

Michigan Today

the university of michigan

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Michigan Annual Giving Program Celebrates Silver Jubilee

The Michigan Annual Giving Program is celebrating its Silver Jubilee.

Organized 25 years ago as the Michigan Alumni Fund by a group of enthusiastic volunteers assisted by a small professional staff, the new program was a rarity among tax-assisted institutions of higher education. Today, the majority of public institutions seek supplementary support.

Michigan's alumni and friends, however, established an early tradition of generous support, willingly augmenting the University's resources as it developed into an educational institution that is respected throughout the world.

The Silver Jubilee salutes the efforts of the hundreds of volunteers who are dedicated to U-M and who believe in support of higher education as one of the best ways to further the welfare of society.

Phoenix Project

For example, the University's first major fund-raising effort, the Michigan Memorial-Phoenix Project, was organized by U-M students, faculty, alumni, and friends in 1947 as a productive tribute to the University's 520 World War II dead.

As the nation's first "atoms for peace" project, the idea "rose from the ashes of Hiroshima like the legendary Phoenix," surpassing its goal of \$6 million with total gifts of \$7.5 million from 25,000 donors to support research in the peaceful uses of atomic energy.

The supportive attitude that characterizes Michigan alumni was demonstrated perfectly by an alumnus who commented at that time, "I don't know an isotope from a heliotrope, but if the University wants this project, I am for it."

When the idea of the Michigan Alumni Fund was proposed, many donors quickly recognized the advantages of a program of annual gift support. By the end of the first year of organized annual giving, 6,646 donors had responded, making up a significant proportion of the year's total of \$648,450 in alumni gifts.

The program has become increasingly successful each year. At the conclusion of the Silver Jubilee Year, Michigan will have received more than \$35 million through the Annual Giving Program—10 percent of the \$350 million that has been received in total private gifts over the 25-year period.

Launching Annual Giving

Launching the Annual Giving Program was an exciting adventure for volunteers and staff members alike. In the words of former staff member Jim Miller (LSA '25), "We completed the Phoenix Project after a few years of hard work. The volunteers who had served on the Project's Executive Committee felt that the information gained during this campaign should be used to establish the future University giving program.



President R.W. Fleming (left) receives a check for \$7,103,070 in alumni gifts from Wendell R. Lyons, Director of Development.

"About 30 alumni and alumnae met in Ann Arbor for two days to establish a plan of organization for the Alumni Fund. I remember when this was finally approved on a Saturday night and the late Glenn Coulter (LSA '16, Law '20), chairman of the committee said, 'Now it's up to you men to put it into effect.' Alan MacCarthy, U-M's first Director of Development, looked at me and I was ready to get started.

"The late Dr. Ruthven (Rackham '06, then president emeritus) and I started out to tell alumni about the annual giving program. We traveled by train and automobile through Indiana, Ohio, Kentucky, Tennessee, Alabama, Georgia, Florida, and North and South Carolina. We made many other trips visiting with groups of alumni and I'm sure that this helped us get a good start.

"After hard work and much help from alumni in local areas we were on our way. It wasn't an easy job but I've always been enthusiastic about the University and raising money for Michigan was fun."

First Chairman

Ed Madigan (Law '27) was the first Chairman of the Michigan Alumni Fund. "We were proverbial babes in the woods, starting from less than scratch. We had a couple of hundred thousand alumni and felt that they

should be good for something. When I handed that first check from the Michigan Alumni Fund to President Hatcher, I didn't dream that 25 years later someone would be giving the President a check for \$7 million

raised by the same program.

"We were entering uncharted seas. Now we know that our alumni represent a valuable asset. We're getting better all the time. The potential is unlimited."

U-M Wins National Awards

The University of Michigan has won two distinguished national awards in recognition of high achievement in both its overall institutional advancement program and the accomplishments of its annual giving program.

Both of these awards were won in a national competition sponsored by the Council for Advancement and Support of Higher Education (CASE).

The Grand Award for General Excellence in programs in university relations, development, and alumni relations, which was based upon U-M's winning 20 individual awards in various categories of the annual CASE competition, includes a \$1,000 stipend from the Ford Motor Company.

By winning the \$4,000 first place grand award in the sustained performance category of the CASE/United States Steel Foundation Alumni Annual Giving Awards Program, U-M has been honored for the number of its alumni donors and the

amount of their gifts over the past four years.

Now observing its Silver Jubilee, the U-M Annual Giving Program has long been acknowledged as one of the most successful at a tax-assisted institution of higher education.

In announcing the awards, Michael Radock, vice president for university relations and development, said, "These awards add to the lustre of The University of Michigan, which already has been brightened by the number of faculty members who head professional societies and by the University standing in various rankings of excellence."

Last year, U-M University Relations and Development and the Alumni Association won the CASE Ernest Stewart Award. It honored U-M as a "pace setting institution which has demonstrated remarkable effectiveness in combining the efforts of professional staff and volunteer leadership in behalf of the University and higher education generally."

Love of U-M Unites Continuous Donors at Recognition Dinner

Twenty-five years of fidelity is a matter of pride—especially to the 1,511 members of U-M's Continuous Donor Club who have maintained unbroken records of participation since the introduction of annual giving in 1953.

More than 100 of these donors from across the nation recently gathered for a Silver Jubilee Recognition Dinner in Ann Arbor, where they reminisced and shared the feelings that have prompted them to maintain their continuous annual support.

Tom Koykka, Cleveland (LSA '27, Law '30), chairman of the Michigan Annual Giving Committee and a Presidents Club member, says, "While the state of Michigan has been generous to the University, state support doesn't begin to pay for what the University does.

"We could subsist on the state's appropriation, but U-M would be just an ordinary state university. Private giving produces the extra margin that keeps Michigan great and makes it a standout among universities of the world."

Jack H. Shuler, Orchard Lake, Mich. (Engineering '40, Law '42), former national alumni chairman of the \$55 Million Program, past President of the Alumni Association, and a Presidents Club member, believes that "There really aren't enough instances in our society where we can make a difference between excellence and being ordinary. It is important for the future of this country and its people to say 'excellence matters.'

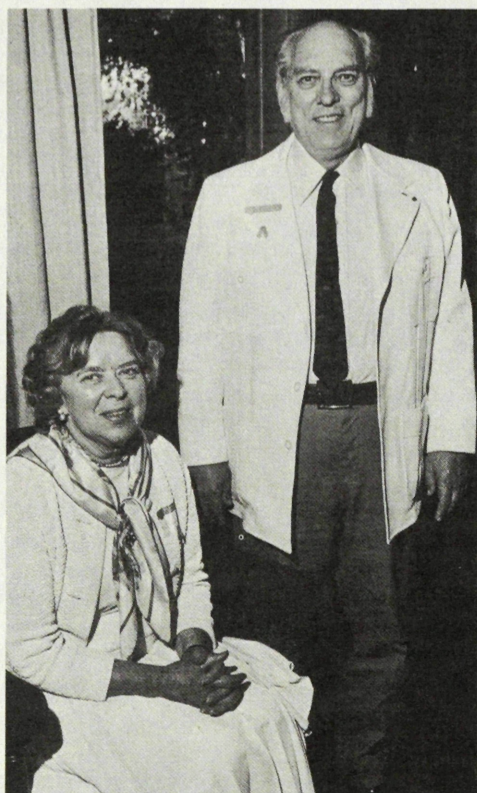
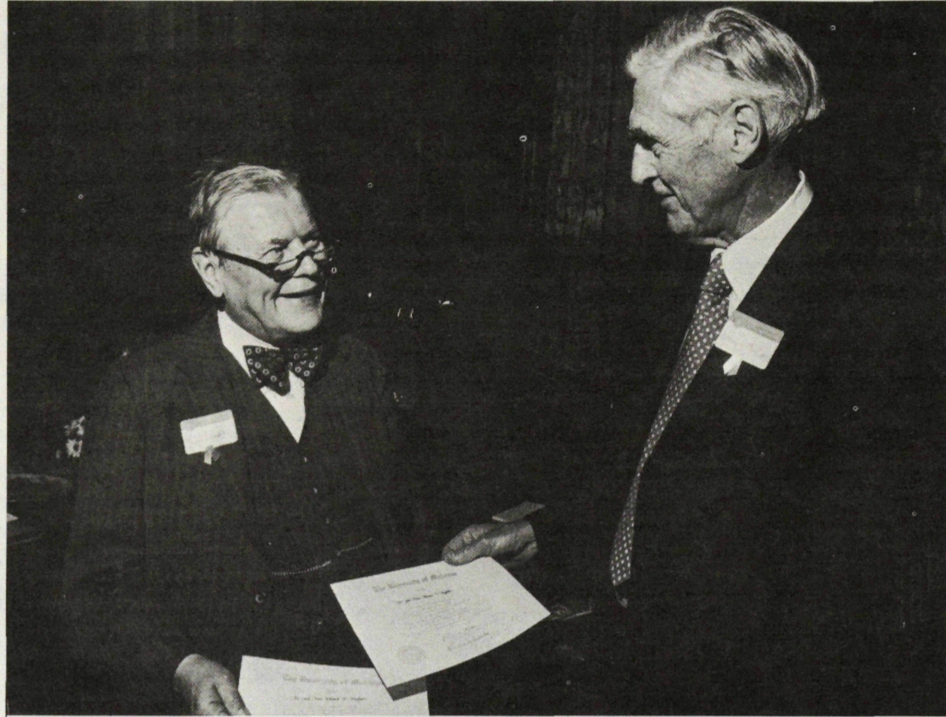
"I am an elitist when it comes to education. We must take the best students we can find and challenge them. An institution that is dedicated to excellence and quality is vital for the state, the nation, and for our future.

"On a personal level, I have wondered sometimes what my memories of Michigan would have been like without the Union, the League, Rackham, the Law School, and so many other examples of private giving by those who have gone before me. I believe that, to the extent I am able, I should leave things as good as I found them and better if I can. I want to continue what was begun by those who went before me.

"When I attended U-M, it was Michigan's only state university as such. Now it just isn't practical for the legislature to say, 'This is the crown jewel of our educational system.' Those of us who care about U-M have to do it."

Ted M. Collier, Washington, D.C. (LSA '31, Rackham '32), secretary-treasurer of his alumni club, has been a chronicler of alumni events. "I feel it is quite an honor to be among those who have made a gift to Michigan each year. It's a wonderful place. I've made some of my dearest friends through my association with the University. There have been a lot of good memories since I attended the dedication of the football stadium in 1927."

Lawrence I. Brown, New York (Law '55), and his wife return to the campus at least once a year. "We wouldn't miss a homecoming game for the world. I've been fairly successful and feel that I owe a good portion of it to the education I received here as well as to the friends I made. Private giving is very important. We grads should do anything



we can to help. I'm glad so many do, but I wish more would." (Not pictured.)

Richard N. Lein, Lockport, N.Y. (LSA '36, Law '39), is making plans to set up a loan fund for U-M students. "Michigan gave me the necessary tools to do what I do. Now I would like to help someone else." According to Mrs. Lein, "He wants everyone who goes to Michigan to have the best."

Helen Cope, Farmington Hills, Mich. (LSA '12, Rackham '39), who has just returned from an archeological tour of Peru, is the daughter of a U-M alumna who graduated in 1877—one of the first women to have attended Michigan for four years. "Michigan is in my blood. My brother, sister, and father also attended U-M. I was brought up reading the *Michigan Alumnus*. Private support for the University is very important. U-M needs so many things that the legislature feels it can't spend tax money for. It also provides an opportunity for alumni to keep up their interest, and lets them continue to feel like a part of the University."

Edna Schiller, Detroit (Education '32, Rackham '60), who borrowed to get through Michigan, grew up in Ann Arbor. She developed an affection for U-M when she started using the University library as a sophomore in high school. A co-worker at the Sweetland Confectionary Store on Main Street finally diagnosed her feelings by saying, "I know what's wrong with you. You're in love with The University of Michigan." (Not pictured.)

Dr. Laura McLaughlin, Ann Arbor (Rackham '29), has been an Ann Arbor resident for 50 years, first as a graduate student in astronomy and later as the wife of the late Dean B. McLaughlin, professor of astronomy. She was afraid that she would see no one she knew at the Continuous Donor dinner, but "It didn't turn out that way."

Based on her long association with U-M she says, "Private giving is the only way you can get enough money as far as I can see. It gives the University more of a chance to do the things it would like to do."

Capt. Douglas Hoard, Birmingham, Mich. (LSA '32, Law '36), lived in Ann Arbor during his youth and literally helped to build the University during his early years, including the Law Quad and Mosher-Jordan Hall. He has "a close personal association with the whole institution, having grown up with a good number of people who make the University run.

"Private support is actually more important than other types. With private support, Michigan will stay close to the people, where its real strength is. Private support doesn't have strings on it." Betty Hoard (LSA '37), asks "What other school is there?"

Tom Koykka (left), current Chairman of the Michigan Annual Giving Committee, and Ed Madigan, the first Chairman in 1953, exchange certificates commemorating their 25-year record of support. Continuous donors who would like to receive their own personalized certificates should contact the Michigan Annual Giving Programs, 3003 Student Activities Building, The University of Michigan, Ann Arbor, Mich. 48109. Other continuous donors at the dinner included (clockwise): Mr. and Mrs. Jack Schuler, Helen Cope, Laura McLaughlin, Capt. and Mrs. Douglas Hoard, Mr. and Mrs. Richard Lein, and Ted Collier.

Annual Giving Program Meets Special Need

"Mr. Financial Aid" Praises Scholarships

Ivan Parker has coordinated financial aid for more than 30,000 students during his years at U-M.

Now on retirement furlough from his post as Associate Director of Student Financial Aid, he has a comprehensive view of the importance of private support in the University's scholarship program.

"Our role is to put together a financial aid package for students which usually is made up of some combination of scholarships, loans, federal grants, and jobs. Scholarships are particularly important because we want to reduce the loan burden for students.

Non-Resident Scholarships

"Until 1953, there was a serious weakness in what we were able to do for students because there was no source of scholarship support for entering out-of-state freshmen other than a few direct alumni club grants. Then, some of the volunteers who helped to found the Michigan Alumni Fund came to us and suggested that they would like to help to fill this gap.

"Since that time, the Michigan Annual Giving Non-Resident Schol-

arships have been awarded to more than 1,000 students. In 1976-78, 87 students received this type of financial assistance.

"The scholarships are designed to provide assistance with the difference between in-state and out-of-state tuition. Amounts vary from a \$50 recognition award to a maximum of \$2,000 at the present time. We want to help the neediest of the able.

"The scholarships can be renewed if the students maintain at least a B-average. More than 90 percent of the students keep their scholarship support throughout their undergraduate career.

"Because the Michigan Annual Giving Non-Resident Scholarship Program is sponsored by the alumni clubs who nominate students to receive these scholarships after they have been admitted, it's a significant way for alumni to maintain their ties with U-M.

"The wife of one alumnus who has been particularly active in recommending students for consideration by the Financial Aid Office claims that she is a 'scholarship widow,' and has joined him in interviewing.

Personal Touch

"During my years in Financial Aid, I often felt a little bit like an old-fashioned country doctor, because I helped students to solve all kinds of problems. We want them to achieve their goals at U-M. Often the best way this can be accomplished is with preventive counseling.

"The majority of people around the University still have a personal orientation. If a problem is identified, they will spend quite a bit of time trying to solve it for a student.

"I remember some years ago when a scholarship student stopped by to see me in January. I was concerned because she had no coat, but she told me that she could afford nothing warmer than the sweater she was wearing. We had some emergency funds available, so I called the manager of a local department store and sent her down to get the best coat they could find for \$25. She told me later that she wore that coat all four years of her college career.

"That's the type of special situation where a flexible financial reserve is invaluable."

Ivan Parker



Annual Giving Non-Resident Scholarships Are Their Key

One of the reasons sophomore Cornell Williams wanted to attend Michigan was to disprove a belief in his local Chattanooga, Tenn., high school that it would be difficult to succeed in an academically competitive university.

"I was a basketball star, and I was offered scholarships to a lot of smaller schools, but I had heard a lot about Michigan's academic reputation and felt that it would be the best place to pursue my education.

"Because I was a star, a lot of the younger kids look up to me. I know I can always get by athletically, but I wanted to set an example and do something different. It's not just a personal thing for me. I have to make it for those who come after me, too. Helping others is what it's all about."

In addition to succeeding academically at Michigan, he was invited to join the basketball team after trying out as walk-on player.

When senior Connie Lew from Washington, D.C. decided that she wanted to be an architect, she began investigating universities. "Michigan has a good all-round reputation and an excellent architecture school, which were the principal reasons I wanted to enroll. It's a rigorous program. As a school, it's teaching me a lot, but I've got a lot left to learn, so I want to stay on for a master's. I wouldn't have been able to attend Michigan if it hadn't been for my Michigan Annual Giving Non-Resident Scholarship."

Laurie Pangle, a sophomore from Toledo, Ohio, is working hard for her education. She is one of the many Michigan students who find that financial aid from several sources is necessary for her to attend the university of her choice, so she supplements her scholarship by working in the Health Service X-Ray Clinic. A political science and speech major, she was a student intern in the British Parliament during the spring.

"Without my Annual Giving Scholarship, I wouldn't have had opportunities like this. I owe a lot to U-M."



Cornell Williams



Connie Lew



Laurie Pangle

The Vital Margin

The importance of annual giving by alumni and friends to The University of Michigan cannot be over-emphasized.

When the Michigan Alumni Fund (the forerunner of the Michigan Annual Giving Program) was founded in 1953, U-M enrollment stood at 17,500 and a steak dinner at the Pretzel Bell cost \$2.

Today, enrollment has surpassed 46,000—rising almost as fast as the price of steak.

Change and Challenge

During these years of change and challenge, U-M has not only maintained, but enhanced its reputation as one of the nation's outstanding institutions of higher education.

In the face of fluctuating economic conditions and an expanding student body, the University has strengthened its excellence in teaching, research, and public service.

Annual gift support—a reliable source of income that has grown steadily over the past 25 years—is one of the factors that has enabled the University to thrive.

Every area of academic life from scholarship assistance, through enhancement of the physical plant to support of athletic and cultural pro-

Annual Giving Sustains U-M's Excellence

by Michael Radock
Vice-President for University Relations and Development

grams, reflects the added dimensions that private giving brings to a U-M education.

Financial Vote of Confidence

Gift dollars that can be allocated in support of unexpected opportunities sustain U-M's creative, innovative environment.

In addition, corporations and foundations often see a strong annual giving program as an encouraging financial vote of confidence by alumni and friends and are more likely to invest in the institution themselves.

While we are proud of the achievements that have been made possible by alumni support in the past, private dollars will become even more important to U-M in the future.

Looking ahead, factors that could affect U-M include increasing competition for state support by a number of public interest and quality of

living issues, gradually stabilizing enrollment, continuing inflation, and the need to meet shifting student needs. These trends will make it even more difficult to balance the University's budget while maintaining quality and accessibility to students of all economic levels.

Broad Giving Base

Annual giving has traditionally formed the broad base of the University's pyramid of gift support. In 1976-77, for example, U-M received a total of \$7,103,070 from individual alumni. Two-thirds of this amount was given through the Michigan Annual Giving Fund by nearly 50,000 donors.

Almost one-quarter of the U-M alumni who are contacted contribute to their university. We are proud of this response rate, which is one of the highest among tax-assisted institutions of higher education.

However, many private institutions receive financial support from a much higher percentage of their alumni.

If U-M is to retain its leadership role, it is vitally important that alumni and friends who are not presently supporting the University join the Annual Giving Program.

Back Page Briefs

Mott Foundation Grants \$6 Million

The University of Michigan-Flint has received a \$6 million grant to construct a sports and recreation building on its downtown campus from the Charles Stewart Mott Foundation.

Tentative plans call for construction of a three-level building beginning in May 1979, with completion expected in two years.

It will be located adjacent to the University Center now under construction just south of the Flint River.

Chancellor William E. Moran described the grant as "crucial" to the development of the campus. The university is the only four-year public institution in the state that lacks indoor recreational programs.

Both varsity and intramural programs are expected to be developed when the building is available.

Private funds in excess of \$16 million have been committed to the development of the downtown campus, with the balance of the funding coming from city, state, and federal sources.

Business School Wins Award

The U-M School of Business Administration has received a \$10,000 Exxon Award.

The award has presented in recognition of a series of cases developed by Prof. LaRue Hosmer that present ethical conflicts in personal terms, thus facilitating an innovative integration of ethical issues into the M.B.A. curriculum.

Tuition Climbs

Reflecting the nationwide economic dilemma facing institutions of higher education, U-M has announced fall tuition increases.

In-state undergraduates will pay \$61 more per term, which brings the total for freshmen and sophomores to \$565 (a 12.1 percent rise) and for

juniors and seniors to \$635 (up 10.6 percent).

Regents acted on these two classifications because of a deadline set by the state's financial aid office. Suggested fees for other categories may change depending upon U-M's legislative appropriation.

Out-of-state freshmen and sophomores presently pay \$3,220, while the figure for out-of-state juniors and seniors is \$3,480.



Robin Wright

Alumna Earns Honor

CBS news reporter Robin Wright (LSA '70, 71) has won the 1978 U-M Alumnae Athena Award for outstanding professional achievement.

Formerly a journalist for the *Washington Post* and the *Christian Science Monitor*, Wright has covered South Africa since 1975. At first the area's only female foreign correspondent, she is now one of five.

Among the first reporters to break major news stories during the Angolan war, including the killing of mercenaries, she has been imprisoned and has risked extreme danger in pursuit of the news.

Wolverines Score in Big Ten

Michigan's Wolverines have passed the 200 mark in Big Ten championships. By adding six conference trophies in 1977-78, Michigan now holds 204 titles won during 72 years of Big Ten competition.

Conference Titles

The women's teams continue to establish themselves as conference powers with the swimming team capturing the crown for the third straight time, finishing ninth in the nation.

The men's track team brought home two of Michigan's championships, winning both the indoor and outdoor crowns while the men's tennis team claimed their eleventh straight championship trophy.

The Wolverine baseball team won the Big Ten conference title for the third time in four years along with the Mideast Regional title, and made its first College World Series appearance in 16 years.

For the second consecutive year, the football team defeated Ohio State in the final game of the year, earning

a conference co-championship and the right to represent the Big Ten in the Rose Bowl.

Other Standings

The third-place finish by the men's golf team was their highest in ten years, while the women's tennis team won the state title but was fifth in the Big Ten race.

Other men's teams battled to the final week of their seasons. The cagers tried to earn an NCAA berth without the help of injured Phil Hubbard and finished fourth, as did the men's swimming team and the gymnastics squad. The wrestling team was ranked fifth in the Big Ten and the hockey team missed the playoffs due to a league tie-breaking rule.

The women's synchronized swimming team was the second best in the country and the gymnastics team finished fourth in the Big Ten. The basketball team, posting a record of 8-16, is scheduled for rebuilding. Women's softball and track, each in their first year, got off to promising starts.

Baseball coach Moby Benedict and his players delight in a regional victory.



Michigan Today

Michigan Today has a new look designed to reflect the University's contemporary character and vitality.

We would like to hear from you regarding the new format, suggestions for articles, or any items that you feel would be useful in helping to increase *Michigan Today's* responsiveness to the interests of the more than 200,000 members of the Michigan family.

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