Campaign bolsters annual fund

Furman University

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Campaign bolsters annual fund

A n important part of any capital campaign is the recurring annual gifts that make the difference between a good experience for students—and a great one. Because Furman Matters spurred participation in the annual fund to more than 9,000 alumni, parents, faculty, staff, and friends who each year provide support for everything from scholarships and research to internships, student life activities, and high caliber professors.

More than 90 percent of donors to the annual fund contribute less than $1,000 to support an effort that today brings in over $4 million annually, a testament to the grassroots support that is vital to the success of the campaign each year. Furman boasts participation rates of more than 40 percent from its solicitable alumni, surpassing the low- to mid-30 percentile national average for liberal arts universities.

Significantly, leadership gift society membership, recognizing donors who contribute $1,000 or more in support of annual operations, grew during the capital campaign to more than 800 household, up from 508 in 2004-05 when the campaign began.

And membership in the Richard Furman Society recognizing annual commitments of $10,000 or more, grew by nearly 50 percent, from 103 members in 2004-05 to 150 members this year. Richard Furman Society members provide $2 million through their generosity each year.

“Annual giving continues to be vital,” says John Kemp ’95, director of Leadership Giving. “Whether it’s a modest first-time gift or a $10,000 annual gift made by a Richard Furman Society member, people are inspired by a shared vision of Furman’s lasting influence on their lives, and a desire to shape the experience of each new generation of Furman students.”

Donors with New Planned Gifts or Additions to Existing Estate Gifts
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Janfer and David Johnson
Dorothy Johnson
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Shana and Pete King ’06
Wayne King
Bobby King ’59
Helen and Jeff King ’71
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Pat Cole Lindsey ’75 and Don Lindsey Jr. ’54
Mary and Tom Lynch ’61 P
Barb Goodsell Maas ’71 and Steve Maas ’73
Ginny and Sandy MacNeil
Gerewie and Basil Manly ’47 P
Kate Marley ’12
James Martin ’79
Lois Chandler Martin ’46

* Deceased P Parent of a Furman Student GP Grandparent of a Furman Student

GGP Great Grandparent of a Furman Student
Dear Reader,

If you are a faithful and attentive reader of Furman Magazine you undoubtedly will have noted several odd circumstances in the past few months.

First, we skipped the usual fall issue of the magazine. Second, the publication you have been reading is a hybrid—part magazine, part report on the Because Furman Matters capital campaign.

An explanation is in order.

At the end of August, Jim Stewart ’71 left Furman after editing the magazine for 14 years.

We decided to take stock. We suspended the fall issue to focus on two tasks: recognizing the historic significance of the capital campaign in a vehicle that would communicate to all of the University’s alumni and friends, and reimagining the magazine’s content and design.

With this blended issue we have told the stories of some of the faculty and students who have benefited from the campaign, and those of the benefactors whose gifts led us to success.

This approach will inform the magazine, as well. Our vision is to create a publication whose substance and dynamism emanate from Furman, and whose value and insights extend beyond the University. We will introduce a new section, Around the Lake, providing short and medium-length content about the people and places on campus. We will be providing in-depth articles about trends and ideas affecting Furman and higher education. Classnotes will be expanded, and we plan to include reader-submitted photographs of your children, weddings, reunions with Furman friends—all of your life’s milestones.

Our first issue will be out in early Fall.

We’re pleased to announce that the new Editor is Brenda Tapley, a writer who comes to Furman from the Mind & Life Institute in Hadley, Mass., where he serves as Director of Communications. Tapley, who earned his Bachelor of Arts from Hamilton College and a Master of Fine Arts from Emerson College, formerly served as Director of Communications for The MacDowell Colony and has extensive experience in magazines and online media.

Mark Kelly
Vice President, Marketing and Public Relations