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Pass the hat

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Furman philanthropy

Pass the hat

Freeman Challenge to boost engaged learning, other strategic efforts

Thirty-four years ago, it didn't have a fancy name. Doug Freeman, an economics and business major, called it simply "doing an internship" when he took time during a busy winter term to work at South Carolina National Bank in Greenville, where he got to know banking from the inside out.

In 2006, of course, Furman includes internships among the assorted programs that together constitute the university's academic catch phrase: *engaged learning*. And Doug Freeman '72 — a Furman alumnus, parent and trustee — wants alumni and friends of the university to join him in boosting these programs, which form the heart of a Furman education.

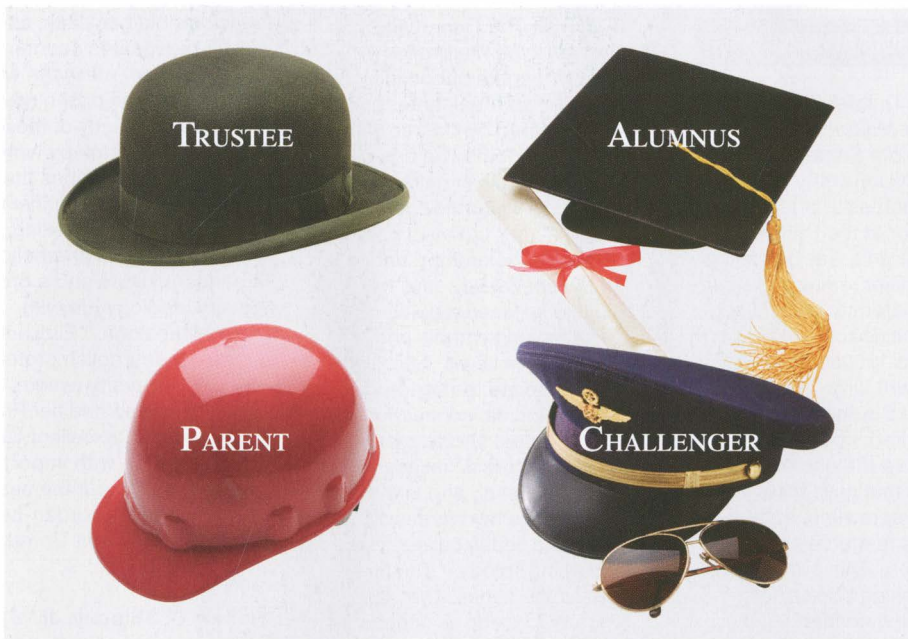
With more than 30 years of experience in the financial services industry, Freeman fully understands how valuable his internship at SCN was. He was able to put classroom theory into action, to learn by doing, and to launch a career that has led him to a host of leadership positions, including his current post as chief executive officer of Netbank, the largest independent Internet-only retail bank. And just as he benefited from engaged learning, he wants current and future students to have the same opportunity.

That's why he and his wife, Tricia, have issued the Freeman Challenge, which is designed to strengthen engaged learning and other strategic initiatives at Furman. The Freeman Challenge makes it easy for alumni to step up their financial gifts to Furman.

Through the challenge, for each alumni gift of at least \$25 made this fiscal year (ending June 30), the Freemans will donate an additional \$100. The results, the Freemans hope, will be not just a boost to the university's programs, but an increase in the percentage of alumni who make gifts to the university.

"Having 50 percent of our alumni make donations for eight straight years is outstanding and sets us apart from most colleges in the nation," Doug says. "But I don't believe the other 50 percent had a less than favorable experience at Furman. I want to make it easier for them to get involved and to give back as well."

Like many alumni, Freeman finds



it difficult to articulate his level of appreciation for Furman. "There's no challenge that Furman did not prepare me for," he says, "and I don't just mean professional challenges. Furman gave me a multi-dimensional perspective, preparing me to be all I could be spiritually, professionally and socially."

It wasn't until the fall of 2000, however, that his family could fully understand what his Furman experience meant to him. That's when Tricia and Doug's oldest daughter, Dorothy, enrolled at Furman. Dorothy graduated in 2004 (and is currently pursuing her master's degree in education at Furman), but the Freeman tradition lives on with sister Nan '07.

"Once Dorothy entered Furman," Doug says, "it was no longer just about me and my experience. It became a family experience, with a child coming home and talking about Furman. She and Nan give me my own internal focus group — and even more reason to help."

Doug actually assumed his first "leadership" role at Furman as a sophomore in the fall of 1969, when he was an Argonaut (Freshman Advisor) in E Dorm, now Blackwell Hall. One of his freshman charges was a fellow from Atlanta named David Shi.

Few alumni have worn as many Furman hats as Doug Freeman '72 — and this doesn't even include his freshman beanie.

"I like to think that my guidance had something to do with David later becoming president of Furman," Doug jokes, "but avoiding my guidance probably served him better."

Alumnus, trustee, parent — Doug Freeman wears many Furman hats. And you can add one more to that group: challenger.

Doug realizes that his Furman experience changed his life forever. He's seen the same thing happen with his daughters.

Now, through the Freeman Challenge, he and Tricia want to see it happen for future generations — and they're inviting alumni and friends to help them bring their dream to reality.

— Wayne King
Director, Annual Giving

You can accept the Freeman Challenge by using the return envelope included in this magazine, or by visiting www.furman.edu and clicking the tab marked "Giving." For more information, call 1-800-787-7534.