1-24-1968

Personal Pledge Presented to the University of Dayton

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Recommended Citation
"Personal Pledge Presented to the University of Dayton " (1968). News Releases. 3214.
https://ecommons.udayton.edu/news_rls/3214
DAYTON, Ohio, January 24, 1968 — Mr. and Mrs. Eugene W. Kettering of Dayton have presented the University of Dayton with a personal pledge of $1,000,000, Very Rev. Raymond A. Roesch, S.M., University President, announced today. The contribution, to be offered in three installments over the next three years, has been given as a challenge grant.

The challenge, according to Father Roesch, is made to some 16,000 alumni of the University and is to be matched on a dollar for dollar basis. Details of the alumni matching program are being arranged by the University's Development office and will be announced in mid-February.

The Kettering pledge is given toward the construction of the $7,000,000 engineering/research building. Previously the University had been awarded federal grants and loans which amount to nearly $5,000,000.

The Kettering matching gift will be part of the five-year $43,000,000 development program announced in the University's official publication, FOCUS, last fall.

In presenting the challenge pledge to Father Roesch, Mr. Kettering said:

"Mrs. Kettering and I are pleased to be able to offer $1,000,000 to the University of Dayton within the next three years on condition that its alumni will match this amount in pledges and payments during the same period. Challenges of this nature have been given to other institutions and have invariably inspired their alumni to increased support. Nothing would make our gift more meaningful to us than to see it spark similar success by the Dayton grads.

"The gift here projected by Mrs. Kettering and me was itself inspired by the development program recently outlined for the next five years by Father Roesch. This is a bold and forward-looking program and for what it means for the Dayton community, deserves all the support necessary to realize it.

"Our pledge is directed toward the construction of the engineering and research building, one of the major projects in the five-year plan. We believe that this facility will provide advanced educational and research possibilities which are not now available to Dayton industries and individuals."

Father Roesch, in speaking of the pledge, said:

"The challenge pledge of $1,000,000 by Mr. and Mrs. Kettering is one of the most thrilling experiences I have had as President of the University. In the name of all students, faculty and staff of the University, I want to express our heartfelt thanks to our dear friends for this tremendous and encouraging boost to the Threshold of Greatness program recently announced.

"Mr. and Mrs. Kettering have given indications from time to time of their intentions to support our efforts in a substantial way. What they have actually proposed is beyond all expectations.

"There is a sobering thought arising out of the challenge feature contained in the Kettering pledge. The issue is placed squarely in the laps of our alumni and we feel confident that they will respond generously to the opportunity provided to double the effectiveness of their contribution."

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