

F E B R U A R Y 2 0 1 2

Principal Gifts USA

by Terry Burton

West to East Glowing in Private Gifts

David Koch has once again stepped forward with a magnanimous gift, this one \$60 million to the Metropolitan Museum of Arts to redesign the outdoor plaza on Fifth Avenue in New York city.

UCLA School of Public Health to be re-named in recognition of a \$50 million gift from faculty member Dr. Jonathan Fielding and his wife Karin. Jonathan is the head of LA County's public-health service. The funds will be used for scholarships, faculty recruitment, research, and building improvements and to endow a chair in population health.

Two other big gifts to a California based university were announced in February. University of Southern California got both of them. Verna and Peter Dauterive Hall was named in recognition of a \$30 million gift from the couple to USC, School of Social Sciences. Verna Dauterive is a current USC trustee.

The gift will establish the first interdisciplinary social sciences building on the Los Angeles campus. Just five days after the \$30 million gift was announced, USC president Niklias gave the word of an anonymous gift of \$13.3 million to fund the USC Urology Robotics Center of Excellence and prostate cancer research.

February edition

Highlights of TOP 10
Principal Gifts
from across the USA
in February

\$267.3 million

CFRE Credits

Check up the Webinar
calendar from
ConnieHubbs.com
page 4

February NEXT Ten page 5

At a Glance: Cornell
page 6

Dig In Research

APPLE gift of \$50 million to Stanford University Hospitals

A recent blog from Tim Cook, the new president of APPLE, cited a recent gift of \$50 million to Stanford University Hospitals.

A Stanford spokesperson confirmed that APPLE was one of six companies that made a \$150 million ~ 10 year pledge to Stanford University Hospitals.

At the time, they asked that the gift be announced as \$150 million from the group without giving details of how much was donated by each business.

The gift was made in February 2011.

The other five members included eBay, Hewlett Packard, Intuit, Intel and Oracle.

It was only recently that the APPLE portion of the pledge, \$50 million, became public during a Tim Cook town hall meeting with staff and blog posted on the web.

Interesting in several ways.

TB



\$60 million

Metropolitan Museum of Art, New York

David Koch, longtime New York philanthropist, wants to help the MET renovate the plaza on Fifth Avenue. Funds will be used to renovate the space, replace the existing fountains and add more trees to the four blocks between 80th and 84th Avenue. In 2008 David made a gift of \$100 million to renovate the New York State Theater at Lincoln Center.

February 2012



\$50 million

UCLA Fielding School of Public Health

A gift from long time faculty member and current head of LA County Public-Health Service Dr. Jonathan Fielding and his wife Karin. Surprised university staff and faculty were unaware of the couple's wealth. UCLA named the School of Public Health in recognition of their gift.

Scholarships, faculty recruitment, research, and building improvements and a new endowed chair in population health are on the list of items to receive funding.

\$30 million

University of Southern California Dauterive Hall

The Verna and Peter Dauterive Hall, named to recognize the gift from the couple, will be located within the USC Dornsife College of Letters, Arts and Sciences and is projected to become a focal point for teaching and research. The image is an artist's rendering of the planned facility courtesy of USC.



\$30 million

DePaul University Driehaus College of Business

A gift from Richard H. Driehaus is the largest in the history of the university, that follows his earlier gift of \$3.45 million. In recognition of longtime support the university will rename the College of Commerce the Richard H. Driehaus College of Business at DePaul University.

\$22 million

University of Pittsburgh, Center for Energy

A 3 year gift from the Richard King Mellon Foundation to further studies in energy technology and sustainability, will supply a fund to encourage innovative research. The University of Pittsburgh, Center for Energy will have funds available for graduate fellowships, faculty, equipment and operational costs.



\$20 million Jewish Community Foundation of MetroWest NJ

Billionaire and philanthropist Leon Cooperman and his wife, Toby decided to make a gift of a life insurance policy to the organization where they are long time donors. The couple have signed on as Members of the Giving Pledge promoted by Gates & Buffett.



\$15 million University of Michigan Beyster Computer Science & Engineering Bldg.

The donation from J. Robert Beyster and his wife, Betty, will establish an endowed fellowship program for doctoral engineering students and support capital projects on campus, including renovations to the university's decommissioned nuclear reactor. He is a U of M grad and founder of a Fortune 500 company, Science Applications International Corp.

\$15 million Rockefeller University, medical research

A grant was received from the Leona M. and Harry B. Helmsley Charitable Trust to fund research into digestive disorders. Funds will go towards a new Center for Basic and Translational Research on Disorders of the Digestive System.



\$13.3 million University of Southern California, Urology Robotics Center

An anonymous donor made a gift to support a new Urology Robotics Center of Excellence and a program for prostate cancer targeting at the Los Angeles based university.

USC has been actively developing research in the area since 2009 and looks to expand upon this with the new funding just received. Photo includes Professors Gil, Niki Nikias and USC president Max Nikias, photo courtesy of USC



\$12 million Houghton College, Athletics complex

NHL owner of the Buffalo Sabres Terry Pegula and his wife Kim, are supporting the construction of a new athletic complex for the Christian college that is moving up to NCAA Division III and the Empire 8 Conference.

Kim is a graduate of Houghton College.



Diversify Your Funding Sources and earn CFRE credits at ConnieHubbs.com



Upcoming Webinars:

Social Enterprise - Is it Legal? - March 22, 2012
[Register Now](#)

on-Board Fundraising: Charging up the Champions - April 26, 2012
[Register Now](#)

African American Giving - May 24, 2012
[Register Now](#)

Building Your Capacity with Online Giving - TBA

International Prospect Research - July 19, 2012
[Register Now](#)

Recordings of Past Sessions:

Major Gifts and Emerging Trends in Healthcare
[Buy Now](#)

Expanding Your Donor Base Beyond Borders
[Buy Now](#)

Approved Provider For



15% Discount for Dig In Research clients and subscribers!

Register or Buy before March 31 and use the discount code 4DIGIN to claim your discount

Principal Gifts ~ February 2012

\$18 million Regional	General Electric pledge to Student Achievement Partners for targeted school districts in preparation for national standards testing in math and reading; cities include Atlanta, Cincinnati, Erie, Milwaukee, New York, Stamford and Jefferson County in Kentucky
\$10 million Kansas City, Kansas	University of Kansas Cancer Center received a grant in support of being designated a National Cancer Institute from the Hall Family Foundation
\$10 million Orlando, Florida	The India Group, headed up by Anil Deshpande, President of Deshpande Inc., made a gift to the University of Central Florida for a new India Studies Center, a funding priority based on the popularity of the Indian Studies Programme began four year ago with a lead gift from Anil Deshpande
\$10 million Dallas, Texas	University of Texas, Dallas received a gift from local donor Peter O'Donnell in support of the Texas Advanced Computing Center, Peter is a significant donor to science and engineering research effort at the university
\$10 million New York	Lizzie and Jonathan Tisch have made a gift to the Metropolitan Museum of Art in support of a major exhibition space within the Costume Institute
\$10 million Washington, D.C.	William J. Doyle and his wife Kathy, made a gift to Georgetown University to endow the Doyle Initiative, a new program to encourage tolerance and diversity at the university
\$10 million Providence, Rhode Island	An anonymous trustee made a gift to Brown University, School of Engineering that was not designated
\$10 million Providence, Rhode Island	Brown University, School of Engineering received another gift of \$10 million, this one from a group of donors with \$9 million designated for three new endowed professorships
\$10 million Gainesville, Florida	The University of Florida named the Lillian S. Wells Fund for Brain Tumor Research in recognition of a gift to the neurosurgery department; funds will be used for research on the causes of brain tumors
\$9.5 million Long Island, New York	Adelphi University named the Robert B. Willumstad School of Business in recognition of his recent gift to the university. Robert is a co-founder and senior advisor at Brysam Global Partners and serves as chairman of the Board of Trustees



At a Glance: Cornell University



Cornell University

The one constant I hear from development staff wrapping up a campaign is "...what are we going to do in the next campaign?"

At Cornell University the focus appears to be on the New York Tech Campus thanks to Charles Feeney for his generous gift.

There will be lots of spaces, places and things available for name recognition.

But what about the existing Colleges and Schools?

Will the strategy be to focus on the Tech Campus and the international studies going on in Qatar?

Or will Cornell pursue endowment type gifts for spaces, places and things at the Ithaca campus?

\$350 million gift from Charles Feeney towards to New York Tech campus

Named Colleges and Schools

Samuel Curtis Johnston Graduate School of Management

Weill Cornell Medical College, New York

Weill Cornell Medical College, Doha ~ Qatar

Weill Cornell Graduate School of Medical Science

Un-Named Colleges and Schools

College of Agriculture and Life Sciences

College of Architecture, Art and Planning

College of Arts and Science

College of Engineering

School of Hotel Administration

College of Human Ecology

School of Industrial and Labor Relations

Graduate School

Cornell Law School

College of Veterinary Medicine

School of Continuing Education and Summer Sessions

Publicly announced Major & Principal Gifts to Cornell 2011

Robert Belfer to Weill Cornell Medical College	\$100 million
British Gov't + Bill & Melinda Gates to support research on wheat pathogen effort	\$40 million
Charles Feeney to support Community Service	\$15 million
Anonymous donor to Dog Geonomics program	\$10 million
Estate gift from J. Russell for renovation project	\$5.6 million

Publicly announced Major & Principal Gifts to Cornell 2010

David & Patricia Atkinson for global sustainability	\$80 million
Charles H. Dyson School of Applied Economics & Mgt	\$25 million
* Star Foundation to Weill Medical Research Building	\$75 million
* Corinne & Hank Greenberg to Medical Research Bldg	\$25 million

93 gifts of \$1 million or more to the Weill Medical College campaign

* Hank Greenberg is CEO of the Star Foundation

Real-Time Customer Feedback

What We Do

Tellbob collects real-time customer feedback using mobile phones and the internet. Our rewards system and integration with Facebook delivers high response rates, ensures repeat store visits and harnesses the power of social networks like no other.

Here's How it Works:

- 1 Customer inputs your unique survey code (by scanning a barcode, QR code or by entering a number) into their mobile phone.
- 2 Your customized short survey is filled out
- 3 After completing the survey, they are given choices for free stuff.
- 4 They choose their instant reward and a digital coupon is sent to them by email.
- 5 They can redeem their stuff at your location or trade it with friends in Facebook

Try It NOW!

Scan the QR code with your smartphone
OR go to **tbee.it** and enter code **SALES**



Call or email for details:
t: 1.877.385.5888
e: the411@tellbob.com

tellbob
be heard. get stuff.

www.tellbob.com

FEBRUARY 2012

Principal Gifts USA

Market Intelligence for Nonprofits

Another part of what we do

- >> Advancement sector in-depth surveys and analysis
- >> Developing Philanthropy & Sponsorship strategies
- >> Capital campaign market valuations

Dig In Research

Visit us online at www.diginresearch.biz

Principal Gifts USA published 12 times a year



Principal Gifts USA

a monthly publication

Providing market intelligence on charitable donations in the USA for charitable donations of \$10 million and above. You will also have annotations to brief you about the use of the funds.

Membership to the Major Gifts Resource Centre

Going into a CAPITAL CAMPAIGN? Need information in a hurry?

Call me at (519) 997-2881 or send an Email to Tburton@diginresearch.biz

Published by:

Dig In Research

Author & Publisher

Terry Burton

Research Associates

Sacia Burton, Valerie McGorlick,
Ryan Boivin

Annual Subscription rate \$99.00 for 12 issues

Dig In Research

720 Ouellette Avenue, Suite 118
Windsor, ON N9A 6T5 Canada