military Institute
242,238	College of William and Mary (Va.)
224,327	University of Akron (Ohio)

Traditionally Black Institutions

21,681	Grambling College (La.)
8,725	West Virginia State College
7,807	Florida A & M University
6,037	Alabama State University
5,983	North Carolina A & T State University

Junior and Community Colleges

\$175,382	Lane Cmty. College (Ore.)
160,571	Gaston College (N.C.)
86,000	Vincennes University (Ind.)
64,231	Northwestern Michigan College

Annual funds encourage regular, continuing giving, an important factor in maintaining strong institutions and programs. Because of its importance, annual fund giving is described here in detail.

A somewhat higher proportion of state colleges and universities reported gifts to annual funds in this study than in the last report—84 percent compared to 75 percent. Because only 12 of the 73 public junior colleges reported annual fund contributions, they will not be discussed in this section, although honor rolls have been compiled for junior colleges.

Number of alumni of record—The size of the pool of alumni is an important figure because it provides the yardstick by which the breadth of alumni support can be measured. However, the institutions reporting do not all give precisely comparable data. Some consider all alumni as being "of record," while others include only those for whom they have current addresses. Some institutions consider all former students as alumni, while others count only those who earned degrees.

The public four-year institutions in this study reported a total of 6,621,099 alumni of record in 1972-73 (see column 9 on the institutional reports beginning on page 20). This is 41.7 percent of the alumni reported by all 1,365 institutions of all types participating in the CFAE survey.

Number of alumni solicited—Public four-year institutions actually solicited contributions from 81.2 percent of their alumni of record, or 5,375,622 alumni (see column 10, institutional reports). This is a somewhat higher proportion than reported two years ago, when 77 percent were solicited. In general, those omitted from solicitations are alumni for whom correct addresses are not available, members of religious orders, and those who specifically request omission. Many schools do not solicit gifts from non-degree holders unless these alumni have in some way indicated special interest, such as by making a contribution or attending a university function. Thirty-two institutions reported they made no solicitations of alumni, although 15 of these reported receiving unsolicited contributions in small amounts.

ALUMNI SOLICITATION RESPONSE HONOR ROLL

NASULGC-Type Institutions

Alumni of record	Alumni solicited	Alumni donors	Percent response	
38,047	37,245	18,160	48.8	Georgia Inst. of Tech.
58,000	53,083	21,867	41.2	Texas A & M Univ.
38,200	36,700	13,468	36.7	Virginia Poly. Inst. & State Univ.
42,000	42,000	13,664	32.5	Mississippi State Univ.
48,000	38,620	12,079	31.3	Miami Univ. (Ohio)
53,200	38,500	9,208	23.9	Univ. of Virginia
73,537	72,000	16,283	22.6	Univ. of Kansas
22,917	22,120	4,913	22.2	Univ. of Rhode Island
172,400	146,054	31,722	21.7	Ohio State Univ.
286,305	179,867	38,705	21.5	Univ. of Michigan

AASCU-Type Institutions

25,200	25,200	10,933	43.4	Univ. of Southern Mississippi
10,166	10,166	3,837	37.7	Virginia Military Inst.
4,720	4,720	1,631	34.6	Plymouth St. College (N.H.)
3,955	3,955	1,313	33.2	Medical Coll. of Ga.
37,314	32,778	9,191	28.0	Ball State Univ. (Ind.)
35,900	27,300	7,649	28.0	Univ. of North Carolina--Greensboro
25,506	25,506	5,658	22.2	Coll. of Wm. & Mary (Va.)
12,000	12,000	2,646	22.1	Newark Coll. of Engineering (N.J.)
26,742	25,250	5,166	20.5	Univ. of Toledo (Ohio)
11,451	11,451	2,335	20.4	Longwood Coll. (Va.)

Traditionally Black Institutions

4,000	2,500	2,000	80.0	Savannah St. Coll. (Ga.)
3,728	1,230	450	36.6	Elizabeth City St. Univ. (N.C.)
9,250	6,550	1,500	22.9	Florida A & M Univ.
4,961	4,961	1,075	21.7	Virginia St. Coll.

Junior and Community Colleges

6,500	2,000	560	28.0	Delta Coll. (Mich.)
2,840	2,840	417	14.7	Sanclair Cmty. Coll. (Ohio)
17,235	10,000	615	6.2	N. Mex. Military Inst.

Number of alumni donors to annual fund—In 1972-73, 685,276 alumni of public four-year institutions made contributions to their alma maters' annual funds. This is a response rate of 12.8 percent of those solicited.

This was the smallest response rate of any category of four-year institutions reported in the CFAE survey. Major private universities, in contrast, reported a 21.9 percent response.

Donors to public four-year institutions constitute about 31 percent of all annual fund contributors to institutions of higher education. This is a smaller proportion than the figure for 1970-71 of 34 percent.

Like alumni giving in general, alumni support to annual funds has shown little increase since the previous report. While the number of alumni solicited by public institutions went up 5.9 percent, from 5.1 million to 5.4 million, the number of alumni donors to annual funds of these institutions went up by a mere 0.8 percent, from 679,647 to 685,276.

Table 5 shows alumni solicitation response rates by type of institution.

Table 5

Alumni Solicitation Response by Type of Institution, 1972-73

Type of Institution	Percent response
Private women's colleges	30.6
Private men's colleges	30.2
Major private universities	21.9
Private coeducational colleges	19.4
Professional and specialized schools	16.3
Public colleges and universities	12.8
Private junior colleges	11.0
Public junior colleges	4.0

Alumni gifts to annual fund—Despite the small rise in the number of donors, the amount of money contributed by alumni to annual funds showed a considerable increase of 45 percent, from \$23,697,760 to \$34,365,694. This reverses a slight downward movement that occurred between the 1968-69 report and the 1970-71 report.

Total gifts to the annual fund—At many institutions, contributions from alumni are supplemented by gifts from other sources in computing the annual fund totals. In 1972-73, alumni contributions represented 64 percent of the total of \$53,770,392 given to the annual funds of public institutions. Some \$410,387 was contributed by parents, for 0.8 percent of the total. The rest is accounted for by contributions from businesses, general philanthropic foundations, and non-alumni individuals.

The amount of total gifts represents an increase of 40.6 percent from the previous period, when the total was \$38,250,574.

The honor roll of total gifts to annual funds reflects varying definitions by different institutions of annual fund gifts. Some count only certain alumni gifts; others include gifts from many other sources in their annual fund totals.

Financial and enrollment statistics

Public senior institutions spent a total of \$7.966 billion for educational, general and student aid purposes during 1972-73. Thus, the amount contributed by private sources to these colleges made up just under five percent of their expenditures for these purposes.

These expenditures by public senior colleges, according to CFAE figures, constitute 55 percent of all such expenditures by all the institutions of higher education—public and private—in its survey.

The market values of the endowments of the public senior colleges total \$1.285 billion. This figure is based on information from 190 institutions and amounts to 10.2 percent of the total market value of all endowments of higher education institutions in the United States reported by the CFAE survey.

Columns 14 and 15 of the institutional tables in the back of this volume show figures on expenditures and endowments for institutions with more than \$100,000 in total voluntary support. The total figures cited above refer to all institutions in the CFAE survey. □

ALUMNI DONORS TO ANNUAL FUND HONOR ROLL

NASULGC-Type Institutions

38,705	University of Michigan
31,722	Ohio State University
21,867	Texas A & M University
18,876	Indiana University
18,160	Georgia Institute of Technology
17,004	University of Wisconsin
16,283	University of Kansas
16,112	University of California—Los Angeles
15,428	University of Tennessee
14,840	University of Illinois

AASCU-Type Institutions

10,933	University of Southern Mississippi
9,191	Ball State University (Ind.)
7,649	University of North Carolina— Greensboro
7,036	Western Michigan University
5,788	Bowling Green State University (Ohio)
5,658	College of William and Mary (Va.)
5,166	University of Toledo (Ohio)
4,355	Indiana State University
3,837	Virginia Military Institute
3,452	Georgia State University

Traditionally Black Institutions

2,000	Savannah State College (Ga.)
1,500	Florida A & M University
1,075	Virginia State College
1,030	North Carolina A & T State University
900	Jackson State College (Miss.)

Junior and Community Colleges

653	SUNY, Dutchess Cmty. College (N.Y.)
615	New Mexico Military Institute
560	Delta College (Mich.)
417	Sinclair Cmty. College (Ohio)
250	SUNY, New York City Cmty. College

**ALUMNI GIFTS TO ANNUAL FUND
HONOR ROLL**

NASULGC-Type Institutions

\$4,090,354 University of Michigan
 2,213,404 University of California—Los Angeles
 1,950,098 Indiana University
 1,915,895 Texas A & M University
 1,578,510 Ohio State University
 1,384,763 University of Wisconsin
 1,181,900 Oklahoma State University
 1,006,701 Purdue University (Ind.)
 884,683 Michigan State University
 845,904 Georgia Tech. University

AASCU-Type Institutions

\$324,270 Virginia Military Institute
 232,625 College of William and Mary (Va.)
 208,312 University of Akron (Ohio)
 163,648 Ball State University (Ind.)
 152,272 University of North Carolina—
 Greensboro
 131,354 Western Michigan University
 117,407 University of Louisville (Ky.)
 115,802 Bowling Green State University (Ohio)
 114,328 Newark College of Engineering (N.J.)
 113,320 University of Southern Mississippi

Traditionally Black Institutions

\$66,254 North Carolina A & T State University
 31,891 Savannah State College (Ga.)
 30,586 Florida A & M University
 23,000 Jackson State College (Miss.)
 21,733 Virginia State College

Junior and Community Colleges

\$15,000 New Mexico Military Institute
 6,630 Sinclair Cmty. College (Ohio)
 6,530 SUNY, Dutchess Cmty. College
 4,523 Potomac State College (W. Va.)
 4,000 Delta College (Mich.)

TOTAL GIFTS TO ANNUAL FUND HONOR ROLL

NASULGC-Type Institutions

\$4,090,354 University of Michigan
 3,369,385 Ohio State University
 2,600,131 Indiana University
 2,213,404 University of California—Los Angeles
 2,140,740 University of Wisconsin
 1,921,219 Texas A & M University
 1,868,142 University of Minnesota
 1,815,574 Michigan State University
 1,572,763 University of Colorado
 1,308,030 University of Virginia

AASCU-Type Institutions

\$1,167,140 Ball State University (Ind.)
 621,982 Western Michigan University
 534,118 Colorado School of Mines
 388,342 Virginia Military Institute
 363,308 Indiana State University
 358,627 Central Michigan University
 339,831 College of William and Mary (Va.)
 325,755 Bowling Green State University
 237,662 University of Akron (Ohio)
 217,578 University of Southern Mississippi

Traditionally Black Institutions

\$91,423 North Carolina A & T State University
 73,671 South Carolina State College
 64,276 Alabama State University
 49,355 West Virginia State College
 38,485 Winston-Salem State University (N.C.)

Junior and Community Colleges

\$17,615 New Mexico Military Institute
 14,659 Mississippi Gulf Coast Jr. College
 10,170 Sinclair Cmty. College (Ohio)
 6,530 SUNY, Dutchess Cmty. College (N.Y.)
 4,548 Potomac State College (W. Va.)

Figures from the following institutions are included in the totals used in the text of this report although they are not listed in our institutional tables because their grand total of voluntary support was less than \$100,000:

State colleges and universities

Alabama St. U.; Arkansas Polytechnic Coll.; Arkansas U. of Little Rock; Armstrong St. Coll. (Ga.); California St. Coll. (Pa.); California St. U. at Fullerton and Humboldt; Cameron Coll. (Okla.); Christopher Newport Coll. (Va.); Coppin St. Coll. (Md.); Dakota St. Coll. (S.D.); Eastern Connecticut St. Coll.; Eastern Illinois U.; Eastern Montana Coll.; East Tennessee St. U.; Fitchburg St. Coll. (Mass.); Florida International U.; Glenville St. Coll. (W. Va.); Jackson St. Coll. (Miss.); Jersey City St. Coll. (N.J.); Johnson St. Coll. (Vt.); Kearl Coll. (N.J.); Kearney St. Coll. (Neb.); Keene St. Coll. (N.H.); Kentucky St. U.; Lock Haven St. Coll. (Pa.); Lyndon St. Coll. (Vt.); Madison Coll. (Va.); Mary Washington Coll. (Va.); Massachusetts Maritime Academy; Mayville St. Coll. (N.D.); Missouri Southern St. Coll.; Montana Coll. of Min. Sci. & Tech.; North Adams St. Coll. (Mass.); North Carolina U. of Asheville; North Florida U. of Plymouth St. Coll. (N.H.); Rainapo Coll. (N.J.); Rhode Island Coll.; Richard Stockton St. Coll. (N.J.); Savannah St. Coll. (Ga.); South Carolina St. Coll.; Southern Connecticut St. Coll.; Southern St. Coll. (Ark.); Southwestern Louisiana U. of; Southwest Texas St. U.; State U. of New York Colleges at Buffalo, Cortland, Fredonia, Geneseo, Potsdam, Tennessee Tech. U.; Trenton St. Coll. (N.J.); Valdosta St. Coll. (Ga.); Valley City St. Coll. (N.D.); Virginia St. Coll.; Western Connecticut St. Coll.; Western Montana Coll.; West Georgia Coll.; West Virginia Inst. of Technology; William Paterson Coll. (N.J.); Winston-Salem St. U. (N.C.); Wintthrop Coll. (S.C.); Wisconsin U. of at La Crosse, Oshkosh, River Falls, Stevens Point, Whitewater; Worcester St. Coll. (Mass.)

Public junior and community colleges

Arizona Western Coll.; Caldwell Cmty. Coll.; Catonsville Cmty. Coll. (Md.); Chabot Coll. (Ca.); Citrus Cmty. Coll. (Ca.); Clackamas Cmty. Coll. (Ore.); Coast Cmty. Coll. (Ca.); Cochise Coll. (Ariz.); Coffeyville Cmty. Jr. Coll. (Kan.); Craver Cmty. Coll. (N.C.); Cumberland County (N.J.); Dallas County Cmty. Coll. (Tex.); Gavilan Coll. (Ca.); Harford Cmty. Coll. (Md.); Henderson County Jr. Coll. (Tex.); Henderson Cmty. Coll. (Ky.); Hutchinson Cmty. Jr. Coll. (Kan.); Illinois Eastern Jr. Coll.; Jefferson St. Jr. Coll. (Ala.); Kennesaw Jr. Coll. (Ga.); Kishwaukee Coll. (Ill.); Lorain County Cmty. Coll. (Ohio); Lurleen Wallace St. Jr. Coll. (Ala.); Middle Georgia Coll.; Mississippi Gulf Coast Jr. Coll.; Neosho County Cmty. Jr. Coll. (Kan.); North Dakota St. Sch. of Sci.; North Florida Jr. Coll.; North Idaho Coll.; Northeastern Jr. Coll. (Colo.); Norwalk Cmty. Coll. (Conn.); Olympic Coll. (Wash.); Otero Jr. Coll. (Colo.); Paducah Cmty. Coll. (Ky.); Palomar Coll. (Cal.); Phillips County Cmty. Coll. (Ark.); Potomac St. Coll. (W. Va.); Queensborough Cmty. Coll. (N.Y.); Quinsigamond Cmty. Coll. (Mass.); Rangely Coll. (Colo.); Richard Bland Coll. (Va.); Richmond Tech. Inst. (N.C.); Sampson Tech. Inst. (N.C.); San Jose City Coll. (Ca.); Schoolcraft Coll. (Mich.); Sinclair Cmty. Coll. (Ohio); Snead St. Jr. Coll. (Ala.); Spoon River Coll. (Ill.); State U. of New York - Borough of Manhattan Cmty., Dutchess Cmty., Erie Cmty., Sullivan County Cmty.; Surry Cmty. Coll. (N.C.); Texas Southmost Coll.; Wenatchee Valley Coll. (Wash.); Wharton County Jr. Coll. (Tex.); William Harper Coll. (Ill.); Willmar Cmty. Coll. (Minn.)

HOW THEY DO IT

Profiles of some honor roll colleges and universities

Each college's situation is unique. The type of program, economic background of students and their families, location, economic conditions in the area they serve—these and a myriad of other factors affect the particular direction of a fundraising effort.

Sometimes a fundraiser thinks up a novel way of reaching potential contributors and convincing them of the merit of the college's program and its need for their money. But the more successful programs are usually built on long-tested fundraising principles that hold true in almost every situation.

The case studies in this section are examples of both kinds of programs—those with novel devices and those with more traditional approaches. Some components of successful fundraising programs appear so often that they can be termed hallmarks. Here are some of these elements drawn from the institutions described in this year's case studies:

- Personal active support and interest of the president of the institution.
- Participation of committed volunteers, especially alumni, and often trustees and community leaders.
- Active support and participation by faculty and staff members.
- Careful identification of potential large donors, including attention to their particular personal interests, followed up by personal contacts and visits to the campus which spark their interest.
- Special recognition given to large contributors.
- Coordination and cooperation among the offices that work in the areas of fundraising, alumni and public relations, publications and recruitment.
- Independent foundations which can solicit, receive and manage private gifts with greater flexibility than is possible using ordinary state government or university procedures.
- Firm goals set within a definite time frame.
- Strong academic programs which serve the needs of the community.
- Regular communication with contributors and prospects.



Towson State College

Attention to image, service

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Towson State College's development program is of most interest because of its exceptionally rapid growth. Before 1970, the college had no program for voluntary support, and reported in the 1969-70 CFAE report only \$9,981 in private contributions. Between 1970 and 1973, the college reported \$2,751,883 of voluntary private support, including \$816,905 in 1972-73.

The major portion of the private voluntary support has come from non-alumni individuals. In fact, Towson State has appeared on the last two Brakeley/JPJ Honor Rolls in that category, ranking second for AASCU-type institutions in the very first year of its development program. For 1972-73, Towson State ranks sixth, with \$404,272 in that category.

Although a number of specific factors within the developmental division were crucial, the most essential ingredient was the general condition of the college. According to Paul E. Wisdom, vice president for institutional development, "The President, Dr. James L. Fisher, understood that no successful development effort was possible without a strong, effective academic program to sell and without a sound business and finance organization."

Mr. Wisdom attributes the college's rapid fundraising success to four specific factors: (1) the concentration on non-alumni individuals as a source of support; (2) the coordination of all development and public relations activities under one vice-presidential office; (3) the early establishment of a private college foundation; and (4) the successful creation of an extremely positive public image.

The concentration on non-alumni individuals as the primary source of early support resulted from an early evaluation of Towson State's fundraising potential and the resulting recognition that Towson's situation was in many ways unlike that of other institutions with successful development programs. For instance, alumni would not be a major source of financial support because Towson had only 11,000 alumni of record at that time and they consisted primarily of teachers, a group with limited financial resources. The college decided consequently to develop a strong program of alumni service and involvement, but to concentrate fundraising efforts elsewhere.

It was apparent that the college's location in Towson, the most affluent suburb of the Baltimore metropolitan area, meant that it was literally surrounded by individual and corporate wealth. The college consequently began a re-

search program that provided a list of 250 of the most prominent individuals in the Baltimore area together with information on their assets, their business and social connections, and their interests. Their most universally common base of interest, it turned out, was in the arts.

Evaluation and research also found that despite the college's fine academic program it was perceived by most of the community, and especially by the elite group the developers wished to reach, as a second- or third-rate institution referred to most commonly as "that little teachers' college out on York Road."

Because it quickly identified a development target and the problems it faced, Towson was able to begin changing the image of the college and to reach members of the affluent community quite rapidly. It did this by concentrating initially on a fine arts program. Knowing of the community's interest in the arts, the developers also discovered that the college had at one time been pronounced in a statewide plan as the potential fine arts center for the state. The college proclaimed this widely. It also spent substantial time looking for a major donor interested in the arts. These efforts resulted in an initial major gift of art from a local retired businessman, followed by a matching cash grant from the National Endowment of the Humanities as a result of a proposal to use the gift of art as a catalyst to establish an Asian Arts Center on the campus. Through the successful promotion of the opening of that center, hundreds of prominent Baltimoreans came to campus and found a fine institution worthy of their interest and support. They became involved in growing numbers in the activities of the college, with their financial support following naturally.

Integral to this success was the coordination of all development and public relations efforts in one division of the college. "It is my belief, and one shared by the president of the college, that public relations and development are virtually synonymous—success in fundraising is almost entirely dependent on the impression that potential donors have of the institution and the cause to which they are asked to give," says Wisdom. Consequently, the news and publications services and the entire public relations responsibility, in addition to the alumni, federal grants, and other development functions, were put under the development vice president's direction. As a result, the various offices work as a team.

Although alumni are not a major source of support in dollar amounts, the alumni program has grown. What was

once a semi-annual alumni newsletter is now a bi-monthly college publication with a circulation of 35,000, including 15,000 alumni in addition to faculty and staff, all parents, adult part-time students, and all those identified as actual or potential friends of the college. The newspaper serves communications, public relations, and development purposes, an example of the coordination of these efforts.

A final significant part of the entire program was the establishment of the Towson State College Foundation in

August of 1970. Although it developed slowly because prominent persons were initially unwilling to serve on its board, it provided immediately a repository for contributions plus a flexibility unavailable within the college itself. As the image of the college changed, however, the foundation picture changed, and as the college image improved, more prominent people were willing to serve as board members. The board is now strong, and through its membership is the college's most important vehicle for raising individual, corporate, and local foundation funds.



Delta College

Innovative methods

Delta College is a community college of more than 6,000 students located near Bay City, Mich. With total voluntary support of \$203,544, it ranks fifth among the public junior and community colleges in the CFAE report for 1972-73. Highest amounts of support were from business (\$89,251) and the source labelled "other" (\$90,712). It has appeared on the business support honor roll in this and the previous B/JPJ report. It is unusual among junior and community colleges in its showing of alumni support, with a 28 percent response rate to its solicitations for contributions to the annual fund. This was the highest response rate among junior and community colleges, and was roughly twice the rate of the community college in second place. The amount contributed by alumni, \$7,720, was fifth among community and junior institutions.

Delta College serves an unusual district, comprising three highly industrialized counties and rural areas surrounding them, plus portions of three adjoining counties.

The fundraising program has developed over the past four years. Authority for the total effort lies in the President's office, although contacts with potential contributors are made by several offices. A record system was established to help those making contacts and to eliminate the chance that more than one office would contact the same person.

Perhaps one of the most unusual parts of Delta's fundraising effort is the alumni program, under an alumni director who is responsible both for raising funds and providing various alumni services.

The most successful device used by the alumni pro-

gram has been the telephone campaign. Every year about 2,000 to 2,500 alumni in the local area receive a phone call from a tape recorder hooked up to the telephone. The message, which lasts less than a minute, has a light and lively tone. It describes in general terms the alumni program and its relationship to the graduates. In the first three years of fundraising, more than 85 percent of the college's contributions from alumni was given by alumni contacted by the telephone, who thought the method was a novel approach. The first phone campaign produced about \$3,000. The second year doubled the first, and the third year's increase was another 18 percent.

Another important component of the fundraising effort is the effort by Delta's public television station to raise funds for station improvements and programming. Since 1971 it has used a two-pronged approach: an appeal for individuals to contribute and become "members," and an annual TV auction. The auction is held every year and enlists the services of more than 1,500 volunteers under the direction of the college staff. Merchandise is obtained from local businesses who are credited on the air for their contributions. The first year's sale netted \$44,000. By the third year, this was up to \$70,000.

The auction not only raises money, but also greatly increases the number of residents who are acquainted with Delta College, especially its station programming.

Besides obtaining items for the auction from business people, Delta College also makes personal contacts with business and industry leaders, who regularly visit campus to review and discuss the college's academic programs. This helps the college provide educational services suited to the current employment market, and also results in greater use of the academic programs.



Georgia Institute of Technology

Private support emanating from within

Georgia Tech's fundraising efforts begin from within. This support, coming from alumni, friends, faculty, and parents, provides valuable leverage in securing support from corporations and foundations as well as making a direct and meaningful contribution to the educational, research and service programs of the Institute.

An undefinable quality, a combination of pride and competitive motivation, seems to characterize Tech's alumni and other friends. This quality is a great asset and, when cultivated and developed properly, probably goes further toward insuring the success of Tech's annual fund than any other single factor.

Tech's success is exemplified in its consistently strong performance in alumni giving. In 1972-73 Georgia Tech, a public institution, ranked in the top ten in all three of the CFAE-AAC's Honor Rolls of Achievement: alumni donors to annual fund, alumni gifts to annual fund, and total alumni gifts. Another statistic to which Georgia Tech points with pride is the percent of its alumni contributing to the annual fund—of 37,245 alumni, 18,160 or 49 percent supported the fund during 1972-73. And this performance is not an exception; it is a sustained effort that compares favorably with any institution of higher learning, public or private.

An organizational anomaly of sorts, Tech's fundraising staff is relatively small, three professionals in alumni affairs and two in development. Coordination and cooperation among the alumni, development, public relations, publications, information services, placement and other institute offices are key ingredients in the continuity and smooth operation of the annual fund.

Georgia Tech's National Alumni Association is directly responsible for the annual fund. Built around the informed involvement of committed volunteers through participation on boards, committees, clubs, etc., this annual fund relies heavily on continuing communication with supporters and prospects. Factual information outlining the needs, opportunities and areas of concern of the Institute is transmitted via the alumni newspaper, various periodicals, direct mail, television and, most importantly, personal contact. Personal contact, both formal and informal, provides the opportunity to report on the uses of previous support and on new and continuing needs. Homecoming, blast reunions, special conferences, club functions, alumni trips and "Tech Today" programs provide effective forums for interacting with supporters. Other alumni sponsored activities, such as alumni placement, provide continued in-

terface with constituents while at the same time providing a valuable service.

To achieve the most effective communication with major donors to the annual fund, the development office works with the alumni office in rating, soliciting and recognizing key supporters. Additionally, the development office is responsible for planned giving, corporate support and foundation support. It is through the development office that emphasis is given to deferred as well as current giving. In estate planning, service to the donor in planning a major gift takes on special significance. The close relationship between the development office and the major donor to the annual fund pays handsome dividends here, since the more affluent and generous annual supporter is usually the best prospect for a major, planned gift.

Communication, volunteerism and continuity are all qualities of a successful annual campaign, but each of these qualities must be nourished by proper recognition of service and support. Without recognition, Georgia Tech's Annual Fund would be incomplete and probably much less successful. At Tech, two recognition clubs are used in conjunction with the annual fund: "Friends of George", a \$100 recognition club whose name is deep-rooted in Tech tradition, and the "Thousand Club", the major donor club for individuals giving \$1000 or more annually. Additionally, other recognition programs with no direct tie to the annual fund undoubtedly have a positive impact on Tech's fundraising efforts: the Outstanding Young Alumnus Award, the Alumni Distinguished Service Award, and the conferral of the status of honorary alumnus.

Independent foundations play a key role in the development programs of most public institutions, and Georgia Tech is no exception. The Georgia Tech Foundation, Inc., a fiduciary for the Georgia Institute of Technology, receives, invests, administers and allocates gifts for the Institute. Through thoughtful foresight, the Foundation actively employs all the various vehicles necessary to be of complete service to our donor constituency. In general, it facilitates giving.

Successful fundraising is predicated first and foremost on successful service—in Tech's case, not only service by the Institute to society, the community and the donor but also service by the Alumni Association to the alumnus, the Institute and the donor. This, in the final analysis is what it's all about.



Florida A&M University

Fast growth, faculty cooperation

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To Col. Willie E. Jenkins, Florida A&M University's development officer, progress is multiplying dollars from the private sector by a whopping 4800 percent in just five years.

When the Development Office was established in 1968, Jenkins, a retired Army lieutenant colonel, was tabbed by new President B.L. Perry, Jr., as the first and only development officer at the university. At the time the university was receiving about \$15,000 annually from its only aggregate donor—the alumni.

By 1973, the university was able to upgrade private gifts to \$729,000. Of that amount, more than \$60,000 came from the alumni, a 400 percent increase in annual alumni giving since 1968, Jenkins reported.

Located in Tallahassee since its founding in 1887, Florida A&M serves about 4,600 students, most of them black.

"Persons working in conjunction with the Development Office have facilitated our progress," said Jenkins. These persons include the university's president, the development team (consisting of himself, the director of university relations, director of publications, director of alumni affairs) and faculty and staff members.

Jenkins gave credit to the Sloan Foundation for "getting us started" by providing "seed" money to FAMU and other historically black public institutions of higher education to get fundraising efforts underway.

"During that first year, the university attracted about \$20,000 from the private sector. Matching funds from Sloan for alumni gifts were made on a one-to-one basis, and on gifts from friends and others on a fifty cents to one dollar basis," Jenkins said.

Sloan continued providing "seed" money until 1969. Then Jenkins and faculty members took the initiative and began to aggressively court the private sector.

Among the contributors who track the university's case to large companies and foundations were family members

from the fields of technology, physics, sociology and business.

It was through the teamwork of Jenkins, Dr. Ira Robinson of pharmacy and Dr. Sybil Mobley of business that the university received its two largest gifts.

Starting in 1972, Jenkins and Robinson began an effort to get funds from the Kellogg Foundation for pharmacy programs, equipment and faculty. In 1973, their efforts paid off when Kellogg made a record grant of \$298,000 to the university.

The Sloan Foundation, by this time well-known on campus, responded to a case for a program in business and accounting presented to the Foundation by Jenkins and Dr. Mobley. The effort started in 1972 and culminated in 1974 with a grant of \$190,000.

While realizing the importance of soliciting from nationally known corporations and foundations, Jenkins insisted that diversity be a hallmark of his thrusts. In proper proportions, receipts should reflect individual gifts from friends, supporters and alumni.

For instance, he said, "The Development Office has established as an objective the attainment of 500 donors within the State of Florida who will give the university at least \$1,000 a year on a continuous basis." This effort does not require "cranking up" a major campaign, he said.

"The key to success," Jenkins summed up, "is to have a well-expressed need, backed up by willingness on the part of the faculty to work toward greater excellence if proper funds for programs were provided."

Jenkins said that FAMU has had to establish a case for giving by the private sector. Here consideration is given to total institutional programs. What the State of Florida gives the university is only enough to make it an average institution of learning. What the university wants from the private sector, he concluded, is the level of financial support required to attain and maintain a nation for excellence.

Support for Public Higher Education, 1972-1973
Total of Support Reached \$100,000

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(8)	Annual Fund Information					General Information				Institution
	(9)	(10)	(11)	(12)	(13)	(14)	(15)	(16)		
	Other	Alumni of Record	Number alumni solicited	Alumni donors to annual fund	Alumni gifts to annual fund	Total, all annual fund gifts	Expend. Educational & general & student aid	Endowment market value	Enrollment	
211,111	31,126	27,902	1,066	208,112	237,662	28,327,711	3,357,233	20,235	Akron, U. of (Ohio)	
49,491	8,094	71,289	13,737	91,437	29,010	34,243,533	11,008,206	14,349	Alabama, U. of	
0	7,146	0	1	700	700	3,116,731	209,871	7,538	Alcorn A & M Coll. (Miss.)	
0	12,000	12,000	1,293	99,161	127,616	11,261,959	805,104	8,454	Appalachian St. U. (N.C.)	
7,786	18,116	17,893	4,967	197,721	120,637	30,596,483	1,289,417	30,094	Arizona St. U.	
12,741	1,400	1,000	0	6,810	6,810	1,598,022	0	3,353	Augusta Coll. (Ga.)	
257,890	67,418	57,728	9,141	67,418	1,162,140	48,084,726	0	47,788	Ball St. U. (Ind.)	
67,780	18,800	17,100	1,787	11,807	620,755	15,148,981	268,174	17,357	Bowling Green St. U. (Ohio)	
125,306	22,500	0	0	0	0	21,190,093	0	12,200	Calif. Poly. St. U. - San Luis Obispo	
100,338	14,000	0	NA	NA	NA	21,173,130	0	10,609	Calif. St. Poly. U. - Pomona	
237,467	16,000	0	0	0	0	27,762,484	69,873	2,018	Calif. St. U. - Northridge	
49,741	NA	NA	NA	NA	NA	37,147,454	0	20,684	San Francisco	
931,122	19,100	180,000	10,908	70,137	762,894	169,872,487	NA	28,488	Calif., U. of - Berkeley	
67,637	16,000	24,000	707	21,087	27,087	97,188,406	NA	10,260	Davis	
281,193	17,200	0	0	0	0	12,996,533	NA	7,386	Irvine	
1,117,832	15,000	110,000	16,112	2,215,593	2,215,606	223,714,611	NA	29,640	Los Angeles	
297,821	1,000	2,000	179	2,497	11,058	90,111,929	NA	5,811	Riverside	
819,290	17,100	0	0	0	0	120,539,606	NA	7,069	San Diego	
861,417	14,000	0	0	0	0	144,857,463	NA	7,847	San Francisco	
121,499	19,157	10,000	1,100	1,000	5,509	17,911,726	NA	12,000	Santa Barbara	
0	0	NA	0	0	0	90,392,930	NA	5,807	Santa Cruz	
1,200,004	NA	NA	NA	NA	NA	17,928,917	628,433,000	0	Univ.-wide Admin.	
0	0	0	0	0	0	26,870,907	186,610	14,417	Central Michigan U.	
242,981	12,000	0	0	0	0	23,094,879	66,579,457	36,133	Cincinnati, U. of (Ohio)	
21,713	17,100	1,000	1,100	8,000	19,200	NA	NA	2,905	Coastal, The (S.C.)	
2,500	1,000	1,000	0	1,000	1,000	1,410,293	NA	1,100	Clatsop St. Coll. (Pa.)	
3,000	1,000	1,000	0	1,000	1,000	90,004,168	1,428,625	9,754	Clemson U. (S.C.)	
1,000	1,000	1,000	0	1,000	1,000	23,418,880	1,993,876	13,717	Cleveland St. U. (Ohio)	
2,500	1,000	1,000	0	1,000	1,000	9,171,711	17,990	1,658	Colorado School of Mines	
20,000	1,000	1,000	0	1,000	1,000	27,170,150	1,467,017	14,150	Colorado St. U.	
2,500	1,000	1,000	0	1,000	1,000	17,132,704	9,107,174	20,000	Colorado, U. of	
2,500	1,000	1,000	0	1,000	1,000	1,000,000	NA	1,000	Columbus Coll. (Ga.)	
2,500	1,000	1,000	0	1,000	1,000	1,250,000	150,000	11,576	Concordia U. of	
2,500	1,000	1,000	0	1,000	1,000	2,000,000	NA	17,000	DePaul U. of	
2,500	1,000	1,000	0	1,000	1,000	1,000,000	100,000	10,000	Eastern Illinois U.	
2,500	1,000	1,000	0	1,000	1,000	1,000,000	100,000	10,000	Eastern Michigan U.	
2,500	1,000	1,000	0	1,000	1,000	1,000,000	100,000	10,000	Florida St. Coll. (Fla.)	
2,500	1,000	1,000	0	1,000	1,000	1,000,000	100,000	10,000	Elizabeth City St. U.	
2,500	1,000	1,000	0	1,000	1,000	1,000,000	100,000	10,000	Florida A & M U.	
2,500	1,000	1,000	0	1,000	1,000	1,000,000	100,000	10,000	Florida Int'l U.	
2,500	1,000	1,000	0	1,000	1,000	1,000,000	100,000	10,000	Florida State U.	
2,500	1,000	1,000	0	1,000	1,000	1,000,000	100,000	10,000	Florida Tech U.	
2,500	1,000	1,000	0	1,000	1,000	1,000,000	100,000	10,000	Florida State U. - Tallahassee	
2,500	1,000	1,000	0	1,000	1,000	1,000,000	100,000	10,000	Florida State U. - Tallahassee	
2,500	1,000	1,000	0	1,000	1,000	1,000,000	100,000	10,000	Florida State U. - Tallahassee	
2,500	1,000	1,000	0	1,000	1,000	1,000,000	100,000	10,000	Florida State U. - Tallahassee	



Institution	Volume		Purpose		Source		
	(1)	(2)	(3)	(4)	(5)	(6)	(7)
	Total	Current operations	Capital purposes	General philanthropic foundations	Business	Alumni	Non-alumni individuals
STATE COLLEGES AND UNIVERSITIES							
Indiana U.	\$13,031,363	9,174,931	\$1,859,412	\$2,431,869	\$1,373,288	\$1,679,895	\$1,129,160
Indiana State U.	1,838,839	1,751,513	171,366	0	5,624	179,102	4,133
Iowa State of Sci. & Tech.	2,627,999	1,827,560	1,803,349	120,306	2,219,206	1,924,073	292,863
Iowa U.	2,749,482	1,938,562	1,740,920	1,784,004	671,063	940,017	1,056,367
Kansas State U.	2,333,507	648,449	894,023	127,528	269,330	610,886	502,426
Kansas U.	2,670,999	2,304,411	2,586,588	737,568	865,226	2,698,672	361,383
Kent State U. (Ohio)	1,619,699	1,606,576	14,133	180,234	84,404	127,611	846,663
Kent State U. (Tenn.)	1,884,326	986,078	898,248	828,325	474,152	357,550	189,517
Longwood Coll. (VA.)	107,902	107,902	0	20,000	10,618	32,675	44,609
Louisiana State U.	6,673,144	6,085,567	587,586	2,476,632	2,236,333	656,174	841,793
Louisiana Tech. U. (LA.)	1,473,044	780,453	542,312	287,830	180,251	187,316	215,304
Maryland U.	3,327,936	3,005,663	372,293	664,086	734,838	247,456	517,306
Maryland Inst. of Tech.	1,793,317	1,479,135	223,982	841,338	447,099	275,905	60,213
Medical Coll. of Virginia	987,187	987,187	0	408,596	262,606	41,690	17,415
Memphis St. U. (Tenn.)	213,757	21,304	160,438	0	174,814	0	0
Michigan U.	905,465	453,192	452,760	46,916	86,786	545,843	227,835
Michigan St. U.	8,355,229	7,786,523	767,706	2,669,987	2,862,069	1,009,397	284,630
Michigan Tech. U.	813,636	59,267	364,379	57,211	409,687	278,333	66,515
Michigan U. (Fla.)	21,910,826	16,081,542	3,829,294	7,179,556	7,445,697	4,271,659	2,618,567
Middle Tennessee St. U.	194,133	154,531	50,712	30,580	57,987	42,851	32,766
Midwestern U. (Ill.)	738,286	19,773	54,003	138,189	13,094	9,165	554,820
Minnesota State U. (Minn.)	276,371	276,371	0	82,871	142,500	0	0
Minnesota State U. (Dak.)	2,392,207	14,517,212	1,974,990	4,384,789	1,679,517	1,346,559	6,924,665
Mississippi U.	399,658	398,658	1,000	24,333	37,131	29,411	22,244
Missouri U.	2,801,234	1,232,277	1,133,719	379,393	912,615	697,973	1,096,795
Montana U.	2,097,529	1,349,929	1,721,609	101,520	255,320	100	1,341,678
Nebraska U.	1,433,745	483,750	690,298	260,926	299,187	60,493	823,398
Nebraska Wesleyan U.	84,060	75,331	14,529	24,100	142,325	183,220	11,905
Nebraska State U.	2,212,794	2,212,794	17,807	26,215	135,174	232,117	179,969
Nevada U.	253,200	253,200	100,000	150,200	60,000	14,552	26,500
New Hampshire U.	1,111,757	941,577	514,399	61,376	39,139	88,779	353,763
New Jersey U.	1,347,667	1,347,667	0	34,394	11,819	106,747	27,824
New Mexico U.	1,076,454	1,076,454	0	29,107	22,916	990	14,290
New York U.	1,133,327	200,317	0	182,809	96,600	274	1,371
New York State U.	2,233,554	2,233,554	1,133,117	94,071	284,200	50,608	1,392,197
North Carolina U.	2,343,000	1,343,000	0	26,134	0	0	0
North Carolina State U.	2,343,000	2,343,000	0	26,134	0	0	0
North Dakota U.	2,343,000	2,343,000	0	26,134	0	0	0
Ohio U.	2,343,000	2,343,000	0	26,134	0	0	0
Ohio State U.	2,343,000	2,343,000	0	26,134	0	0	0
Oklahoma U.	2,343,000	2,343,000	0	26,134	0	0	0
Oregon U.	2,343,000	2,343,000	0	26,134	0	0	0
Pennsylvania U.	2,343,000	2,343,000	0	26,134	0	0	0
Pennsylvania State U.	2,343,000	2,343,000	0	26,134	0	0	0
Rice U.	2,343,000	2,343,000	0	26,134	0	0	0
South Carolina U.	2,343,000	2,343,000	0	26,134	0	0	0
South Carolina State U.	2,343,000	2,343,000	0	26,134	0	0	0
South Dakota U.	2,343,000	2,343,000	0	26,134	0	0	0
Tennessee U.	2,343,000	2,343,000	0	26,134	0	0	0
Tennessee Tech. U.	2,343,000	2,343,000	0	26,134	0	0	0
Texas U.	2,343,000	2,343,000	0	26,134	0	0	0
Texas Tech. U.	2,343,000	2,343,000	0	26,134	0	0	0
Vermont U.	2,343,000	2,343,000	0	26,134	0	0	0
Virginia U.	2,343,000	2,343,000	0	26,134	0	0	0
Virginia Polytech. U.	2,343,000	2,343,000	0	26,134	0	0	0
Washington U.	2,343,000	2,343,000	0	26,134	0	0	0
Washington State U.	2,343,000	2,343,000	0	26,134	0	0	0
West Virginia U.	2,343,000	2,343,000	0	26,134	0	0	0
West Virginia State U.	2,343,000	2,343,000	0	26,134	0	0	0
Wisconsin U.	2,343,000	2,343,000	0	26,134	0	0	0
Wisconsin State U.	2,343,000	2,343,000	0	26,134	0	0	0
Wyoming U.	2,343,000	2,343,000	0	26,134	0	0	0

(8)	Annual Fund Information					General Information			
	(9)	(10)	(11)	(12)	(13)	(14)	(15)	(16)	Institution
Other	Alumni of Record	Number alumni solicited	Alumni donors to annual fund	Alumni gifts to annual fund	Total, all annual fund gifts	Expend. Educational & general & student aid	Endowment market value	Enrollment	
20,181	133,979	125,709	18,879	\$1,980,098	\$2,000,131	\$191,075,378	\$ 12,544,464	68,869	Indiana P.
0	17,190	23,000	28	9,984	17,029	21,084,639	111,606	10,788	Indiana P. of Pa.
71,011	53,780	17,000	17,807	1,117,127	8,000,009	75,933,700	NA	19,517	Iowa St. P. of Sci. & Tech.
1,238,011	58,092	88,390	9,801	1,137,132	1,114,187	127,109,106	NA	20,709	Iowa, U. of
14,792	10,750	10,000	9,947	610,886	760,750	38,160,369	9,400,000	15,158	Kansas St. P.
230,100	13,000	10,000	10,000	1,000,000	600,000	90,610,212	45,478,636	20,073	Kansas, U. of
191,697	17,843	10,000	6,074	12,041	900,000	38,821,739	11,914	26,569	Kent St. U. (Ohio)
14,752	12,000	40,000	5,000	11,000	31,000	105,345,155	1,747,335	14,167	Kentucky, U. of
0	11,000	11,000	2,000	2,000	107,902	6,600,000	NA	2,365	Longwood Coll. (Va.)
600,000	75,000	60,000	8,000	200,000	200,000	111,000,000	NA	40,708	Louisiana St. U. and A & M Coll.
812,000	10,000	10,000	1,000	10,000	10,000	30,900,900	13,773,862	10,883	Louisville, U. of (Ky.)
1,000,000	10,000	10,000	1,000	10,000	10,000	19,800,000	16,152,996	70,403	Maryland, U. of
75,000	10,000	10,000	1,000	10,000	10,000	10,000,000	1,933,026	20,975	Massachusetts, U. of
203,880	10,000	10,000	1,000	10,000	10,000	1,000,000	1,849,933	1,424	Medical Coll. of Georgia
48,928	20,000	20,000	1,000	100,000	100,000	29,031,792	78,614	21,290	Memphis St. U. (Tenn.)
18,000	10,000	10,000	1,000	10,000	10,000	10,179,880	1,256,430	16,405	Miami P. (Ohio)
17,25,100	10,000	10,000	1,000	10,000	1,810,000	10,000,000	11,000,000	41,328	Michigan St. U.
1,000	10,000	10,000	1,000	10,000	10,000	1,000,000	277,679	5,018	Michigan Tech. U.
1,000,000	10,000	10,000	1,000	10,000	1,000,000	100,000,000	101,070,129	41,178	Michigan, U. of
1,000,000,000	10,000	10,000	1,000	10,000	10,000	10,000,000	180,312	9,269	Middle Tennessee St. U.
0	10,000	10,000	1,000	10,000	10,000	10,000,000	NA	5,004	Midwestern P. (Tex.)
0	10,000	10,000	1,000	10,000	10,000	10,000,000	0	65	Minneapolis Metropolitan St. Coll.
100,000	10,000	10,000	1,000	10,000	10,000	10,000,000	8,000,000	59,939	Minnesota, U. of
100,000	10,000	10,000	1,000	10,000	10,000	10,000,000	1,000,000	11,001	Mississippi St. U.
100,000	10,000	10,000	1,000	10,000	10,000	10,000,000	16,978,109	60,897	Missouri, U. of
0	10,000	10,000	1,000	10,000	10,000	10,000,000	10,000,000	6,000	Nevada, U. of Las Vegas
110,000	10,000	10,000	1,000	10,000	10,000	10,000,000	10,000,000	7,109	Nevada, U. of Reno
0	10,000	10,000	1,000	10,000	10,000	10,000,000	632,431	5,938	Newark Coll. of Eng'g (N.J.)
0	10,000	10,000	1,000	10,000	10,000	10,000,000	6,284,097	11,252	New Hampshire, U. of
100,000	10,000	10,000	1,000	10,000	10,000	10,000,000	2,845,097	9,221	New Mexico St. U.
0	10,000	10,000	1,000	10,000	10,000	10,000,000	1,211,000	20,220	New Mexico, U. of
0	10,000	10,000	1,000	10,000	10,000	10,000,000	0	13,521	New York, St. U. of Albany
0	10,000	10,000	1,000	10,000	10,000	10,000,000	0	7,000	New York, St. U. of Binghamton
0	10,000	10,000	1,000	10,000	10,000	10,000,000	0	9,267	New York, St. U. of Buffalo
0	10,000	10,000	1,000	10,000	10,000	10,000,000	0	1,000	New York, St. U. of Buffalo, State Coll.
0	10,000	10,000	1,000	10,000	10,000	10,000,000	0	0	North Carolina, U. of Fayetteville
0	10,000	10,000	1,000	10,000	10,000	10,000,000	NA	15,000	North Carolina, U. of Greensboro
0	10,000	10,000	1,000	10,000	10,000	10,000,000	NA	1,105	North Carolina, U. of Wake Forest
0	10,000	10,000	1,000	10,000	10,000	10,000,000	10,000,000	5,000	North Carolina, U. of Western
0	10,000	10,000	1,000	10,000	10,000	10,000,000	10,000,000	5,000	North Carolina, U. of Wilmington
0	10,000	10,000	1,000	10,000	10,000	10,000,000	10,000,000	5,000	North Carolina, U. of Winston-Salem
0	10,000	10,000	1,000	10,000	10,000	10,000,000	10,000,000	5,000	North Carolina, U. of Charlotte
0	10,000	10,000	1,000	10,000	10,000	10,000,000	1,000,000	7,000	North Carolina, U. of Eastern
0	10,000	10,000	1,000	10,000	10,000	10,000,000	0	6,000	North Dakota, U. of
0	10,000	10,000	1,000	10,000	10,000	10,000,000	0	5,000	North Dakota, U. of Grand Forks
0	10,000	10,000	1,000	10,000	10,000	10,000,000	0	3,000	North Dakota, U. of Minot
0	10,000	10,000	1,000	10,000	10,000	10,000,000	9,000	8,000	North Dakota, U. of South Dakota
0	10,000	10,000	1,000	10,000	10,000	10,000,000	1,100,000	8,000	Ohio, U. of
0	10,000	10,000	1,000	10,000	10,000	10,000,000	0	0	Ohio, U. of Cincinnati
0	10,000	10,000	1,000	10,000	10,000	10,000,000	13,000,000	0	Ohio, U. of Cleveland
0	10,000	10,000	1,000	10,000	10,000	10,000,000	NA	11,000	Ohio, U. of Dayton
0	10,000	10,000	1,000	10,000	10,000	10,000,000	NA	11,000	Ohio, U. of Eastern
0	10,000	10,000	1,000	10,000	10,000	10,000,000	NA	11,000	Ohio, U. of Northern
0	10,000	10,000	1,000	10,000	10,000	10,000,000	NA	11,000	Ohio, U. of Western



Institution	Volume	Purpose		Source			
	(1) Total	(2) Current operations	(3) Capital purposes	(4) General philanthropic foundations	(5) Business	(6) Alumni	(7) Non-alumni individuals
STATE COLLEGES AND UNIVERSITIES							
Oregon St. U.	\$ 3,965,298	\$ 3,352,706	\$ 612,592	\$ 424,323	\$ 1,143,137	\$ 414,799	\$ 470,377
Oregon, U. of	2,125,714	1,675,725	638,991	181,464	484,859	580,281	806,444
Prairie View A & M U. (T. S.)	129,349	129,349	0	100,716	28,623	0	0
Purdie U. (Ind.)	4,511,438	1,301,303	3,210,225	578,866	618,094	2,253,663	789,540
Rhode Island, U. of	1,009,352	661,709	707,643	290,933	155,328	627,557	61,841
San Houston St. Coll. (Tex.)	219,000	219,000	0	106,000	113,000	0	0
Saginaw St. U. (Mich.)	325,023	185,023	307,000	0	0	0	206,523
South Alabama, U. of	260,674	116,272	144,395	144,395	116,279	0	0
South Carolina, U. of	3,135,310	2,108,954	1,046,526	1,143,584	787,439	799,053	304,707
South Dakota St. U.	311,900	311,900	0	35,000	125,000	108,500	43,400
Southern Illinois U. - Edwardsville	297,263	297,263	0	40,137	89,604	1,550	30,264
Southern Miss. U. (Miss.)	217,578	202,943	14,635	6,460	82,263	113,320	15,535
South Florida, U. of	874,417	874,417	0	122,959	552,886	26,755	118,278
Tennessee St. U.	322,005	322,005	0	22,000	396,073	1,797	2,135
Tennessee, U. of	6,785,913	2,725,561	4,061,352	1,311,587	1,537,261	1,213,531	2,161,381
Texas A & M U.	9,691,367	9,075,024	618,344	2,174,094	4,326,331	2,029,139	540,406
Toledo, U. of (Ohio)	318,031	318,031	0	25,789	196,583	55,380	40,379
Towson St. Coll. (Md.)	316,905	316,905	0	228,633	17,626	39,308	404,272
Utah, U. of	6,923,273	5,636,393	1,286,880	967,721	1,664,910	2,450,978	773,495
Virginia Commonwealth U.	1,162,759	1,161,000	1,706	213,370	325,351	15,655	278,394
Virginia Military Inst.	916,544	527,615	388,929	0	76,981	596,654	242,907
Wash. Poly. Inst. and St. U.	3,232,952	2,678,572	554,380	588,539	1,321,498	647,803	112,273
Virginia, U. of	8,703,620	2,383,709	6,319,911	821,315	1,016,960	1,617,981	5,068,157
Washington St. U.	1,233,352	629,122	614,220	124,859	43,399	237,056	0
Washington, U. of	9,466,135	8,736,357	439,788	1,711,186	1,700,866	249,929	3,748,751
Wayne St. U. (Mich.)	8,111,629	1,595,820	2,845,809	1,410,310	2,255,668	662,200	1,019,789
Weber St. Coll. (Utah)	1,131,764	136,025	995,739	51,681	25,193	1,022,709	5,730
Western Carolina U. (N.C.)	103,176	72,501	40,673	2,800	48,461	29,965	21,000
Western Illinois U.	220,547	220,547	0	82,972	62,073	10,013	34,519
Western Michigan U.	621,975	621,975	0	244,494	181,265	131,352	45,581
West Florida, U. of	221,596	221,596	0	106,629	18,960	2,901	67,692
West Virginia St. Coll.	116,023	102,177	13,917	68,362	11,818	5,169	8,725
West Virginia U.	2,829,875	2,664,064	65,811	527,558	595,525	534,567	301,743
Wm. & Mary, Coll. of (Va.)	1,827,341	598,249	1,428,892	25,784	255,678	227,269	1,255,308
Wm. & Mary, Coll. of (Va.)	1,098,859	555,395	543,464	163,365	125,698	502,041	242,238
Wisc. State U. - Stevens Point	22,600,851	17,665,160	3,995,691	6,199,264	4,942,907	4,616,278	1,917,988
Wisc. St. U. - Green Bay	215,939	205,939	10,000	12,342	140,520	819	60,893
Wright St. U. (Ohio)	809,541	805,230	4,311	0	13,314	0	32,977
Wyoming, U. of	1,017,533	1,105,731	302,812	49,044	249,715	301,315	576,350
PUBLIC JUNIOR AND COMMUNITY COLLEGES							
Boiler County, Ont.							
U. of Ill. - Chicago	250,000	0	250,000	0	0	0	0
W. B. Bishop Jr. Coll. (Ala.)	151,000	151,000	0	0	151,000	0	0
Cuyahoga Coll. (Ohio)	131,887	136,259	27,628	39,805	12,928	0	39,622
DETC Coll. (Mich.)	203,543	78,224	125,320	9,523	89,251	7,720	6,338
Eastern Coll. (N.C.)	160,571	19,985	140,586	0	0	0	160,571
East Coll. (Ind.)	200,909	23,975	177,834	6,034	6,234	500	175,082
New Mexico Military Inst.	127,239	127,239	0	127,239	0	0	0
Northern Mich. Coll.	174,780	174,780	10,000	0	68,459	0	64,231
Palm Beach Jr. Coll. (Fla.)	198,327	198,327	0	9,195	2,967	0	5,215
Sandhills Univ. Coll. (N.C.)	309,440	132,033	77,407	155,359	5,120	0	45,049
St. Yr-Fashion Inst. (Tex.)	100,000	100,000	0	100,000	0	0	0
SPNY-Memph. Univ.	125,434	125,434	0	5,000	62,532	0	25,356
SPNY-New York City Univ.	145,563	145,563	0	0	133,780	558	25
Vincennes Jr. Coll. (Ind.)	899,100	574,100	375,000	0	786,100	37,000	86,000
Wayne County Coll. (Mich.)	1,982,646	2,508	1,982,138	1,982,138	0	0	2,508

(8)	Annual Fund Information					General Information			
	(9)	(10)	(11)	(12)	(13)	(14)	(15)	(16)	
Other	Alumni of Record	Number Alumni solicited	Alumni donors to annual fund	Alumni gifts to annual fund	Total all annual fund gifts	Expend. Educational & general & student aid	Endowment market value	Enrollment	Institution
				1,000,000	1,000,000	15,900,000	900,000	15,000	Oregon St. U.
				500,000	500,000	14,880,000	5,000,000	15,000	Oregon, P. of
				1,000,000	1,000,000	15,000,000	10,000,000	4,500	Prairie View A & M U. (Tex.)
				1,000,000	1,000,000	15,000,000	11,000,000	3,700	Purdue U. (Ind.)
				1,000,000	1,000,000	15,000,000	1,000,000	1,900	Rhode Island, U. of
				1,000,000	1,000,000	15,000,000	NA	10,000	Sam Houston St. Coll. (Tex.)
				1,000,000	1,000,000	15,000,000	NA	2,000	Sangamon St. U. (Ill.)
				1,000,000	1,000,000	15,000,000	NA	5,000	South Alabama, U. of
				1,000,000	1,000,000	15,000,000	1,000,000	23,000	South Carolina, U. of
				1,000,000	1,000,000	15,000,000	NA	6,000	South Dakota, U. of
				1,000,000	1,000,000	15,000,000	NA	11,000	Southern Illinois U. - Edwardsville
				1,000,000	1,000,000	15,000,000	NA	9,000	Southern Mississippi, U. of
				1,000,000	1,000,000	15,000,000	1,000,000	18,000	South Florida, U. of
				1,000,000	1,000,000	15,000,000	1,000,000	1,000	Tennessee St. U.
				1,000,000	1,000,000	15,000,000	2,000,000	11,000	Tennessee, U. of
				1,000,000	1,000,000	15,000,000	1,000,000	17,000	Texas A & M U.
				1,000,000	1,000,000	15,000,000	1,000,000	11,000	Toledo, U. of (Ohio)
				1,000,000	1,000,000	15,000,000	0	12,000	Towson St. Coll. (Md.)
				1,000,000	1,000,000	15,000,000	6,000,000	21,000	Utah, U. of
				1,000,000	1,000,000	15,000,000	10,000,000	16,000	Virginia Commonwealth U.
				1,000,000	1,000,000	15,000,000	1,000,000	1,000	Virginia Military Inst.
				1,000,000	1,000,000	15,000,000	300,000	16,000	Va. Poly. Inst. and St. U.
				1,000,000	1,000,000	15,000,000	115,000,000	12,000	Virginia, U. of
				1,000,000	1,000,000	15,000,000	NA	14,000	Washington St. U.
				1,000,000	1,000,000	15,000,000	6,000,000	15,000	Washington, U. of
				1,000,000	1,000,000	15,000,000	6,000,000	11,000	Wayne St. U. (Mich.)
				1,000,000	1,000,000	15,000,000	NA	8,000	Weber St. Coll. (Utah)
				1,000,000	1,000,000	15,000,000	10,000,000	6,000	Western Carolina U. (N.C.)
				1,000,000	1,000,000	15,000,000	21,000,000	15,000	Western Illinois U.
				1,000,000	1,000,000	15,000,000	10,000,000	11,000	Western Michigan U.
				1,000,000	1,000,000	15,000,000	0	4,000	West Florida, U. of
				1,000,000	1,000,000	15,000,000	0	3,000	West Virginia St. Coll.
				1,000,000	1,000,000	15,000,000	4,000,000	18,000	West Virginia U.
				1,000,000	1,000,000	15,000,000	7,000,000	14,000	Wichita St. U. (Kan)
				1,000,000	1,000,000	15,000,000	9,000,000	5,000	William and Mary, Coll. of
				1,000,000	1,000,000	15,000,000	7,000,000	21,000	Wisconsin, U. of
				1,000,000	1,000,000	15,000,000	600,000	8,000	Wisc., U. of-Eau Claire
				1,000,000	1,000,000	15,000,000	10,000	3,000	Wisc., U. of-Green Bay
				1,000,000	1,000,000	15,000,000	9,000	11,000	Wright St. U. (Ohio)
				1,000,000	1,000,000	15,000,000	NA	9,989	Wyoming, U. of
				1,000,000	1,000,000	15,000,000	0	1,000	Beaver County, emty. Coll. of (Pa.)
				1,000,000	1,000,000	15,000,000	0	1,000	S.D. Bishop St. Jr. Coll. (Ala.)
				1,000,000	1,000,000	15,000,000	131,000	19,000	Cuyahoga Cmty. Coll. (Ohio)
				1,000,000	1,000,000	15,000,000	212,000	6,000	Delta Coll. (Mich.)
				1,000,000	1,000,000	15,000,000	9,200	2,000	Gaston Coll. (N.C.)
				1,000,000	1,000,000	15,000,000	177,800	5,000	Lane Cmty. Coll. (Ore.)
				1,000,000	1,000,000	15,000,000	0	700	New Mexico Military Inst.
				1,000,000	1,000,000	15,000,000	15,000	2,000	Northwestern Mich. Coll.
				1,000,000	1,000,000	15,000,000	0	7,000	Palm Beach Jr. Coll. (Fla.)
				1,000,000	1,000,000	15,000,000	0	1,000	Sandhills Cmty. Coll. (N.C.)
				1,000,000	1,000,000	15,000,000	0	3,000	SNY-Fashion Inst. Tech.
				1,000,000	1,000,000	15,000,000	0	8,000	SNY-Mourie Cmty.
				1,000,000	1,000,000	15,000,000	NA	15,000	SNY-New York City Cmty.
				1,000,000	1,000,000	15,000,000	NA	3,000	Vincennes U. (Ind.)
				1,000,000	1,000,000	15,000,000	0	13,000	Wayne Cmty. Coll. (Mich.)