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New Web page offers in-depth look at expanded giving opportunities

Furman University

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Kohrt Challenge

Trustee's commitment generates strong response from alumni

It began with a dream to become president of Furman's freshman class in the fall of 1961.

Forty-two years later, the dream became much bigger. Carl Kohrt '65 and his wife, Lynne McCartney Kohrt, dreamed of significantly enhancing Furman's academic program through a fund-raising challenge for their fellow alumni.

A *magna cum laude* graduate in chemistry, Carl had learned firsthand during his student years about the value of intensive laboratory experiences and one-on-one contact with professors. In short, he participated in engaged learning before it had a formal name, and he came to understand the importance of stretching his academic experience beyond reading, note-taking and memorization.

His success at Furman helped propel him to an outstanding business career in which he served as chief technical officer at Eastman Kodak before assuming his present job as president and CEO of Battelle, a global technology development and commercialization leader.

When Carl joined the Furman board of trustees in 2002, he envisioned making possible for today's students the kinds of experiences he enjoyed as a Furman undergraduate.

The opportunity came in the fall of 2003, when Carl and Lynne initiated the Kohrt Challenge and asked Furman alumni to join them in supporting the university's engaged learning programs. Today, thanks to the Kohrts' \$1 million commitment and the response it generated, engaged learning at Furman is stronger than ever.

When it ended June 30, the Kohrt Challenge had produced exceptional results:

- A total of 10,904 alumni accepted the challenge by sending a gift to Furman during the 2003-04 fiscal year. For each individual and each alumni couple who made a donation, Carl and Lynne added \$100 to support engaged learning at Furman.

- Because the challenge encouraged alumni to increase their level of giving, Furman noted significant growth in gift society memberships. The Gateway, Bell Tower and Fountain 500 societies (for donors of gifts ranging from \$100 to \$999) experienced an overall increase in membership of 7.4 percent. The Presidents Club, Trustees Circle, Founders Circle and Richard Furman Society (for contributors of \$1,000 to \$10,000+) grew by a combined 3.5 percent.

- The Kohrt Challenge encouraged alumni to make their gifts earlier in the year. More than 6,300 alumni responded by sending gifts by December 31.

As the members of the Class of 2008 begin their college careers this fall, they will delve into one of the strongest and most engaging academic programs in the nation. They're fortunate that in the fall of 1961, a freshman dared to dream when he arrived at Furman — and never stopped dreaming.

The Class of 2008 and their successors will have a better experience at Furman because of Carl and Lynne Kohrt and all the alumni who chose to join them in their dream.

— Wayne King

Director, Annual Giving

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There's something about Furman that keeps alumni and friends returning year after year, either in person or through their financial support, or both.

Perhaps it's the recollection of walking down the tree-lined Furman Mall and enjoying the tranquil beauty of the campus, or the remembrance of times spent learning and living in an environment steeped in intellectual stimulation.

More likely, though, it's the people — the friends, faculty and staff — who make the Furman experience as memorable as it is.

Many have asked how they can endow a scholarship or support the work of a professor or academic department — and thus help a new generation of students enjoy the same kind of college experience they had. In discussing ways to make these wishes reality, the Furman administration received simple but profound words of advice from former trustee David Garrett '42: "Remember, giving is from the heart." And from trustee emerita Sarah Belk Gambrell: "Make it easy to give."

Working from these basic concepts, Furman has established a Web page that explains how alumni and friends can easily reconnect with their college experiences, make a major difference in the life of a student, encourage and enhance exceptional teaching and, if they wish, leave their own legacy by endowing an area of the campus in honor of a friend or loved one.

Visit www.furman.edu/giving/giveopps.htm to find details about a number of new opportunities to support Furman, including such programs as:

- The Hollingsworth Initiative (see story, opposite page), which will jump-start new endowments and help fund new memberships in the university's leading gift societies.

- The Living Tribute Program, a plan to plant trees and add benches to the campus landscape in honor of special individuals.

- A way to match, dollar-for-dollar, new endowment gifts to support the Furman Advantage Program of student research, internships and teaching assistantships; faculty research and development; the Richard W. Riley Institute of Government, Politics and Public Leadership; or the Center for Collaborative Learning and Communication, which provides technological support and instruction to faculty and students. A gift of \$10,000 or more toward any of these programs is immediately doubled, forming a permanent endowment that may be named to honor a loved one or faculty member.

- Family Funds, which are designed for maximum flexibility. A donor contributes to the fund according to his or her own timing, and distributions are made from the fund upon the recommendation of the donor to the Furman board of trustees, which makes the final decision.

For details on these and other commemorative giving opportunities, visit www.furman.edu/giving/giveopps.htm or contact Don Lineback, vice president for development, at (864) 294-3436 or by e-mail, don.lineback@furman.edu.