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## 'Heart and Mind' initiative to benefit library, Bell Tower

Furman University

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# Furman campaign

## 'Heart and Mind' initiative to benefit library, Bell Tower

The James Buchanan Duke Library stands literally and figuratively at the center of the Furman campus, serving as an intellectual center and a social hub for the university's students, faculty and staff.

The Bell Tower has been the best-known symbol of Furman since the university's move to Greenville in 1851, first as part of "Old Main" on the downtown campus, and today on the peninsula beside the lake.

Both buildings produce strong feelings and kindle special memories among alumni and friends. Both are also beginning to show their age; the library was completed in 1957, the Bell Tower in 1965.

As a final initiative in the Forever Furman campaign, which to date has raised more than \$180 million to support an array of academic programs and projects, the university has launched a drive to benefit these enduring symbols of the Furman

experience — and to recognize both Furman's heritage and its future.

The effort, called "Heart and Mind," focuses on refurbishing and restoring the Bell Tower and the Burnside Carillon (estimated cost: \$1 million) and on providing a \$6 million endowment for programs and cutting-edge technology in the library, where work on a 48,000-square-foot addition will begin this summer.

For supporting the Heart and Mind project, donors of \$5,000 or more will have their names included on a plaque in the library or at the Bell Tower. Donors of \$1,000 or more will have their names engraved on a brick in the "Anniversary Walk," the pathway that leads from the Bell Tower to the mainland. For alumni in the Class of 1987 and after, the minimum is \$500.

All gifts to the project are payable by December 2005.

Construction of the Anniversary Walk will begin in 2003. The first bricks will be placed in 2004, with others to follow in 2006, upon the final pledge payment.

Heart and Mind is headed by Neel Hipp '73 and Matt Miller '99 and supported by 12 task forces. Various student groups (Furman Singers, Student Alumni Council, fraternities and sororities) are working to involve their classmates and alumni in the project. Each of these organizations will be named on a brick.

To have your name engraved on a brick, complete, clip and return the coupon below, or order on-line at [www.furman.edu/heartandmind](http://www.furman.edu/heartandmind).

For more information about the Heart and Mind project and the Anniversary Walk, call Craig Waldon, associate director of major gifts, at (864) 294-2157, or e-mail him at [craig.waldon@furman.edu](mailto:craig.waldon@furman.edu).

## HEART & MIND

**YES!** I want to participate in the "Heart and Mind" campaign to restore the Bell Tower and complete the library renovation. Please place my brick with the following name(s) in the Anniversary Walk: *(Please print. Each space and punctuation mark counts as a character. For more bricks, print inscription on separate sheet or copy this form.)*


Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, ZIP: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Daytime Phone: \_\_\_\_\_

Signature \_\_\_\_\_

**My \$1,000 contribution payable over four years (\$500 for alumni in Class of 1987 or younger) will be paid**

herewith in full

annually in the following month: \_\_\_\_\_

Check enclosed for \$ \_\_\_\_\_

Circle one: **Visa** **MasterCard** **American Express**

Card Number: \_\_\_\_\_

Expiration Date:   /   Name on Card: \_\_\_\_\_

*Bricks will be placed in the Anniversary Walk in 2004 and 2006, upon final payment of pledge. In addition, please enclose your own story about the Bell Tower or the Duke Library. It will be kept in the university's archives, unless you indicate otherwise.*

**Mail form and story to:**

Heart and Mind Project, Furman University, 3300 Poinsett Highway, Greenville, S.C. 29613