

Resource Development-Capital Campaign

April 10, 2004

Colleagues,

I have some exciting news to share about the progress of our capital campaign.

Major Gifts

First, I am pleased to announce that the chair of our Board of Trustees, Henry Baskin, has generously donated \$500,000 to Oakland University to provide scholarships for children of single-parent homes who are in financial need. He also designated a portion of his gift to support his fund for Judaic studies at OU. (You can read more about Henry's gift on our News @ OU website.)

Henry is a longtime friend of Oakland, serving as a member of the board since 1996 and as chair since September of 2002. He is an active community volunteer and, as many of you may know, a celebrated and accomplished attorney who is committed to his profession and to making our world a better place.

We are proud of his association with OU, and extremely grateful for his generosity. I hope you can join me in thanking him for his gift, and for his many contributions to bettering the lives of our students and the Oakland community as a whole.

Likewise, I hope you can join me in thanking Mrs. Irene Kinsey Stare, whose first husband was V. Everett Kinsey, the founder of OU's Eye Research Institute. Mrs. Stare has generously made a planned gift of \$525,000 to fund the V. Everett Kinsey Professorship in the ERI. Mrs. Stare has been a supporter of the ERI for many years. She recently worked with the institute's interim director, Frank Giblin, to identify a need for the professorship, which will support a researcher or researchers with expertise in the study of diseases of the eye.

Faculty members such as Frank play an important role in identifying academic and student needs. Supporters like to know that their gifts are valued and will make a difference in people's lives - and who better to communicate this than the faculty who are so close to, and passionate about, their work.

Campaign Totals

Many of you must be actively involved in telling the Oakland story in the community, if the results of our capital campaign to date are any indication. Through December, commitments to the campaign, which is still in the nucleus phase that began in July 2002, exceeded \$28 million. Of that total, nearly half, or \$13.9 million, was raised in the first six months of our current fiscal year, from July to December 2003.

These gifts come from many different types of donors, including alumni, corporations, foundations and other individuals and organizations. And while \$1.3 million of the \$28 million was undesignated (given so that we can apply it to the areas of greatest need) more than \$5.6 million was earmarked for support of faculty instruction and research, \$3.3 million for student support, nearly \$13 million for naming opportunities (which is typically designated by donors in support of scholarships, endowments and the named unit's programs) and more than \$4 million for specific academic units.

Clearly, the case for supporting Oakland University is gaining momentum in the community we serve. Alumni giving increased 84 percent from July to December over the same six months in 2002. And, since we launched our online giving program in November, alumni and friends have generously donated \$8,400 electronically, including one gift from Japan!

Investing in Our Future

It is also clear from our recent All-University Fund Drive that many of you - our faculty, staff and retirees - care enough about OU that you give back in dollars as well as with your time and hard work. Our fall 2003 drive that concluded just before the holiday set new marks in dollars raised (\$155,467) and number of gifts (392).

Gifts came from across the university in support of academic and service programs, research, scholarships and even our award-winning OU Magazine.

And, I am pleased to report that the momentum of support from faculty and staff continues as we move toward a public announcement of our campaign in 2005. Long-serving OU faculty member and College of Arts & Sciences Dean David Downing and his wife have generously made a bequest of \$150,000 to establish the Jane and David Downing Distinguished Programs Endowment.

The endowment will provide future CAS deans with funds to support programs of excellence and provide seed money for new initiatives in the college, whether instructional, research-oriented or creative. Dave and Jane chose to make a planned gift in the hope of inspiring other faculty and administrative colleagues to look at that technique for maximizing dollars and investing in the future of our great university.

Thank you all for your continued support of our students and our educational mission.

Gary Russi