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## Hollingsworth Initiative yields strong response

Furman University

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## Hollingsworth Initiative yields strong response

When John D. Hollingsworth '39 made the decision to leave a large portion of his estate to Furman, he wanted others to join him in ensuring that students of future generations obtain the best possible education in the best possible environment. He never intended to "take care of Furman" so that donors could relax and become spectators. Instead, he wanted others to build upon his commitment.

Furman alumni, parents and friends are responding to the example set by the Greenville businessman by participating in the Hollingsworth Initiative, a program implemented July 1 by the Hollingsworth Funds, Inc., in collaboration with President David Shi and the Furman board of trustees. The step-up program makes it easier for university supporters to establish an endowment or to join higher level gift societies (for donors of \$1,000 and more) by offering the option of a three-year pledge augmented the first two years by the initiative.

For example, one can immediately become a member of the Presidents Club (giving level \$1,000) with a three-year pledge of \$500, \$750 and \$1,000. For the first two years, the Hollingsworth Initiative contributes the additional funds (\$500 and \$250, respectively) to complete the \$1,000 membership requirement. By the third year, the donor provides the full amount to qualify.

Through October 28, more than 50 supporters of Furman had taken advantage of the Hollingsworth Initiative to increase their commitment or to establish a new endowment.

John D. Hollingsworth had great dreams. He was a builder and a business leader whose emphasis on high standards was evident in his work and in his support of Furman and other institutions that he anticipated would move to greater levels of excellence. He would be pleased that Furman supporters are keeping his dream alive.

*For information on the Hollingsworth Initiative, call Wayne King, director of annual giving, at 864-294-3474 or e-mail [wayne.king@furman.edu](mailto:wayne.king@furman.edu). You may also use the envelope included with this issue of Furman to request a telephone call or visit.*

## Paladin Club looks to build on banner year

Coming off a record-setting year in 2003-04, in which more than 1,500 members combined to surpass \$1.1 million in donations to Furman for athletic scholarships, the Paladin Club has established even loftier goals for 2004-05: \$1.2 million and 1,550 members.

Doris Mansfield, Paladin Club president, says, "I have no doubt that we will reach these milestones because I know what Furman athletes mean to Greenville and the surrounding communities. Our kids need to be supported at the highest level. This is why our theme this year is 'Invest in Champions'."

Ken Pettus, director of athletic development at Furman, echoes Mansfield's words. "I think Invest in Champions is the most fitting theme we have had in years, considering the success our athletes have demonstrated both on the field and in the classroom," he says. "More and more, Paladin Club supporters realize that their donations are investments not just in Furman athletics, but in the lives of outstanding young people."

His optimism is based in large part on the success of several Paladin Club initiatives, among them the All-Sports Challenge. Now in its fourth year, the Challenge pits former Furman athletes against each other in a friendly competition to see which teams can raise the most money and have the highest giving percentage.

For example, Furman football players jumped from 19 percent to 42 percent participation thanks to the Challenge. The group's goal for

2004-05 is 50 percent. A key factor in the increase in contributions from football alumni is the Former Football Players Association, founded by Bruce Gheesling '82 and Hollis Barton '83.

And then there are the Purple Pounders, football alumni from the mid- to late-1950s. Under the leadership of Marvin Behlke '61, Paladin Club Volunteer of the Year for 2003-04, the Purple Pounders have raised enough funds to endow a full scholarship.

Two new challenges for 2004-05 provide extra incentives for Paladin Club donors. The Hollingsworth Initiative allows any donor to Furman, including Paladin Club members, to advance to a higher giving level by augmenting the first two years of a three-year pledge. For example, in support of a \$1,000 pledge, the Hollingsworth Initiative would pay \$500 the first year and \$250 the next, with the donor paying the full amount of the pledge in the third year.

In addition, an anonymous supporter has pledged \$100,000 toward baseball scholarships. Alumni and friends of Furman baseball have the unique opportunity to activate the pledge by matching the \$100,000.

A new campaign to endow an athletic scholarship for minority student-athletes is also in the works with the help of a committee of former athletes. The campaign is expected to begin before Christmas.

*For information on Paladin Club programs, visit [www.furmanpaladins.com](http://www.furmanpaladins.com) and click on the Paladin Club link, e-mail [ken.pettus@furman.edu](mailto:ken.pettus@furman.edu), or call (864) 294-3469.*

## Living tribute program launched

Furman has developed a new initiative that offers donors a chance to make a commemorative gift to the university in the form of a living tribute.

The "Branch and Bench" program offers the opportunity to honor a professor, staff member or loved one by adopting or planting a tree or placing a bench in a special spot on the campus. Donations cover the cost of purchasing and maintaining the tree or bench, as well as a plaque in recognition of the individual being honored.

Small trees, such as crape myrtle, dogwood and Japanese maple, may be planted and named for a donation of \$1,000. Larger trees — tulip poplar, cherry, elm, maple, oak — may be

planted and named for a gift of \$1,600. Existing trees on most drives and walkways may also be named, depending on their size, for \$1,000 to \$5,000.

Benches, available in teak or concrete, will be placed and dedicated in recognition of gifts of \$1,500 to \$2,500. Existing benches may be named for gifts of \$1,500.

Lilli Ann Hall, director of the Branch and Bench program, will assist donors in choosing their commemorative gift and its campus location.

For more information, e-mail [lilliann.hall@furman.edu](mailto:lilliann.hall@furman.edu), visit the Web at [www.furman.edu/giving](http://www.furman.edu/giving) and click on the "Branches and Benches" link, or call Hall at (864) 294-2123.