

Everything Counts

Annual support is vital to keeping the University going

It's a sensitive issue with my friends," says Katy Klenk-Theroux '90, a human resources manager. "Either they're really into it or they're really not."

The "it" to which the School of Management graduate refers is annual giving to Syracuse University, which she and her husband Todd '89 have done every year since graduation. "I'd like to know the key to those feelings," she says.

So would the University. Although multimillion-dollar gifts make headlines, annual donations are also needed to ensure the strength of the University's financial backbone.

Annual, spendable gifts effectively fund immediate needs. While large gifts typically provide long-term backing for endowed programs and scholarships, unrestricted gifts donated through the Fund for Syracuse provide the necessary funds to support many more students, professors, and departments.

The University not only hopes for generous annual support, it counts on it, figuring Fund for Syracuse projections into its budget plans.

Last year, \$3.6 million came to the University through the Fund for Syracuse. Nearly 20,000 alumni, parents, and friends gave, either after receiving a request in the mail or in response to a phone call.

Ross Sacco '97 started placing those calls three years ago. He's now a student manager, training other work-study students staffing the phones.

"It's a challenging job," says Sacco. "Some non-donors don't have a good perception of the University. But we build a case—we show how the University has used donors' money to improve things.

"Since I'm a financial-aid recipient, I want people to see how important their

money is for students who otherwise couldn't afford to come here. When they give back to the University, it helps students. It helps me."

Phone calls and mailings have shifted their emphasis in recent years to give potential donors more options. Where once all monies raised through the Fund were directed to the University's unrestricted budget line, now gifts can be channeled to individual schools and colleges. The shift has been successful, bringing in larger gifts and attracting more donors.

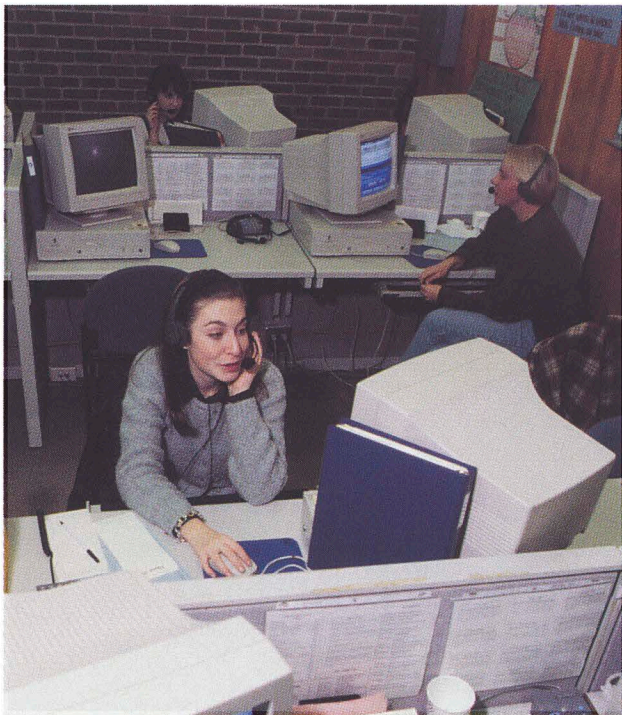
"Annual giving is one of those things you get into and you just keep doing," says Ralph Penner '57, G'61, a retired school principal. "I felt I owed it to the University." Penner gives to the School of Education "to support whatever they want."

"Like my father, I owe my success to having graduated from SU," says architect James Jordan '75. "I know architects aren't traditionally strong supporters, so I give annually to the School of Architecture."

Bonnie Shuster '79 is a bankruptcy analyst for the U.S. Department of Justice. She spent just one year at Maxwell, but gives annually to the school and also contributed to the construction of Eggers Hall. "I want Maxwell to continue to be the place to go," she says.

"I like the University to decide where our money is needed, so we give to the general fund," says Klenk-Theroux, who met her husband at SU. "When I think about our gifts, I see a student rather than an institution. I see people like Todd and myself being given an opportunity."

Every donor has a personal reason for giving. Every gift makes a difference.



The front lines of fund raising: Student workers staff the phones for the Fund for Syracuse, encouraging alumni and friends to support the University.

To receive a free copy of Commitments, Syracuse University's newsletter about the Commitment to Learning campaign, please write or call Cheri Johnson at 820 Comstock Avenue, Room 100, Syracuse, NY 13244-5040. Telephone: 315-445-2865. Those interested in making a gift should contact Sid Micek, vice president for development and director of the campaign, at the same address and phone number.