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UD Campaign on Target

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DAYTON, Ohio, March 8, 1985 -- Commitments to the $38 million Campaign for the University of Dayton now total $22.6 million. "We are pleased with the progress through the Leadership Gift phase," says Peter H. Kuntz, general chairman, "and we are now broadening the focus to include Major and Special Gift categories."

Leadership Gifts are those of $500,000 or more. To date, 10 such commitments, totaling $14.9 million, have been pledged. "A number of Leadership Gift proposals remain under consideration by alumni, friends, and corporations," adds Kuntz, "and we are very optimistic about receiving additional substantial commitments." The Leadership Gift phase has a goal of $21 million. With commitments of nearly $15 million, the Campaign has reached 71 per cent of this goal.

The Major Gift phase seeks gifts of $100,000 to $500,000, and the Special Gift phase seeks gifts of $10,000 to $100,000. In these two categories, 67 gifts and pledges now account for $4.2 million or 29 per cent of the goal. "These will be our emphasis in the coming months," says Kuntz.

Five recent gift commitments to the Campaign for the University of Dayton will add $900,000 to the scholarship endowment funds of the University. The largest gift -- $500,000 -- has been designated to assist students in engineering, computer science, and business administration. Four other gifts, each of $100,000, will assist students in these and other disciplines. Individual gift announcements are planned for later in the Campaign.

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"The need for increased student assistance was identified early in the Campaign planning stages," says Brother Raymond L. Fitz, S.M., president. "It is the largest single component of the $38 million goal."

Fitz continues, "Our ability to remain independent is linked to our ability to attract good students of all socioeconomic backgrounds. If a donor wants to help UD in the most important way, I would suggest endowing scholarships."

The need to assist students is no recent discovery notes Fitz. "UD's first gift ever, made more than 100 years ago, was given to aid students. Under the leadership of President Emeritus Reverend Raymond A. Roesch, S.M. and Brother Elmer Lackner, S.M., more than 100 endowed scholarship funds were established in the 1950s, '60s, and '70s. Only the earned income is used from an endowed fund, thus creating a permanent and predictable source of funds for qualified students."

Since the launching of the Campaign, UD has added 38 new endowed funds.

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