

< Date >

< Salutation > < Name >
< Designation >
< Company's Name >
< Address >
Singapore < Postal code >

Dear

GIVING TO ARTS AND EDUCATION

Greetings from the National University of Singapore Centre For the Arts.

We seek your support towards the growing passion for Malay performing arts among Singapore youths. Our upcoming production titled < *Pls specify*>, challenges the boundary of Malay dance even further by fusing contemporary Malay dance with installation art on stage. Our performance aims to refresh the presentation of conventional Malay dance form and allow our audiences to witness vivid display of emotion as the dancers interacts with the installation art.

To be held at < *pls specify*>, on < *pls specify*>, our target audiences are the youths and young adults. Details of our production and estimated income and expenditure are enclosed in Appendix A for your kind perusal. We sincerely hoped that < *Name of Company* > will consider a cash gift amount of **\$10,000.00** to help defray our staging cost.

With your support for Malay dance, < *Name of Company* > helped to sustain an important part of our Malay culture that will be forgotten as our students pursue their University education in a global environment. By participating in the dance production, our students are able to delve deeper into their cultural heritage and transform their passion of Malay dance into a meaningful performance.

In recognition of the cash gift made by < *Name of Company* >, we hope to have the pleasure of acknowledging your patronage in our publicity collateral for the dance performance, namely the posters, newsletters article write-up, website and program booklet.

Giving to National University of Singapore:

1. The cheque is made payable to < *pls specify*>
2. Our mailing address is; < *pls specify*>
3. The cheque and accompanying letter can be attention to < *pls specify*>
4. Your cash gift will attract dollar for dollar matching grant from Singapore government.

Our culture and heritage are a shared resource, and a collective responsibility. On behalf of our students, may I urge < *Name of Company* > to join us and contribute generously towards this endeavour. We will be in touch shortly to share more with you. In the meantime, please do not hesitate to contact myself (Tel: and Email) if you have any queries.

Yours Sincerely,

<Name>
<Designation >
< Organisation >

**What has 120 legs, 60 enthusiastic personalities and makes
35,000 calls in a 5 week period?
The Nazareth College Phonathon Team – of course!**

Between **September 16th and October 18th**, our terrific student callers will be reaching out to you - alumni, parents and friends of the college - and asking you to ***make a difference*** by giving to the **Nazareth Fund**.

The **Nazareth Fund** assists the college in carrying out our mission statement, academic vision and support of the community.

It makes the Nazareth College experience unique - by funding:

**Student Financial Aid
Campus Improvements
Faculty/Staff Enrichment
Technology Purchases
Career Counseling Services
Graduate Student Services
Library Services**

**Sports, (varsity and intramural)
Student Counseling
Support for Multicultural Affairs
Campus Ministry
First Year Program
Support for Partners for Learning
Curriculum Development**

... and many additional programs and services representing the highest priorities of the college.

This year, we are offering you a choice. If you prefer to give by mail, just return the enclosed envelope with your donation. Rather donate on-line? Then go to www.naz.edu/makeagift. If you choose either option by September 10th, we will take you off our calling lists.

We thank you in advance for “answering the call;” your support is vital to uphold the tradition of excellence that Nazareth College represents and the tremendous possibilities that lay ahead.

June 23, 2011

<Primary Addressee>
<Address Line1>
<Address Line2>
<City, State> <Zip Code>

Dear <Salutation>:

I am writing you, and your fellow graduates to tell you why I give to New York Law School every year, why I think it's important to give to the school, and to ask you to join me in making a gift this fiscal year - which ends on June 30. Some people might ask why - when you may have children heading off to college, have recently graduated, have just finished paying law school loans, started your career, do I ask this of you? What is the Dean thinking?

Each gift you make, whether it's \$5 or \$5 million, benefits both you and the students following in your footsteps. With each gift you make, you strengthen New York Law School, and the stronger New York Law School is the more valuable your degree is.

With your gift to the Law School - at whatever level you can contribute - you will make a difference. Your gift shows pride in your school, your education, your abilities as a professional, and your commitment to the generations of students to come. Your generosity inspires that of others'.

You can choose to donate directly through our secure website www.nyls.edu/annual. Please make your gift this month in time for the end of the Law School's fiscal year.

I hope you will visit the Law School soon, so that I can hear your latest news, and thank you for your gift in person.

Warm regards,



Richard A. Matasar
Dean and President

P.S. There are many ways that you can create a legacy, and put your name on the walls of New York Law School, beginning with gifts of just \$20 per month. Please take a look at the list of the important naming opportunities available to you at all levels of giving, at <http://www.nyls.edu/breakingnewgroundagain>, or call Associate Dean Suzanne Davidson – 212-431-2818, or AVP Seth Rosen – 212-431-2169 today.

September 2011

Name1

Name2

Position

OrgName

Address 1

Address 2

Address 3

City, State, Zip

Dear Salutation,

The Annual Fund is the single most important source of support for most educational institutions because it provides the flexibility needed to meet many crucial needs. That's why I'm asking you to make a donation to the New York Medical College Annual Fund today.

Your contribution to the NYMC Annual Fund makes it possible to maintain the College's tradition of excellence, enables innovation, provides growth opportunities, but most of all allows the College to operate efficiently. In turn, you can take pride in knowing that everything that happens at NYMC is made possible by the generosity of individuals like you!

Here are just a few of the areas where your gift to the Annual Fund will make a difference:

- Program initiatives and enhancement
- Curriculum support
- Student and faculty development
- Library collections expansion
- Technology upgrades and advancement
- Facility maintenance and campus preservation

Attached is a response form and return envelope for your convenience. You can also make a secure gift online at www.nymc.edu/give.

Thank you for your investment in and dedication to New York Medical College!

Sincerely,

Chief Executive Officer

The President's Associates

A scholarship financially supports a College of Education student during his challenging student-teaching semester, enabling him to excel in the first working experience of his chosen profession. A third-year Franke College of Business student is impassioned after visiting Warren Buffet for a day in Omaha, Nebraska with 19 of her fellow classmates. A nursing student in the College of Health and Human Services has the advantage of practicing medical procedures on the school's new simulation mannequins.

Dear xxxx,

With your gift of \$xxxx to Northern Arizona University last academic year, you became a member of the Northern Arizona University President's Associates, the group of core supporters who give \$1,000 or more each year. You and your fellow President's Associates made all three of the opportunities above—and many others—possible.

You set the standard of philanthropy and provided inspiration for others to follow. On behalf of the faculty, staff and more than 25,000 students who benefited from your gift, thank you for your generous support.

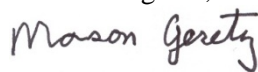
Northern Arizona University is able to make quality education accessible to people who are passionate about learning because of the commitment and support from NAU alumni, parents, faculty, staff, and friends. *People like you.*

Your generosity opens the door for students to attend NAU at a reasonable tuition rate, attracts outstanding professors who cultivate student potential, and helps provide a myriad of programs and research opportunities that allows Northern Arizona University to offer an exceptional education.

We ask you to renew that commitment by participating again in the 2010-2011 NAU Fund and rejoining the President's Associates. Northern Arizona University is deeply committed to student success. Please continue to help us prepare our students for the challenges that lie ahead.

Help fund an education. Fund a future. Please take a moment to fill out the form in the enclosed brochure and return it with your renewing gift. You will make a difference to current students and to future generations.

Warmest regards,



Mason Gerety
NAU Foundation President

October 20, 2008

«Addressee»
«Address_Line_1»
«Address_Line_2»
«City», «State» «Zip»

Dear «Salutation»,

As a retired faculty member from NMC, I am proud that this year a group of retirees has stepped forward to support the students of today and tomorrow through NMC's Annual Campaign. Their actions speak volumes about how much NMC faculty and staff care about each student.

As someone who attended NMC, you hopefully benefitted from that same kind of personal attention and dedication. It is what distinguishes an NMC education.

I write to ask that you make a simple but powerful statement today in support of Northwestern Michigan College, and in appreciation of those who made your education possible.

We call it **“The Power of 10.”**

A \$10 gift. That's all we ask. But your \$10 gift, along with \$10 gifts from thousands of other alumni who are receiving this letter, will make a most powerful statement. You'll be saying, “NMC matters to me.”

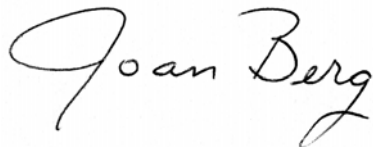
And as a *new* donor to NMC, *your \$10 gift will actually equal \$20* because it will be matched – dollar for dollar – by a group that includes those retired faculty and staff who continue to dedicate themselves to NMC.

You can designate your gift to a scholarship or specific program. Consider it an easy way to say “thank you” to those who helped you while you were a student.

NMC continues to provide a vital role in the life of this region, from academic degrees to continuing education, from the Dennon Museum Center to WNMC. It is hard to overstate the importance of NMC to our community...and to me.

Thank you for joining me in this wonderful celebration of NMC.

Cordially,

A handwritten signature in cursive script that reads "Joan Berg". The signature is fluid and elegant, with the first letters of "Joan" and "Berg" being capitalized and prominent.

Joan Berg
NMC Faculty, 1977-2000

September 27, 2010

PLU_ID
Preferred_Address_Name
Spouse_Name
Street_Line_1
Street_Line_2
City, State_Code, Zip
NATN_DESC

Dear Presidents_Joint_Salutation,

Another remarkable year at Pacific Lutheran University is under way! With classes resuming earlier this month, the teaching and learning enterprise is thriving at PLU. And there is no more clear evidence of that fact than that the world is again taking note of our academic excellence and our leadership in the local and global communities.

- PLU has distinguished itself with 83 students being named U.S. Student Fulbright Fellows since 1975. This year we are proud to send three recent graduates and three PLU faculty members to Macedonia, Namibia, Venezuela, Azerbaijan and Germany.
- Last spring, the Princeton Review asked business school graduate students across the United States to rate their educational experiences. Our School of Business placed among the top 15 MBA programs nationally in the areas of general and global management.
- Last year, our Heart Failure Community Transition Program won the MultiCare Health System President's Award for community partnerships. This program is one of the first in the nation and features 160 PLU nursing students providing home health care for congestive heart failure patients in Pierce and King counties.

None of these accomplishments would have been possible without the generosity of alumni like you. Please take a moment now to confirm your support for our mission and our students by making a gift to Q Club.

In whatever way you choose to give, know that your generosity continues to make a valuable difference for current students. You'll find all of the details on the enclosed pledge form.

Thank you in advance for your support. I hope you have the opportunity to visit campus and experience the PLU community in person this year.

Sincerely,



Loren J. Anderson
President

PS: To read my State of the University address and learn more about how alumni like you can make a difference, please visit www.plu.edu/stateofuniversity.

September 27, 2010

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Thank you in advance for your support. I hope you have the opportunity to visit campus and experience the PLU community in person this year.

Sincerely,

A handwritten signature in blue ink, appearing to read "Loren J. Anderson", written over a light blue grid background.

Loren J. Anderson
President

PS: To read my State of the University address and learn more about how you made a difference, please visit www.plu.edu/stateofuniversity.

Variations of this letter we produced over the signature of each department chair to address alumni of those programs more directly.

September 3, 2010

[Mail Name]
[Company]
[Line 1]
[Line 2]
[Line 3]
[City], [State] [Zip]

Dear [Salutation],

As a [friend of Parsons]/[Parsons parent]/[graduate of Parsons], you are part of a community that is actively engaged in addressing some of the more complex challenges of the new century through art and design education. As dean, it is my pleasure to share with you a few of the ways we're continuing to do that, [and to ask for your {renewed} support]/[and to ask for your {renewed} support]/[and to invite you to celebrate your {time at Parsons}/{your (XX) year reunion} by supporting the next generation of design graduates].

Parsons is a leader in sustainability, design innovation, and the promotion of increased diversity in the design world. This leadership can be seen everyday in a variety of projects and programs across campus, including:

- ***The Solar Decathlon**, a biennial event overseen by the U.S. Department of Energy that challenges 20 university teams from around the world to design and build an energy-efficient solar-powered home. Over the next 18 months, faculty and students from Parsons, Eugene Lang College, and Milano; colleagues from Stevens Institute of Technology; and experts from Habitat for Humanity will design and construct a replicable and affordable energy generating duplex that will remain in the Deanwood community of Washington, DC as a home for two families in need;*
- ***The Parsons Diversity Initiative**, a program created to address one of the greatest challenges that professional design continues to face—the lack of diversity among its own practitioners. Through this initiative Parsons seeks not only to promote an academic community with policies and practices that reflect the values of access, equity, and excellence, but also to be an active example of the value of just such a community.*

Projects like these—highlighting Parsons' tradition of challenging conventions, anticipating trends, and advancing art and design education—are in great part made possible through another Parsons tradition: annual contributions from alumni, parents, and friends like you. Help us foster the next generation of design professionals by [renewing your support of]/[supporting]/[making a gift in honor of your reunion to support] the groundbreaking work taking place at Parsons today.

Sincerely,

Joel Towers
Dean

Variations of this letter we produced over the signature of each department chair to address alumni of those programs more directly.

☐ YES! I want to help pave the way for the next generation of Parsons graduates with a gift of...

☐ \$ASK1

☐ \$ASK2

☐ \$ASK3

☐ Other \$_____

☐ My check is enclosed.
Make check payable to Parsons.

☐ I prefer to pay by credit card.
Use the reverse side of this form.

[Mail Name]
[Company]
[Line 1]
[Line 2]
[Line 3]
[City], [State] [Zip]

Office of the Dean

November 12, 2010

[Mail Name]
[Company]
[Line 1]
[Line 2]
[Line 3]
[City], [State] [Zip]

Dear [Salutation],

I write you today on behalf of the students, faculty, and staff at Parsons to wish you a happy holiday season. As we prepare to welcome in a new year, I invite you to join me in celebrating and supporting the unique educational opportunities at Parsons by including the school in your year-end giving.

With the help of our alumni, parents, and friends, Parsons is providing its dedicated and deserving students with the tuition assistance, first-rate faculty, and public programming they need to fulfill their personal and professional potential. And the results speak for themselves as our graduates go on to share their expertise with the world through imaginative, critical, socially responsible action.

So I ask you today to [renew your support of]/[support] one of the most exciting and innovative art and design schools in the country—Parsons. Your gift will help us ensure that today’s students are educated in the broad understanding of design methods and practices necessary to confront the challenges facing our world.

Sincerely,

Joel Towers
Dean

☐ YES! I want to join the alumni, parents, and friends who are [renewing their support of]/[supporting] Parsons students. Enclosed is my gift of...

☐ \$ASK1 ☐ \$ASK2 ☐ \$ASK3 ☐ Other \$_____

[Mail Name]
[Company]
[Line 1]
[Line 2]
[Line 3]
[City], [State] [Zip]

- ☐ My check is enclosed.
Make check payable to Parsons.
- ☐ I prefer to pay by credit card.
Use the reverse side of this form.
- ☐ To make a gift online go to:
www.newschool.edu/giving

April 15, 2011

[Mail Name]
[Company]
[Line 1]
[Line 2]
[Line 3]
[City], [State] [Zip]

Dear [Salutation],

As a member of [our loyal community of donors]/[the Parsons community], it is my pleasure to invite you to share in an exciting new event this Spring—the Parsons Festival.

Each year, our students produce a wealth of innovative, challenging, and transformative work in their studios and seminars. In order to celebrate, critique, and promote this work we have established the Parsons Festival. This festival is a major opportunity for Parsons to advance in design education, through both the exhibition of end-of-year thesis work and cutting-edge public programming. Not only will we be presenting work and organizing events for our own community, but we'll also be engaging the art, design, and diverse cultural communities throughout New York City.

You know that Parsons is a complex community in a complex environment: five schools, twenty-eight programs, more than a thousand faculty members, and nearly five thousand students, all moving at the pace of New York City. With the Parsons Festival we hope to capture, at once, both the richness of our diversity and the unity of our campus. We will publicly celebrate all of our students and draw attention to the breadth and depth of skills and scholarship that make us a leading institution of art and design.

This festival promises to invigorate a sense of pride in Parsons and to enable our students' work to be more accessible to—and appreciated by—the wider public. [As someone who has chosen in the past to support the students and the exceptional work taking place at Parsons,] I invite you to join us at the festival anytime between Saturday, May 7, and Monday, May 23 to see for yourself. Keep an eye out for more details online and via email in the coming weeks.

It is my hope that when you see the work at the festival you will feel as much a part of it as if you had produced it yourself. Whether or not you're able to visit campus, I encourage you to take part by showing your support—your commitment to the future of art and design—with a gift to the Parsons annual fund today.

Sincerely,

Joel Towers
Dean

☐ YES! I will [renew my] support [of] the visionary work taking place at Parsons with a gift of...

☐ \$ASK1 ☐ \$ASK2 ☐ \$ASK3 ☐ Other \$_____

[Mail Name]
[Company]
[Line 1]
[Line 2]
[Line 3]
[City], [State] [Zip]

☐ My check is enclosed.
Make check payable to Parsons.

☐ I prefer to pay by credit card.
Use the reverse side of this form.

☐ To make a gift online go to:
www.newschool.edu/giving

[Id] [Designation] [Solicitor]

May 11, 2011

Dear «APRSALU_SALUTATION»:

As the campus prepares for the 2011 Commencement ceremony, I hope you are reminded of your own experiences at PCOM. Our highly respected faculty and state of the art training facilities provided you with an outstanding education, laying the foundation for your future. Whether you are a clinician, educator, researcher or administrator, you continue to display the hard work and dedication you exhibited while a student here.

Over the years I have watched our graduate programs develop and have the pleasure of seeing our alumni excel in their careers. Your success and PCOM's success are connected and as one improves, so does the other. And now, your involvement is key to our continued success.

The Fund for PCOM provides the College critical funding toward upgrading all aspects of the curriculum and offering cutting edge training. This helps the College stay strong and continue to grow and expand ensuring the continued value of your degree. Your contribution shows your vote of confidence in your graduate school and every dollar counts toward assuring that the opportunities you were given are sustained for current students.

Your gift will help Philadelphia College of Osteopathic Medicine maintain its reputation as a premier post graduate institution.

Thank you in advance for your support,

April 5, 2011

Dear:

It is hard to believe that we are already approaching the end of the academic year. Our son Peter is finishing his third year as a PCOM medical student and we could not be prouder of him. We still remember and reflect on the day Peter received his acceptance letter because that was the day our son's dream became a reality.

This is why we choose to support the PCOM Parent Fund. The fund helps the College give all of our children an outstanding academic and clinical experience as they study to become physicians, researchers, clinicians, healthcare providers and leaders. The proceeds of the PCOM Parent Fund enhance academic programs, provide student advisement services and help the College meet new challenges.

Our contributions to the PCOM Parent Fund allow us the opportunity to be involved and to show our satisfaction with the institution. All donations—regardless of the size—really make an impact. We hope that you will decide to help continue the tradition of educational excellence.

As a special thank you, the Office of Alumni Relations is offering two great ways to honor your child. Your contribution of \$500 can sponsor a lifetime Alumni Association membership for your son or daughter. If you prefer, your gift of \$250 or more entitles you to personalize a newly-acquired book in the GA-PCOM Library or O. J. Snyder Memorial Library with your daughter or son's name. What a wonderful way to recognize your child's achievements!

Thank you for your consideration.

Sincerely,

May 11, 2011

«PREF_ADDRESS_NAME» «Class»
«PREF_STREET_LINE1»
«PREF_STREET_LINE2»
«PREF_STREET_LINE3»
«PREF_CITY», «St» «PREF_ZIP»

Dear «APRSALU_SALUTATION»:

As both PCOM faculty and alumni, we have had the pleasure of meeting, teaching and mentoring many graduates. We have experienced not only the physical but also the curricular changes that allow us to remain the premier osteopathic medical school. PCOM continues its tradition of excellence in educating highly qualified osteopathic physicians and healthcare leaders.

We stay involved with the College because we are proud of PCOM and we believe in its mission. The Fund for PCOM is integral to the success of our students as it provides the College critical funding toward upgrading all aspects of the curriculum and offering cutting edge training. Your investment in the College will have an immediate and profound impact on students.

With the continued help and support of our alumni, we remain very excited about our College's future. We need you to join us in supporting PCOM to help maintain the tradition and legacy that you share with every alumnus. Our goal is to encourage 300 alumni to make a contribution within the next 30 days.

Please join with us today. Thank you very much and we look forward to hearing from you.

Sincerely,

Annual Gift Renewal

Year of last gift: <Date>

Amount of last gift: <\$\$\$>



Portland State
UNIVERSITY

Total gift amount \$_____ Designate my gift for: ☐ Fund for PSU ☐ Other _____

☐ My check is enclosed made payable to *PSU Foundation*.

☐ Card No: _____ Exp. Date _____ Signature: _____

☐ I want to give \$_____ per month for _____ (#) months. *Future payments will use the same method of payment.*

<ID>

<FirstName> <LastName>

<Street>

<City> <State> <Zip>

*Please make address corrections
to the left.*

The best way to contact me regarding
this transaction (if needed) is by:

☐ Email: <EmailAddress> _____

☐ Phone: <Phone> _____

☐ I have included PSU in my estate plans.

☐ Please contact me about including PSU in my estate plans.

<AppealCode>



Portland
State
UNIVERSITY

The Fund for PSU
Office of Annual Giving
PO Box 751
Portland, OR 97207-0751

www.pdx.edu/giving
give@pdx.edu
503-725-4478

Your support every year changes lives every day.

Each year, more and more students choose Portland State University for higher education. More than 30,000 students will enroll this year, and PSU prepares more students for the workforce than any other university in Oregon. Nearly 6,000 students graduated from PSU last year—contributing significantly to Oregon's economy.

Portland State's strength comes in large part from the outstanding generosity of our alumni and friends. **Your support** plays a significant role in the success of PSU. Renew your annual gift and continue to change lives every day. Consider increasing your annual contribution through monthly gifts to have an even greater impact on the students of Portland State University.

Renew online—www.pdx.edu/giving. It's simple, secure, and sustainable!

Your gift is tax deductible to the extent provided by law.

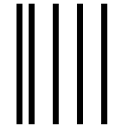


Portland State
UNIVERSITY

The Fund for PSU

Office of University Advancement
Post Office Box 751
Portland, Oregon 97207-0751

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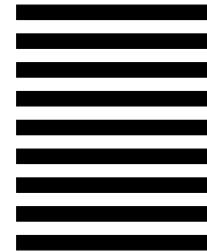
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Layout: STBRM#9.LYT
May 11, 2011

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2011 Senior Gift Campaign

Pay it backward! There are PSU students following in your footsteps!

Congratulations! You are very close to the next chapter in your life. It's exciting to think about what the future holds for you. Please keep Portland State updated on your career success by staying connected with the Alumni Association.

As you take this next step into your future, leave a little something behind for PSU students following in your footsteps. After all, someone did it for you! The Class of 2010 gave \$7,550 back to PSU to help students with great financial need. What will your class leave behind?

There are more than 5,000 seniors graduating this year. If each one of you gave \$20.11 to commemorate your graduation year, it would mean more than \$100,000 for the PSU Financial Need Scholarship. See the impact one small gift can make?

You can give online at pdx.edu/giving/senior-class-campaign or answer the call from one of your fellow students later this month.



Portland State
UNIVERSITY

Office of University Advancement



Why?

As an alum-to-be, your support will help ensure the success of students coming behind you. Gifts to the university help provide scholarships, academic and program support, and classroom and lab spaces.

Where?

You can direct your gift to hundreds of areas across Portland State! Make a university-wide impact by giving to the Fund for PSU or PSU Library, or select a specific school, college, or program that's near and dear to your heart!

How?

Visit www.pdx.edu/giving/senior-class-campaign to make a gift today! Or choose one of these options:

By phone: (503) 725-4911

By Mail: PSU Foundation

PO Box 243

Portland, OR 97207-0243

Do we have your correct contact information? If not, please make corrections above.

«ID»

I

«CITY», «STATE» «ZIP»

«ADDRESS_2»

«ADDRESS_1»

«NAME»

«CONTAINER»

Our PSU Sweetheart Story:
You can also email your story to give@pdx.edu.

<<Jason & Lea>>

Whether you arrived at Portland State together, first spotted each other while walking through the park blocks, or met as alumni...you are and always will be PSU Sweethearts. And your love for and support of PSU will always be important.

A gift made together counts as support from two alumni, helping to strengthen Portland State's alumni participation and making a difference for future PSU Sweethearts.

Please support Portland State University today!



Tell us your story!

Include your PSU Sweetheart story on the back of the form below
or email it to give@pdx.edu.

<<Thank you for renewing your support of Portland State!>>
Your investment means more than you realize.



Portland State
UNIVERSITY

Portland State Annual Giving
(503) 725-4478
give@pdx.edu
www.pdx.edu/giving

Yes! We want to give back to Portland State.

Your gift is tax deductible to the extent provided by law.

☐ «GIFT_ASK_1» ☐ «GIFT_ASK_2» ☐ «GIFT_ASK_3» ☐ Other \$ _____

Please designate my gift to support:

☐ **The Fund for PSU** (the University's greatest needs)

☐ University Scholarships

☐ «college1»

☐ «college2»

☐ Other: _____

The Portland State University President's Circle

Members of the President's Circle are focused on growing unrestricted annual support for the purpose of advancing the University's mission, vision, and values. Gifts to the Fund for PSU at a President's Circle level allow University leadership to direct resources to the most urgent needs of, or opportunities for, PSU.

PSU President's Circle Levels

Platinum Circle \$10,000+ annually

Silver Circle \$2,500-\$4,999 annually

Gold Circle \$5,000-\$9,999 annually

Member \$1,000-\$2,499 annually

Learn more at www.pdx.edu/giving/annual-giving-psu.

PAYMENT METHOD

Give online! Visit foundation.pdx.edu. It's fast, secure, and sustainable!

☐ Visa ☐ MC ☐ AMEX ☐ Discover

Card #: _____ Exp. _____

Print name: _____

(as it appears on your card)

Signature: _____

My check is enclosed (payable to *PSU Foundation*).

Should we need to, the best way to contact you regarding this transaction is:

Phone: «PHONE» _____

Email: «EMAIL» _____

DOUBLE YOUR IMPACT!

Submit a matching gift request to your employer or enclose a matching gift form with your gift.

LEAVE YOUR LEGACY: BECOME AN EPLER SOCIETY MEMBER

☐ I am interested in including PSU in my/our estate plan. Please contact me.

☐ I/We have included PSU in my/our estate plan.

Thank you!

«APPEAL_COD»



Portland State
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Fund for PSU

Portland State University

PO Box 751

Portland, OR 97207-0751



Sweethearts

Nonprofit Org.

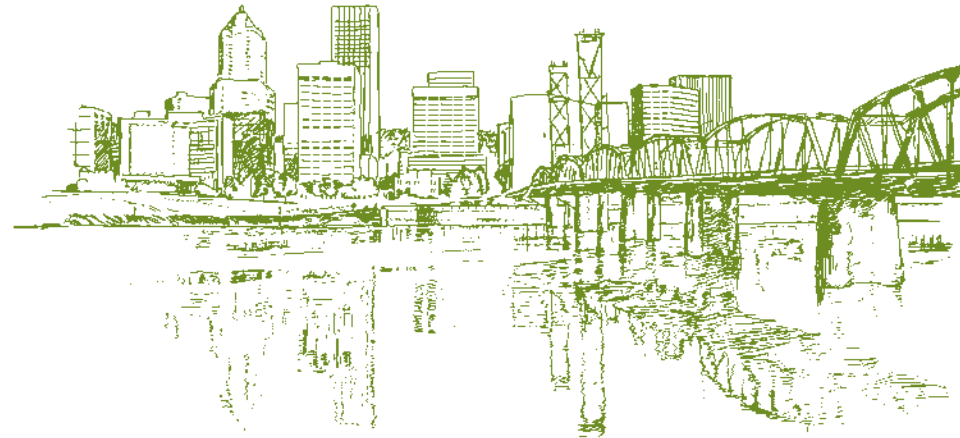
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P R E S I D E N T ' S C I R C L E



Your invitation to advance Portland State University through scholarship, research, and community engagement.



The Fund for PSU serves as a “living endowment” for the University providing critical funds to be used during the current fiscal year. Your gift to the Fund for PSU at the President’s Circle level affords President Wiewel and his executive committee the ability to provide leadership, pursue partnerships, prepare students, and promote engagement. It’s an investment in the future of Portland, of Oregon, and of our nation.

Portland State University is preparing to welcome more than 30,000 students this year. Not only are we growing and providing a quality education to more students from Oregon and beyond, alumni and supporters like you have been an essential part of our success in community engagement, student access, sustainability, and partnerships over the last year.

P.S. For every new President's Circle member this year, the Maybelle Clark Macdonald Fund will match up to \$60,000 of gifts. Help us realize this generous support by becoming a member today!

We are writing to you today because there is more to do for our students. For the long term, keeping the cost of a quality college degree within reach will not only require effective management of resources, but significant expansion of private gifts as state support dwindles.

We invite you to join the Portland State University 2012 President's Circle—our leadership annual giving society for the University. President's Circle members are engaged leaders in the community and are dedicated to advancing PSU by generously investing in its students, faculty and staff.

Annual gifts from President's Circle members provide flexible funding that enable University leadership to seize opportunities and direct resources to meet needs that could not otherwise be met. Their support impacts a wide range of areas including scholarships, academic programming, research, and community engagement activities. Acting now will directly impact the lives of thousands of students—tomorrow's leaders in our communities. Learn more from the enclosed communication.

As a President's Circle member, you signify your commitment to each and every student at Portland State and to higher education in Oregon. Please consider investing in our shared future by making your first President's Circle gift. We look forward to meeting with you as a member of the Portland State University 2012 President's Circle.

Sincerely,



Wim Wiewel
President



Tom Fink, '71
President's Circle member
President, PSU Foundation

P R E S I D E N T ' S C I R C L E



I accept your invitation to
join the **President's Circle**
and support the students of
Portland State University.



Portland State
UNIVERSITY

Yes! I/we want to help advance Portland State University as a member of the **President's Circle**.
With a total gift of \$_____

Payment Options

- ☐ Check made payable to PSU Foundation
☐ Credit card

Card number

Exp. date

Print name (as it appears on the card)

Signature

- ☐ I/we would like to make our gift through installments
- ☐ Monthly payments of \$_____
 - ☐ Quarterly payments of \$_____
 - ☐ Semi-annual payments of \$_____
 - ☐ _____ (#) payments of \$_____
- First payment date:_____

Give online: It's secure, sustainable, and simple.
foundation.pdx.edu

President's Circle membership recognizes total giving to the Fund for PSU within a single fiscal year (July 1-June 30) of \$1,000 or greater. Your gift is tax deductible to the extent provided by law.

Annual President's Circle levels:

\$10,000+

\$5,000-\$9,999

\$2,500-\$4,999

\$1,000-\$2,499

Make address corrections below.

<ID>

<Appeal code>

<Name>

<Address1>

<Address2>

<City>, <State> <Zip>

Phone: <Phone>

Email: <Email>

- ☐ My/my spouse's employer will match this gift. Enclosed is a completed matching gift form.

Thank you!



Portland
State
UNIVERSITY

PRESIDENT'S CIRCLE

University Advancement
PO Box 751
Portland, OR 97207-0751



Portland State
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University Advancement
PO Box 751
Portland, OR 97207-0751

PRESIDENT'S CIRCLE

Every \$1 becomes \$3 when you give to save native plants and expand science teaching and research!

Dear <FIRST>,

Native plants of the Pacific Northwest are threatened. Population growth and the bulldozer are degrading their habitat. Invasive species are crowding them out. And climate change is betraying millions of years of evolutionary adaptations.

You can help to protect these plants and create unique and timely learning opportunities for students at Portland State by making a gift to establish a conservation program for rare and endangered plants of the Pacific Northwest. *Thanks to the State of Oregon and a generous private donor, any gift you make will be matched — twice, so every \$1 will become \$3.*

PSU is becoming home to the conservation program of the Berry Botanic Garden, one of the world’s foremost seed banks for native plants and an important contributor to regional plant restoration. This move will exponentially expand seed banking capacity, support large-scale restoration projects, produce critically-needed research, and train new generations of environmental scientists and conservationists.

To do this, we must create a seed vault to safeguard the current seed bank collection and to increase the number of species and seeds that can be collected and stored. We must also create a laboratory to provide a home base for expanded research and conservation programs.

<VARIABLE PARAGRAPH>

Thank you,



Linda A. George, Chair
Department of Environmental Sciences and Management

P.S. Remember, your gift will be matched — *twice, so every \$1 you give becomes \$3!*

College of Liberal Arts and Sciences

Portland State University
PO Box 751
Portland, OR 97207-0751

clas.pdx.edu
503-725-8118
milinski@pdx.edu

According to Conservation International, approximately 25% of Earth’s species will face extinction in the next 40 years.
That’s one every 20 minutes.



Yes! I want to support native plant conservation at PSU.

Your gift is tax deductible to the extent provided by law.

☐ «GIFT_ASK_1» ☐ «GIFT_ASK_2» ☐ «GIFT_ASK_3» ☐ Other \$ _____

Please designate my gift to support:

- ☐ Rae Selling Berry Seed Bank Fund (#2300163)
- ☐ Environmental Sciences and Resources Fund (#2312002)
- ☐ CLAS Dean’s Fund for Excellence (#2300052)
- ☐ Other: _____

«NAME»
«ADDRESS_1»
«ADDRESS_2»
«CITY», «STATE» «ZIP»
«DPBC»

Do we have your correct contact information? If not, please make corrections above.
«ID» «APPEAL_COD»

PAYMENT METHOD

Give online! Visit foundation.pdx.edu. It’s fast and secure.

☐ Visa ☐ MC ☐ AMEX ☐ Discover

Card #: _____ Exp. _____

Print name: _____
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Signature: _____

☐ My check is enclosed (payable to *PSU Foundation*).

Should we need to, the best way to contact you regarding this transaction is:

Phone: «PHONE» _____

Email: «EMAIL» _____

DOUBLE YOUR IMPACT!

Submit a matching gift request to your employer or enclose a matching gift form with your gift.

- ☐ I/We have included PSU in my/our estate plan.
- ☐ Please contact me about including PSU in my/our estate plan.

Thank you!



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College of Liberal Arts and Sciences

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Portland, OR 97207-0751

Support plant conservation at PSU and your \$1 becomes \$3!

Nonprofit Org.

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Join the Dean's Circle and support PSU students today!

Dear <FIRST>,

By middle school, Chau Le knew she wanted to attend college and study Chinese. Growing up in a Vietnamese household, she was introduced to Chinese customs and came to love its culture and language. But she was worried she wouldn't be able to afford college.

Le grew up in a single parent household and watched her mother struggle financially. Although these struggles fueled Le's ambitions, they also generated doubts about her future. She knew that college was the key to exploring distant places and providing a better life for her family, but how was she ever going to afford it?

Today, Le is a sophomore at Portland State and a Dean's Scholar. She is still captivated by the Chinese culture and is considering a double major in History with an emphasis in East Asia.

Thanks to her Dean's Scholarship, Le will get the funding and guidance she needs to accomplish her dreams.

"As a Dean's Scholar," she explains "I can concentrate on my studies wholeheartedly."

Thank you for your past support of the Dean's Fund. We invite you to join our inaugural Dean's Circle and continue to play a vital role in the success of students like Le. **Your Dean's Fund gift of \$500 or more recognizes you as a Dean's Circle member while providing critical funding for scholarships.** Your gift also enables us to invest in faculty development, public lectures and seminars, and meet the greatest needs of our students.

Join the Dean's Circle today and receive your invitation to meet our wonderful Dean's Scholars at our first Dean's Circle Reception next spring.

I look forward to thanking you in person!

Thank you,



Marvin A. Kaiser
Dean, College of Liberal Arts & Sciences

P.S. Thank you for your past support! Please give again today and help more students like Le turn dreams into reality

College of Liberal Arts and Sciences

Portland State University
PO Box 751
Portland, OR 97207-0751

clas.pdx.edu
503-725-8118
milinski@pdx.edu



Yes! I want to join the College of Liberal Arts and Sciences Dean's Circle.

Your gift is tax deductible to the extent provided by law.

☐ «GIFT_ASK_1» ☐ «GIFT_ASK_2» ☐ «GIFT_ASK_3» ☐ Other \$ _____

Please designate my gift to support:

☐ CLAS Dean's Fund for Excellence (#2300052)

☐ Other: _____

«NAME»
«ADDRESS_1»
«ADDRESS_2»
«CITY», «STATE» «ZIP»
«DPBC»

Do we have your correct contact information? If not, please make corrections above.
«ID» «APPEAL_COD»

PAYMENT METHOD

Give online! Visit foundation.pdx.edu. It's fast and secure.

☐ Visa ☐ MC ☐ AMEX ☐ Discover

Card #: _____ Exp. _____

Print name: _____

(as it appears on your card)

Signature: _____

☐ My check is enclosed (payable to *PSU Foundation*).

Should we need to, the best way to contact you regarding this transaction is:

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DOUBLE YOUR IMPACT!

Submit a matching gift request to your employer or enclose a matching gift form with your gift.

☐ I/We have included PSU in my/our estate plan.
☐ Please contact me about including PSU in my/our estate plan.

Thank you!



Portland State
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College of Liberal Arts and Sciences

Portland State University

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Join the Dean's Circle and support PSU students today!

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YOU ARE HELPING
your university grow its
reputation for excellence.

Plant this seed paper as a
reminder of the positive impact
of your annual support!



Office of Annual Giving

Portland State University
PO Box 751-DEV
Portland, OR 97207-0751
(503) 725-4478
give@pdx.edu

A detailed line drawing of the Portland skyline, including the Smith Tower, various skyscrapers, and the Astoria-Megler Bridge, set against a dark background.

**THANK YOU
AND WELCOME!**



STAY CONNECTED!

A complete list of all PSU social media sites is available at pdx.edu/ucomm/social-media. Look for your college, school, or department's site!

College of Liberal Arts and Sciences
pdx.edu/clas

College of Urban and Public Affairs
pdx.edu/cupa

Graduate School of Education
pdx.edu/education

**Maseeh College of Engineering
and Computer Science**
pdx.edu/cecs
info@cecs.pdx.edu

School of Business Administration
pdx.edu/sba
pdx.edu/sba/alumni-involvement

School of Fine and Performing Arts
pdx.edu/fpa

School of Social Work
pdx.edu/ssw
tinyurl.com/sswupdates

PSU Alumni Association
pdx.edu/alumni

PSU Athletics
goviks.com

PSU Library
library.pdx.edu/support.html

THANK YOU for your first gift to Portland State University and WELCOME to our family of alumni donors!

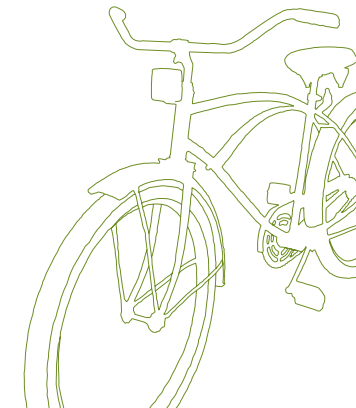
With your investment, you have joined thousands of other generous alumni who share your commitment to PSU. Your contribution is a strong vote of confidence in the education you received as a student. It shows an appreciation for Portland State's present as well as an endorsement of its future. Your support enables PSU students following in your footsteps to:

LEARN from accomplished, world-class faculty members.
STUDY in state-of-the-art buildings, classrooms, and laboratories.
ENGAGE in community projects and internships.
OBTAIN a well-rounded education with real-world application.
EXPERIENCE a Portland State education unlike any other.

Many thanks again for your first gift to the University. We understand there are many causes worthy of your financial support and we are truly grateful for your conscious choice to give to PSU. We hope you take pride in the fact that you are an integral part of the PSU alumni community and that you will continue to support Portland State University for many years to come.

Sincerely,

Melinda Petersen
Director of Annual Giving



Gifts from alumni like YOU, no matter the size, speak volumes to other Portland State supporters.

YOU are PSU's strongest advocate and YOUR support not only provides opportunities for current students, it increases the value of YOUR degree.

HAPPY NEW SCHOOL YEAR!

A rendering of PSU's Collaborative Life Sciences Building, which breaks ground in October on the South Waterfront.





Office of University Advancement
Post Office Box 751
Portland, Oregon 97207-0751

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Here at Portland State, we're busy preparing for another record enrollment of more than 30,000 students! Here are just a few things we're doing to ensure their success:

- » Providing additional advisors to help students transition and succeed in college.
- » Accommodating our growing student population with more on-campus housing. College Station will be move-in ready fall 2012.
- » Creating a sustainable campus environment. Lincoln Hall recently attained LEED Platinum status.
- » Fostering strong community partnerships. Construction is underway on the Collaborative Life Sciences Building, a partnership with OHSU.

We rely on the support of alumni and friends like you to help move PSU to even greater distinction. We look forward to connecting with you over the coming months and keeping you up to date on the latest news at PSU. Portland State is gaining prominence in the community, the region, the state, and the world—we're excited for you to be a part of it!

Need to send us a message or update your information?
pdx.edu/giving | give@pdx.edu | 503-725-4478

Dear <first name>,

This country badly needs skilled public servants and the Public Administration programs at Portland State University are fertile training grounds for highly-skilled professionals who can help meet that critical need. Our own years of public service tell us how important it is to have good, trained minds working together for the greater good of a region. But the cost of higher education continues to rise, so my wife Jane and I are asking you to help these students become tomorrow’s community leaders and policy makers.



Ron and Jane Cease

In 2001, we created the Ron Cease Founder’s Award as a way to help future lawmakers, public policy advocates, and health and nonprofit leaders here in Oregon. We know that our own university educations would have been impossible without scholarship assistance. Now we want to help others in need. Over the years, we have contributed our time and our financial support to the PSU Public Administration programs—working to make a positive impact on the future of our public landscape.

Each year, the Cease Awards provide crucial funding to students struggling to afford a graduate-level education. Thanks to the generous annual support of alumni, faculty members, friends, and colleagues, the Ron Cease Founder’s Awards have been given to 24 students. Four outstanding students have each received \$2,000 for the upcoming year.

We have seen the positive impact of a quality education—not only on students’ lives, but on the communities around them as they apply their skills and passion. They are the best resources we have. Please join us in making a gift to the Ron Cease Founder’s Award payout account. Gifts to the payout are used to fund awards in the near term while the endowment recovers from recent market losses. The endowment will rebound in the long term, but we need additional funding to meet the needs of students now.

“It is truly an honor to be awarded the Cease scholarship and the financial support will help me pursue my ambitions in public service. Additionally, the Ceases’ encouragement is personally motivating, as I begin my graduate studies in public administration and develop a better understanding of my place within it.”

Jessica Struyk, ‘12

With deepest thanks,

Ron Cease
Professor Emeritus of Political Science and Public Administration

College of Urban and
Public Affairs
Portland State University
PO Box 751
Portland, OR 97207-0751

upa.pdx.edu
503-725-4044
tiede@pdx.edu

PSU is an affirmative action/
equal opportunity institution.

Yes! I want to support the Ron Cease Founder’s Awards.

Your gift is tax deductible to the extent provided by law.

☐ <ask1> ☐ <ask2> ☐ <ask3> ☐ Other \$ _____

Please designate my gift to support:

☐ Ron Cease Founder’s Awards (#2405132)

☐ UPA Dean’s Opportunity Fund (#2400102)

☐ Other: _____

<Name>
<Address 1>
<Address 2>
<City>, <St> <Zip>

Do we have your correct contact information? If not, please make corrections above.

<ID>

<appeal code>

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☐ Visa ☐ MC ☐ AMEX ☐ Discover

Card #: _____ Exp. _____

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Signature: _____

☐ My check is enclosed (payable to PSU Foundation).

Should we need to, the best way to contact you regarding this transaction is:

Phone: <phone> _____

Email: <email> _____

DOUBLE YOUR IMPACT!

Submit a matching gift request to your employer or enclose a matching gift form with your gift.

- ☐ I/We have included PSU in my/our estate plan.
☐ Please contact me about including PSU in my/our estate plan.

Thank you!



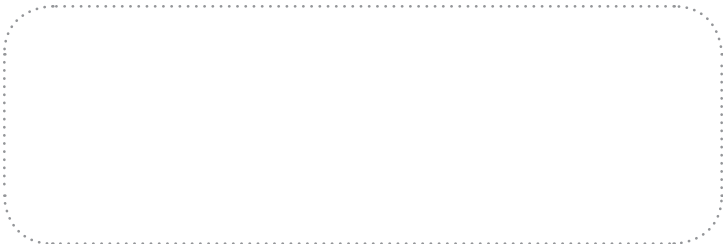
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The Brothers are ready for a race to the finish!

The 2010-11 academic year is racing to a finish. And soon after the Class of 2011 crosses the commencement stage, CBU will also be crossing the finish line on its fiscal year. Before we close the books on our 139th year and head into our 140th, we hope you'll consider making a gift to the Fund for CBU. Your gift supports our students and faculty. You have several options to designate your gift, so go online or give us a call to see where you'd most like to help. Whatever the designation, your gift always makes a difference for CBU.

The fiscal year closes May 31! Make your gift now!



www.cbu.edu/giving
(901) 321-3270
(800) 283-2925



Christian Brothers University

OFFICE OF ADVANCEMENT

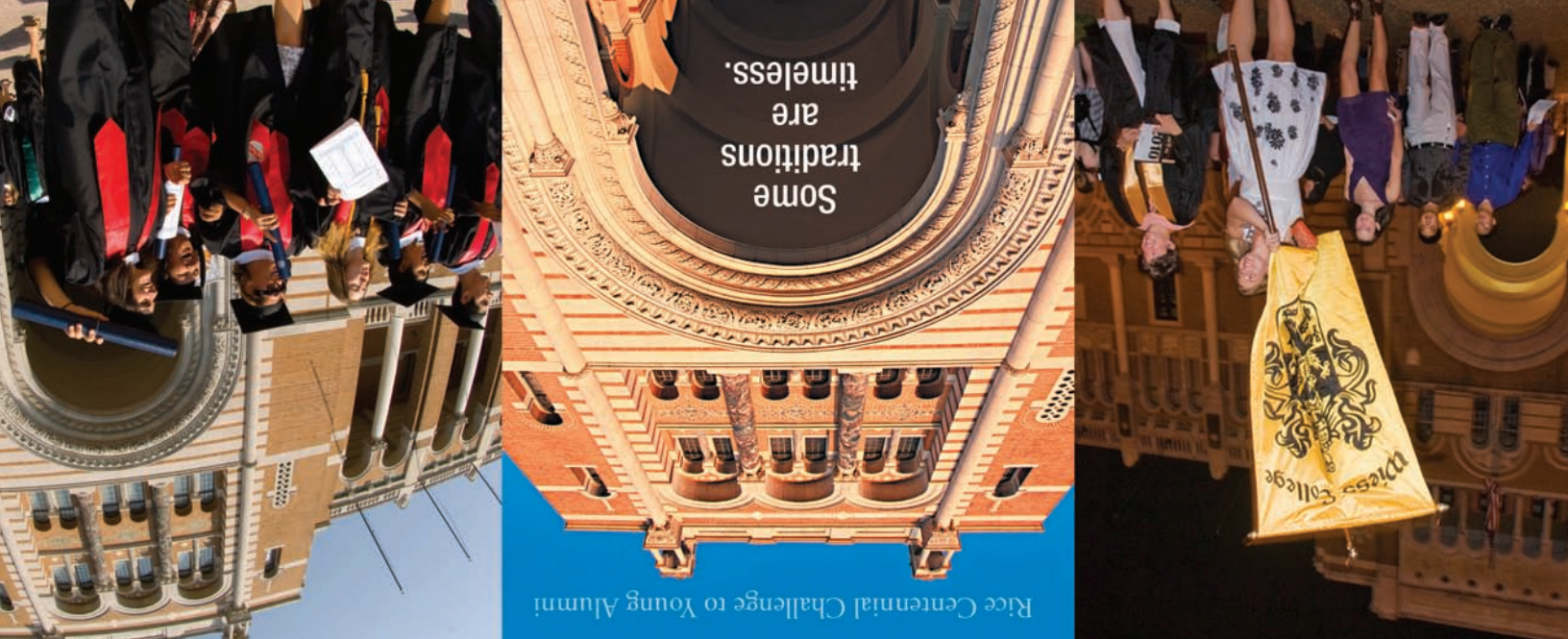
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giving@cbu.edu • www.cbu.edu/giving



Rice University • Rice Annual Fund – MS 83 • P.O. Box 1892 • Houston, Tx 77251-1892
T: 713-348-4991 • F: 713-348-5166 • Email: giving@rice.edu • www.rice.edu/centennialchallenge

The Rice experience – Pass it on.

It began at commencement a little more than 10 years ago: students marching out of the Sallyport toward Founder's Court, symbolically beginning their lives as Rice alumni. It's more than a rite of passage. It's a calling — to sustain the traditions that were so meaningful to you, to share your Rice pride and to pass it on to the next generation of Owls.



Rice Centennial Challenge to Young Alumni

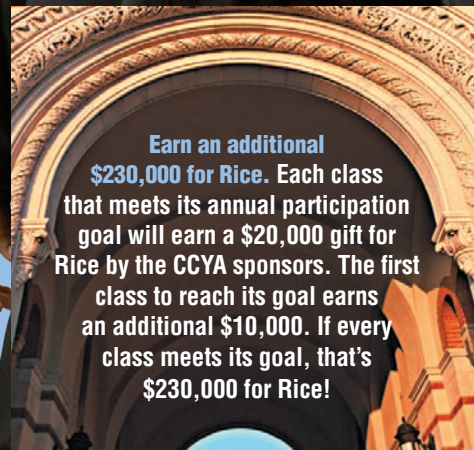
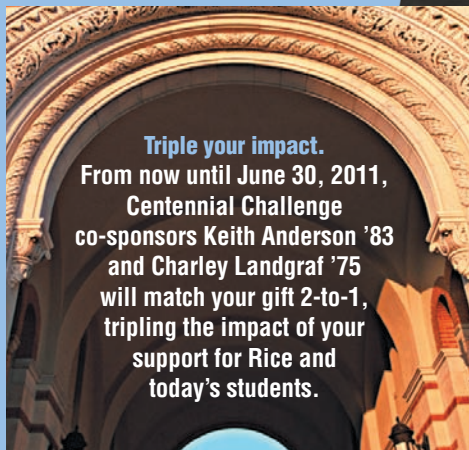
Just as generous alumni helped sustain the traditions that made your Rice experience so meaningful, you can pass it on to today's students by making a gift of any size to the Rice Annual Fund before June 30. It's not how much you give — it's that you give that matters.

Your gift influences Rice's ranking in U.S. News & World Report and is combined with the gifts of thousands of other alumni to provide powerful support for:

- **Undergraduate scholarships**
- **Student research projects and travel grants**
- **College cabinet, masters, RAs**
- **Student clubs and organizations**
- **Intramural sports**
- **O-week activities and more**

Make your gift of any size today at www.rice.edu/centennialchallenge, and while you're there check out "The Sallyport Trilogy," a film series created by award-winning student filmmaker, Austin Lipinski '11.

The Power of Participation



I want to pass it on!

Please update your contact information, if necessary:

Name: _____

Address: _____ ZIP _____

City: _____ State: _____ Country: _____

Home phone: _____ Business phone: _____

Email: _____

Thank you for making a difference.

Yes, I/we wish to support the Centennial Campaign with a Rice Annual Fund gift of:



☐ Other \$ _____

I/we wish to credit our gift to:

☐ Unrestricted/Area of Greatest Need (AA01)

☐ Graduate Fellowships (AA22)

☐ Undergraduate Scholarships (AA21)

☐ Residential College Life (AA31)

Payment by:

☐ Enclosed check (payable to Rice University)

Credit card (select one) ☐ MasterCard ☐ VISA ☐ American Express ☐ Discover

☐ Please charge \$ to my credit card in one installment (minimum \$10).

Card #: _____ - _____ - _____ - _____ Exp. Date: _____ - _____

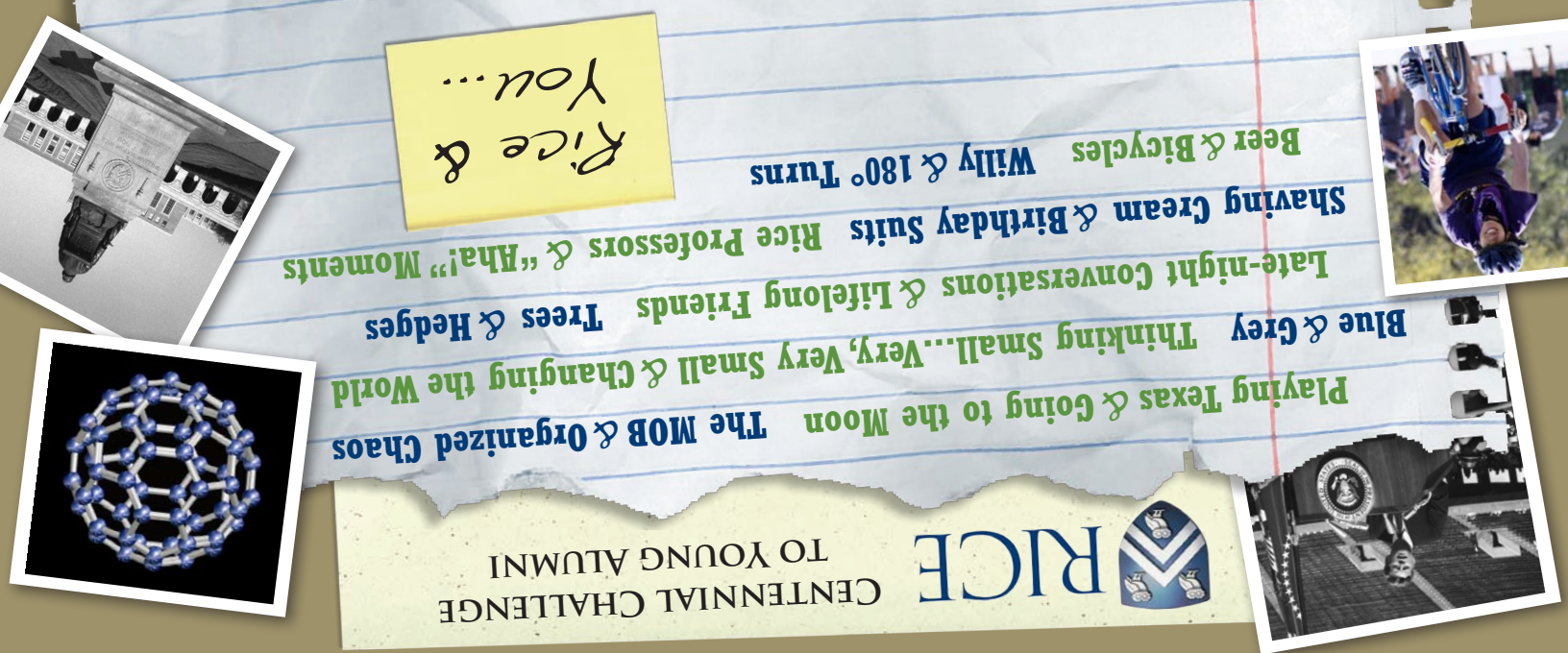
Name (as it appears on credit card): _____

Signature: _____

Does your employer match charitable gifts? If so, you could further multiply the impact of your support! Not sure? Ask your company's human resources office or go online to giving.rice.edu/match to search our database of matching gift companies.

☐ My employer will match the gift. ☐ Enclosed is my completed matching gift form.

☐ My matching gift form will be sent later.



RICE

Rice Annual Fund – MS83
Rice University
P.O. Box 1892
Houston, Texas 77251-1892
713-348-4991
www.rice.edu/centennialchallenge

☐ Please charge \$_____ to my credit card in one installment (minimum \$10).

☐ Please charge \$_____ per month (minimum \$10) to my credit card through June 2011.

Account #:

_____ Exp. Date _____

Name as it appears on credit card:

Signature:

Does Your Employer Match Charitable Gifts?

If so, you could further multiply the impact of your support! Not sure? Ask your company's human resources office or go online to giving.rice.edu/match to search our database of matching gift companies.

☐ My employer _____ will match my/our gift.

☐ Enclosed is my completed matching gift form.

☐ My matching gift form will be sent later.

Rice & You

Rising to the Challenge This Year, Every Year

At Rice, what goes together is sometimes what you least expect. We may be a small university, but we hold a remarkably large patent portfolio. We also provide a world-class education, but we do so at a real-world value. Credit our knack for thinking outside the box or our determination to blaze new and better trails — it's what sets Rice, and our alumni, apart from the rest.

The Challenge

At universities across the country, young alumni and lower-than-average giving participation seem to go hand in hand. With your help and the powerful support of the **Centennial Challenge to Young Alumni**, we're determined to stand out from the crowd. Our goal? Raise Rice's young alumni giving participation from 22% to 30% and our overall alumni participation from 32% to 35%.

Why Your Participation Matters

- Each year, your participation influences Rice's national ranking in publications like U.S. News & World Report.
- Rice Annual Fund gifts of any size also directly impact the opportunities that made your own experience so great — like residential college life, scholarships, research with professors and more.
- The more young alumni who give each year, the greater the collective impact will be.



Make your Rice Annual Fund gift today!
Visit rice.edu/centennialchallenge to give online, or complete the form below and return it in the enclosed envelope.



Sabrina Tour '09: "I want others to have the same opportunities that I was blessed to have at Rice."

The New 2010–11 Centennial Challenge to Young Alumni

- **Give a gift, get a match.** If you graduated from Rice between 2000 and 2010, Keith Anderson '83 and Charley Landgraf '75 will generously match your gift to the Rice Annual Fund 3-to-1 until December 31.
- **Gave last year or the year before? Get a bigger match this year!** Donors who gave to the Annual Fund during the past two years of the challenge earn an additional dollar-for-dollar match on top of the current match rate.
- **Meet your class participation goal and help earn up to \$230,000 for Rice.** For each class that meets its annual participation goal, Rice is awarded a gift of \$20,000! Plus, the first class to reach its participation goal earns an additional \$10,000.



RICE

*Thank You
for Rising to
the Challenge!*

Please update your contact information, if necessary:

«nameline1»

«nameline2»

«addrline1»

«addrline2»

«addrcity», «stateorcountry» «addrzipcod»

Home Phone: «homephone»

Business Phone: «busphone»

E-mail: «email»

Yes, I/we wish to support the Centennial Campaign with a Rice Annual Fund gift of:

- ☐ \$«ask1» ☐ \$«ask2» ☐ \$«ask3»
☐ Other \$ _____

I/we wish to credit our gift to:

- ☐ Unrestricted/Area of Greatest Need (AA01)
☐ Undergraduate Scholarships (AA21)
☐ Graduate Fellowships (AA22)
☐ Residential College Life (AA31)

Payment is by:

- ☐ Enclosed check (payable to Rice University)
☐ MasterCard ☐ Visa ☐ AmEx ☐ Discover



Please provide payment information on reverse

RICE ANNUAL FUND
LEADERSHIP PROSPECTUS



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Campaign Initiatives and Goals.....2

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A Proposal Prepared for
<<nameline1>>
December 2009

THE CENTENNIAL CAMPAIGN

*“For the present, it is proposed to assign **no upper limit** to our educational endeavor.”*

“The Meaning of the New Institution”

Edgar Odell Lovett

Rice University

October 12, 1912

On November 6, 2008, Rice officially launched the Centennial Campaign, a \$1 billion fundraising effort that rededicated the university to the pursuit of three fundamental objectives: transforming extraordinary students into extraordinary leaders; facing challenges and generating solutions; and learning and leading locally and globally.

One year later, our commitment to these objectives, or “Three Big Ideas,” has only intensified with the support of many alumni and friends. What was once an ambitious vision for the future of Rice University is now becoming a reality through the Centennial Campaign.

Capital improvements such as Duncan and McMurtry Colleges and the Gibbs Recreation and Wellness Center are enriching the quality of student life. The BioScience Research Collaborative and the Oshman Engineering Design Kitchen are opening up new research opportunities and allowing our students to engage with local and global communities. And more than \$60 million in committed scholarship funds are helping to ensure that a Rice education remains accessible for years to come.

In seeking to prepare the next generation of scholars, Rice has long resisted convention, aspiring instead to conquer new frontiers in knowledge and education. The Centennial Campaign’s Three Big Ideas honor this great tradition and invite all of us in the extended Rice family to continue assigning “no upper limit” to Rice’s educational endeavor.

Campaign Highlights 2008-09

- 19 new endowed professorships to date
- 133 new endowed scholarships to date
- Gift to build new physics facility
- Gift to install “skyspace” artwork by James Turrell
- Renovations to Rice track stadium
- Rice Center for Engineering Leadership
- Center for Philanthropy
- Innovation funds and collaborative research grants

The Centennial Campaign's Three Big Ideas

1. Transforming Extraordinary Students
Into Extraordinary Leaders

\$400M

The Centennial Campaign will fuel the expansion of our deeply held commitment to undergraduate and graduate education and prepare the next generation of leaders to make a distinctive impact in the world.

2. Facing Challenges. Generating Solutions.

\$310M

The Centennial Campaign will generate extensive investment in our research enterprise so that we can put our interdisciplinary and multi-institutional collaborations to work in solving problems that face us all.

3. Learning and Leading Locally and Globally

\$290M

The Centennial Campaign will foster partnerships with leading institutions in Houston and across the world that will benefit our students and faculty and extend our global reach.

Campaign Goal: \$1 billion



*As of Dec. 4, 2009

RICE ANNUAL FUND FOR STUDENT LIFE AND LEARNING

At Rice University, we are preparing the leaders of tomorrow. What does that mean for today's students in our rapidly changing world? It means that they don't need an education that merely keeps pace. They need an education without boundaries — an education that asks them not just to learn but to think, create and adapt.

The Rice Annual Fund, a strategic priority of the Centennial Campaign, is one of the university's most powerful means of providing an exceptional education to students. Its current-use, unrestricted resources bring the campaign's Three Big Ideas to life and go to work right away to support the areas of greatest need for students.

Annual Fund Impact

Transforming extraordinary students into extraordinary leaders.

- Undergraduate scholarships that help Rice meet 100 percent of every student's demonstrated need.
- Innovative academic initiatives and programs aimed at developing students' leadership skills.
- A self-governing residential college system that fosters friendship and intellectual discovery.

Facing challenges. Generating solutions.

- A modern library with the latest technology and research materials.
- Graduate student fellowships that help attract the brightest emerging scholars to Rice.
- Visiting professorships that enrich our teaching and research endeavors.

Learning and leading locally and globally.

- Civic-oriented projects that help support our local community.
- International research initiatives that prepare students to emerge as global citizens and leaders.
- Study abroad and research travel grants that allow students to explore unfamiliar cultures and perspectives.

AN UNCONVENTIONAL BUSINESS PLAN

“Rice is the best return on investment out there these days.”

—Lauren Barrash '08

If you consider the statement above based solely on Rice’s ability to turn a profit, conventional wisdom would tell you that alumna Lauren Barrash is mistaken. It is true that Rice provides a world-class product: an education that is rivaled by few and an uncanny ability to generate creative solutions to tough challenges. But we base our worth on something more valuable than dollars — namely, our students and the amazing things they contribute to the world.

At the core of the Centennial Campaign’s Three Big Ideas is an understanding that great students make Rice a great university — and that the achievement of our students is, in turn, rooted in the achievement of our educational enterprise. That may sound complicated, but it’s actually pretty simple.

Rice provides a world-class education ...

Rice boasts an ambitious culture of learning that empowers students with hands-on research opportunities and interdisciplinary work, a 5:1 student-to-faculty ratio, and professors who value student breakthroughs as much as their own.

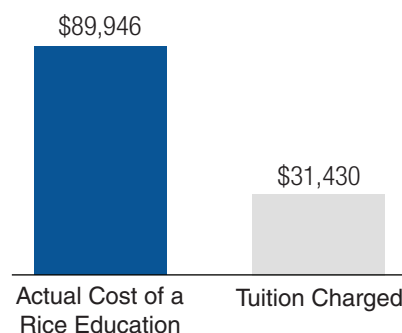
That attracts the best and brightest minds ...

Just as discoveries at Rice come from every direction, so too our talented students come to Rice from diverse backgrounds. A need-blind admission policy and strong financial aid ensures that the most gifted students are admitted based on their capacity to learn, not their capacity to pay.

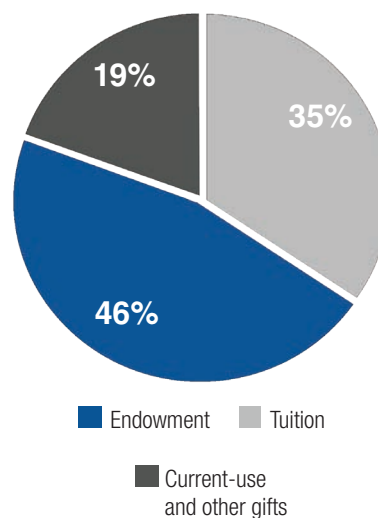
Who know a good investment when they see one.

Our graduates are pretty successful when it comes to making money. Their starting salaries are among the highest in the nation. So, why do they choose to invest in the future of Rice with gifts to the Rice Annual Fund? They invest because they know first-hand the difference an exceptional Rice education makes.

Tuition Versus the Actual Cost of a Rice Education
FY2009



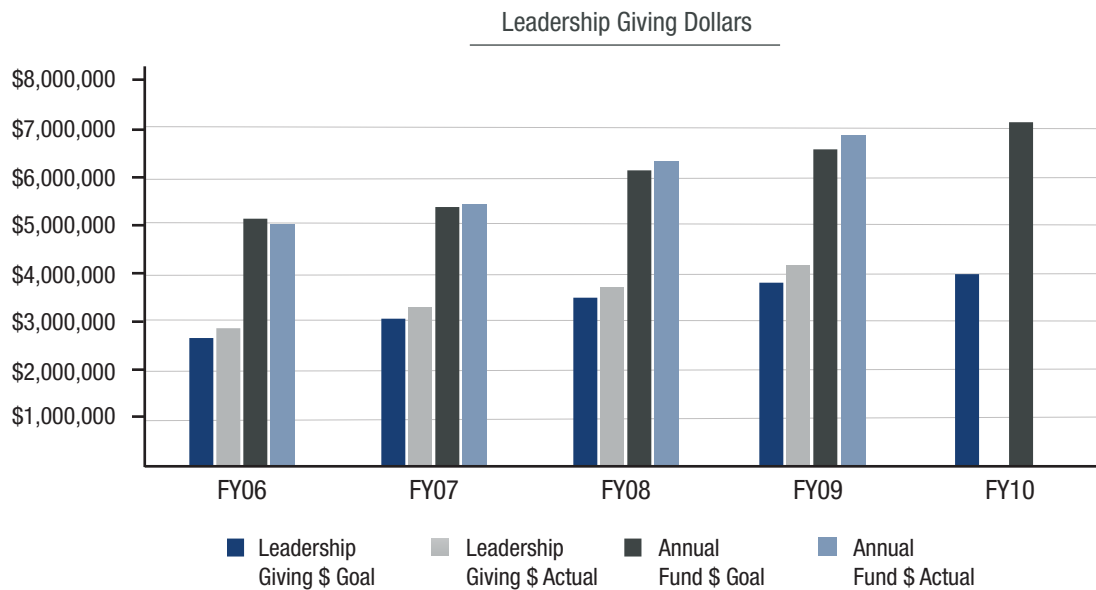
Operating Revenue by Source



LEADERSHIP GIVING

Recognizing the importance of annual giving to the success of the Centennial Campaign, President David Leebron named the Rice Annual Fund an institutional priority and set a goal of doubling the annual amount raised — for a cumulative goal of **\$58.3 million** — by the end of the campaign in the 2012-13 academic year. Leadership gifts (contributions of \$2,500 or more) are crucial to the Annual Fund’s continued growth and will need to increase every year as the campaign progresses.

We hope that you will join other Rice Annual Fund leadership donors in supporting the Centennial Campaign. With your help, Rice will continue to do what it has always done — provide a remarkable education for students who arrive passionate about learning and compassionate about what the world needs and what they can offer.





www.rice.edu/collegebattle



Rice University • Rice Annual Fund—MS 81 • P.O. Box 1892 • Houston, TX 77251-1892 • 713-348-4991 • e-mail: giving@rice.edu • www.rice.edu/centennialcampaign



Victory is sweet. Still.



Whether competing on the intramural field or taking on challenges in the classroom, Rice University students are driven to succeed. For nearly 54 years, Rice's residential college system has been a foundation for students' success, inspiring leadership, a commitment to excellence — and more than a little friendly college rivalry. The 2011 Rice Annual Fund College Battle calls on Rice alumni and parents to participate in this tradition of college loyalty and pride. Make an Annual Fund gift of any size between Feb. 7 and March 10, 2011, to help your college win the College Battle and take home the third annual Sammy Cup and \$1,000 for its student budget. Beyond the satisfaction of victory, your gift also provides today's Owls with a vibrant, high-quality student experience — now that's sweet. Visit rice.edu/collegebattle to make your gift, track your college's progress and watch a special video produced by Rice student Austin Lipinski '11.



Big ideas often start with a question. One of the greatest human achievements was inspired by a question posed at Rice Stadium — “Why go to the moon?” — and a simple “What if?” led Rice scientists to discover the buckyball, a new form of carbon. Today, our question is, “How will Rice excel in its second century?” Our answer is not just one, but three big ideas, that will take the student experience to the next level: We will transform our students, who are already beyond ordinary, into extraordinary leaders. We will give our students the chance to face significant challenges and equip them with the skills to generate solutions. We will create new opportunities for our students to learn and lead, both in Houston and in the global community. **Join us by making your gift to the Rice Annual Fund today at www.rice.edu/centennialcampaign.**

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Historical images on cover (top to bottom): At Rice Stadium, President John F. Kennedy promises that the U.S. will send a man to the moon by the end of the decade (1962); students pull a legendary jack when they turn Willy’s Statue 180° for a day (1988); Rice yell leaders Teddy Montz, Alice York and Jim Ellis illustrate their moves (1948); and Rice’s founding president, Edgar Odell Lovett, proclaims his vision for “no upper limit” during the opening ceremonies of the Rice Institute (1912).



The Centennial Campaign
 Rice Annual Fund





When scholarship recipient Andrea Elliot '11 was accepted to Rice, it was the realization of a lifelong dream. She wasted no time in exploring all that Rice has to offer, like participating in residential college life, working on high-profile psychology experiments with her professor, volunteering with Habitat for Humanity, exploring the Museum District near campus and jogging around the outer loop.

BIG IDEA:
Transforming Extraordinary Students Into Extraordinary Leaders

ANNUAL FUND IMPACT:

- Innovative academic and leadership initiatives
- Library enhancements
- Residential college system
- Scholarships



Lauren Theis '13 and Lila Kerr '12 have made national headlines for creating an innovative, low-cost centrifuge from an everyday salad spinner. Their “Sally Centrifuge,” which separates blood without electricity, is especially useful in resource-poor settings. Through the Rice 360°: Institute for Global Health Technologies, the two spent last summer demonstrating the device at medical clinics in Ecuador and Swaziland.

BIG IDEA:
Facing Challenges. Generating Solutions.

ANNUAL FUND IMPACT:

- Global research initiatives
- Team-oriented research projects with community partners
- Graduate fellowships
- Visiting professorships



Scholarship recipient John Trujillo '12, a political science and managerial studies major, has a unique perspective on global poverty, influenced by his interactions with displaced children and orphans in Colombia, Russia and Uganda. “I came to Rice because I want the best education so that I can have the greatest impact in solving problems like poverty.”

BIG IDEA:
Learning and Leading Locally and Globally

ANNUAL FUND IMPACT:

- Center for Civic Engagement and other volunteer opportunities
- Study abroad
- Research travel grants

It was only the beginning — that first day when you entered through the Sallyport, shoulder-to-shoulder with classmates.

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Love and honor. Still.



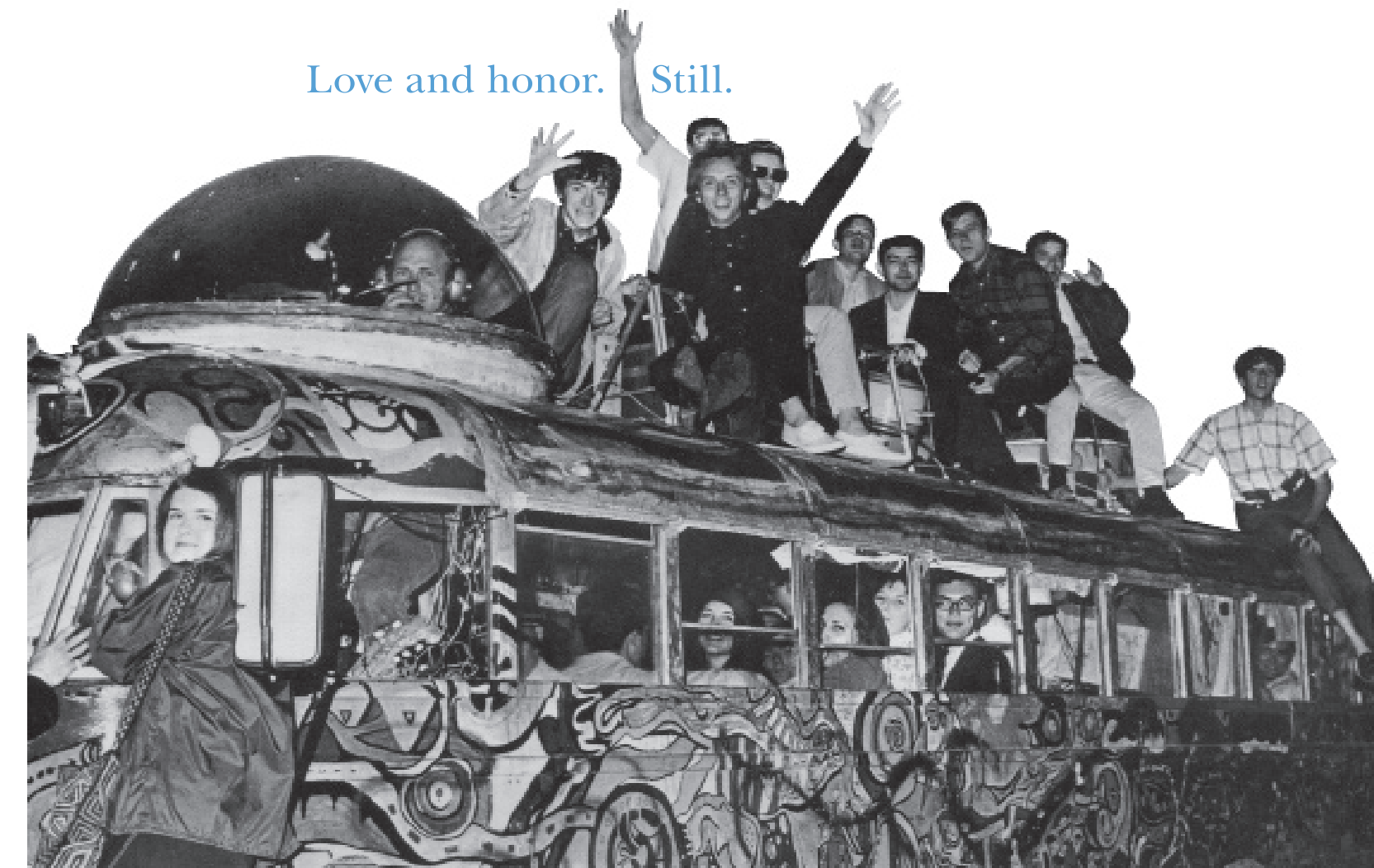


Those first weeks were filled with excitement and anxiety, new friends and new challenges. You wanted to absorb every detail, but it was going by so fast. The next four years shattered your previous notions of learning. You learned how to think, how to question authority, how to transform a curiosity into a passion, maybe even a career. Then you walked through the Sallyport again and discovered that your journey doesn't end there. This path continues forever, because you will always be a member of the Rice family. Now, once every five years, you reunite with your closest friends and classmates to share stories, meet families and loved ones, and reflect on how Rice has led you to this moment. To commemorate the journey, your class makes a special reunion gift to Rice, a gift that will allow current students to pursue their own extraordinary paths. That's what your reunion is about: love for your friends and classmates, and honor for Rice. That's something worth celebrating.



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