University of Dayton Announces $38 Million Endowment Campaign

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UNIVERSITY OF DAYTON ANNOUNCES $38 MILLION ENDOWMENT CAMPAIGN

DAYTON, Ohio, September 29, 1984 -- The University of Dayton announced the largest fund raising campaign in its history with a goal of $38 million at a kick-off dinner Saturday, September 29 at Stouffer's Dayton Plaza. The announcement was made jointly by Brother Raymond L. Fitz, S.M., UD president, Jesse Philips, chairman of UD's Board of Trustees, and Peter H. Kuntz, general chairman of the Campaign for the University of Dayton. Kuntz, a UD alumnus, is a former chairman of the Board of Trustees.

It is believed to be the largest campaign ever conducted by a Miami Valley institution. "Leadership gift commitments have been outstanding, very encouraging," said Kuntz. He announced a total of $18 million in commitments, including eight gifts at or in excess of $1 million. "These leadership gifts account for over $12 million of the $18 million in commitments," said Kuntz.

The Campaign has been in a leadership gift phase since January 1983, said Kuntz. It will be five years in duration with a completion date of December 1987.

Solicitation for the Campaign has been underway among UD faculty and staff since mid-September, said Kuntz. At the first reporting meeting of solicitors, they announced 863 gifts totaling more than $239,000. The campus campaign has a goal of 90 percent participation, said Kuntz. A UD trustee has offered a
challenge gift of $1,000 for each percent of participation, and a bonus of $50,000 should the campaign attain 100 percent participation.

Kuntz noted that the primary focus of the Campaign is a significant increase in the University's endowment. Sixty-five percent or nearly $25 million is earmarked for endowment. Gifts to endowment are invested and only the earned income used annually. This creates a stable and relatively predictable source of income for the University. Twenty-five percent of the goal is for capital projects. "These include some renovations and expansions, as well as scientific and computer equipment," said Kuntz. Ten percent of the goal is for annual support for operating needs. "We want to increase the current level of annual giving for operations, particularly among alumni, from the current $650,000 annually to $1 million," said Kuntz.

In Brother Fitz's remarks to the kick-off dinner audience, which included members of the University's major gift clubs, as well as civic and business leaders, he underscored a statement in his message in the Campaign case statement. "The distinctive contribution the University makes to the kind of society that we are, to the church, and to the world of learning is even more important today. The Campaign for the University of Dayton is an essential part of our efforts to strengthen this contribution. The Campaign will enable us to enrich our educational ideal and to renew our tenacious and patient spirit -- to make the best of the University of Dayton better."

"Making our best better" is the Campaign theme. It will be carried out in a special campus open house program for the Dayton community on Sunday, September 30 from noon to 3:00 p.m. It will also be the thrust of messages through the duration of the Campaign, including a videotape presentation of prominent alumni which was premiered at the kick-off event.

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Campaign priorities are summarized under five major themes, said Kuntz.

- $7.1 million to strengthen undergraduate education, primarily through endowment of faculty positions and faculty development programs;
- $9 million to increase significantly scholarship assistance programs, the largest Campaign component;
- $8.9 million to strengthen UD's leadership in science, engineering, and advanced technology, including graduate level programs in electro-optics and advanced engineering materials, as well as major acquisitions programs of computers to serve a variety of disciplines;
- $3.5 million to extend the outreach of the University through programs of service to the church, elementary and secondary schools and through interdisciplinary centers in International Studies and the Study of Family Development. A Small Business Development Center and Executive in Residence program are also included in this priority.
- $5.5 million to enrich the University environment for learning. The largest project is completion of the renovation of St. Joseph and Zehler Halls, estimated at $2 million, two of the oldest and most historic buildings on the 134-year old UD campus.
- An additional $4 million earmarked for annual operating costs of the University is expected to be raised from the University's Annual Support Programs.

Four leadership gifts were announced during the evening's program.

Reverend Bertrand Buby, S.M., provincial superior of the Cincinnati Province of the Society of Mary (Marianists), described UD as one of the Province's "major ministries" in announcing a gift of $3.5 million. Contributed services by the Marianists who serve on the faculty and staff account for $1.5 million of the commitment. Each year a significant portion of each Marianist's
salary is returned to the University. Also included in the gift are $500,000 for endowment for the Marian Library at UD and $500,000 for the Center for Christian Renewal. An additional $1 million will fund scholarships.

Board Chairman Jesse Philips announced two other gifts.

. A computer-aided design and manufacturing system valued at $1.4 million from Computervision, Inc., Bedford, Massachusetts. The company is a world leader in CAD/CAM systems. Business and manufacturing executives were invited to a special open house and demonstration of the system last Tuesday (September 25) at UD's School of Engineering.

. A gift of $1 million to endow the Honors Program at the University of Dayton. "It attracts truly outstanding students to UD and Dayton," said Philips. He noted that the Scholastic Aptitude Test scores for Honors Program students are 500 points above the national average. The donor of the gift wishes to remain anonymous, said Philips.

President Fitz announced a gift of $300,000 from the Marianists of New York (Society of Mary - New York Province). It is designated for scholarship endowment and also as a challenge grant for an endowed Chair in the Humanities with the specific focus of supporting the University's soon to be introduced general education curriculum. UD must raise $250,000 to receive the challenge gift.

Although not a private gift and not included in the Campaign totals, Fitz also announced a grant of $182,000 from the National Endowment for the Humanities (NEH) to UD's College of Arts and Sciences. It will support a core curriculum program, with the focus of Western Pluralistic Values, designed to foster knowledge of and interest in traditional liberal studies. Nineteen three credit hour courses in philosophy, religious studies, history, English, and
science, form the curriculum. "We look upon this NEH grant as national recognition of our excellent planning in this traditional area of liberal education," said Fitz.

Other leadership gifts will be announced later, according to Kuntz. "The University is discussing arrangements and designations with donors who have made major commitments." He anticipates announcements will be made over the next three to six months.

Commenting on the endowment goal of the Campaign, Board Chairman Philips described the University's current endowment as "woefully inadequate" even though it has been increased from $7 million to $15 million over the last five years. "I have always been amazed at the quality job UD has done with such a limited endowment," said Philips. According to Philips, it is difficult to improve the quality of academic programs when the University is so dependent upon tuition income, and thus enrollment, for financial resources. "Endowment provides both a stable and predictable income source. This allows better planning, more effective use of resources, and the opportunity to improve quality in a systematic fashion even in times when enrollment is fluctuating."

Philips did note, however, that UD's enrollment remains very strong. "For the August term this year," said Philips, "UD received the second highest total number of applications in more than a decade and enrolled a class well above the target of 1,650 new freshmen." At the same time, said Philips, the Scholastic Aptitude Test (SAT) scores went over the 1,000 mark, more than 100 points above the national average.

According to nationally published figures from reporting colleges and universities, UD's endowment ranks 161st. It is less than half of the endowment of Denison, Wooster, and Ohio University. The University of Notre Dame with $279 million is the leader among Catholic colleges and universities. Harvard
and the University of Texas system, both with endowments over $2 billion, lead all universities. "When the objectives of the Campaign are achieved," said Fitz, "we will have more than tripled our endowment."

Kuntz said he was particularly pleased by the level of leadership gifts. The eight $1 million commitments were pledged within the last year and one half. "The fact that in UD's history only two gifts of $1 million were ever received--that's 132 years--certainly indicates to our Campaign leadership that UD can successfully achieve its goal of $38 million over the next three and one half years," said Kuntz.

In other remarks at the kick-off dinner, it was noted that for the fiscal year 1984, the University received a record $4.1 million in cash gifts, more than $1 million higher than fiscal 1983. These gifts are included in the total reported.

Chairman Kuntz also noted that UD alumni had responded in record numbers in 1981, 1982, and again in 1983. "I am very pleased to report that through the first eight months of 1984, UD alumni are clearly on the way to another record. One thousand more alumni have given so far, compared to 1983," said Kuntz.

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