



A Moment for Grove City College

May 2004

My "***Moment for Grove City College***" this time will be about a subject close to the heart of all college presidents and essential to the maintenance and growth of all great institutions of higher learning" – Alumni Giving. Therefore, I have named this letter "The Sermon on the Amount."

It was clear to me as a candidate for the position of president of our alma mater that the Trustees, while recognizing just how strong the College had become, wanted us to reach an even higher level. This was an important part of the dialogue with the search committee as well as the Board. Increasing alumni and other giving is a key ingredient to our growth and continued success.



With that on my mind, let me briefly provide background. Alums give back to their school first on recognition of the meaning and importance of their years as students and second because their school valued them as students and as alumni. Accordingly, how has Grove City College measured up?

As to the first, we continue to provide an outstanding education, mindful of the cost to all and in a Christian framework where scholarship and character continue to count. Few colleges and universities today provide education in such a construct. It is what most differentiates us, and it's a construct that grads from all eras recognize and in many cases revere.

In regard to the second, we are doing, I believe, much better _ especially since the late 1990s. Under the leadership of our Board and administrators, we are and continue to be dedicated to alumni service and dialogue as well as to listening and responding to our students. Our publications for alumni and alumni meetings around the country are much in evidence. Already in my brief term in office, Dayl and I have personally met thousands of alumni and my

"Moment for Grove City College" has opened dialogue on points raised with many graduates. My Gedunk hours every Wednesday afternoon have opened an important line of communication with our 2,300 undergraduates as well. As I have said, you will see much more dialogue and communication and that is a promise.

Let me now turn to alumni giving. My comments will be straightforward and begin with a single observation – we can do much better and we must. In fact, a strong future for our school will not occur without more alums stepping in and stepping up.

First, myth dispelling is required. A lot of alums still believe that the Pew interests continue to shower money on the College. Here are the facts. From 1894 to 1971, the age of the Pews (father J. Newton and son J. Howard, Class of 1900), the Pew interests gave millions to Grove City and brought other industrialists into the Board and College circle to support the College. It was a platform of capital plus their stewardship principles (still followed today) that

without question was the single most important factor of success and growth in the history of the College. But today the Pew Trusts have many other and quite disparate interests. And while we are thankful for their periodic help, it is much smaller than it was. In fact, from 1992 until the beginning of our Capital Campaign, we did not receive any gifts from the Pew Trusts. For the Capital Campaign, seven percent of the total raised to date has been from the Pew interests. In the old days, 50 percent or higher was the norm. So let me state, both recently and for the future, the Pews are no longer the overwhelming giving factor they were – we are on our own as alumni both as to our own giving and as to finding other foundations and “kindred souls” to help advance our alma mater.

Let me briefly turn to our three ways that you, our alumni, can give:

1. The Annual Fund Campaign --Full Circle – with thanks to all who participate, some stark statistics nevertheless need to be shared. Of our more than 20,000 living alumni, over the last five years the following has been the percent of that number who have given: 18, 20, 21, 19 and 18. In fact, more than 55 percent of alumni have—never given to the College. The percent of annual giving is a key marker for two reasons. First, it is the bellwether of initial giving. It initiates alums into the habit of support. And it is considered in the national rankings (i.e., it counts for 5 percent of the U.S. News & World Report’s total ranking score). As to the latter, most of the schools with whom we now compete (including some elite nationals) have percentages in the 35 to 45 percent range as compared with our five-year average of 19 percent. To begin the necessary increase both in dollars and in number of givers, we have taken a number of new approaches.

First, we have secured this year and for next year, 12 alums (our original target of 10 was exceeded by two) who each have pledged \$10,000 as a challenge. We are calling this the *10x10 Challenge*. In addition, we are in the sixth year of the *Ketler Society* (special recognition for those giving more than \$1,000 in a year). And we have greatly expanded our student phone-a-thon in which students call alums to talk about the College and ask for a gift. As a result, the number of *Ketler Society* givers has increased year after year (i.e., the last two years grew from 443 to 511 members, plus we’re on pace to be at 550 for this year (fiscal year ends June 30)). Our phone-a-thon this spring raised a record \$90,000 in pledges.

Money from *Full Circle*, the Annual Fund for Grove City College, is used for things such as student life enhancements and programming, renovations and renewal of our beautiful campus, scholarships for needy students and support for faculty teaching initiatives to make the quality of teaching even stronger. Our obligation is to state the case. Yours, assuming we have done our job, is hopefully to buy in and assist. I will firmly and respectfully say it to each of you, from one alum to another and from your President, annual giving is and will be our lifeblood. With your help we grow and prosper; without substantial participation and help we are diminished. So if you have not contributed, I invite you to support the *Full Circle* campaign and to please do before June 30. Please also consider next year’s gift.

- 2. Capital Campaign —Change & Commitment.** This outcome, mainly alumni driven, over the past six years has been truly outstanding. For our first-ever modern-day campaign we are at \$55.2 million with a goal in the \$60 million range clearly in sight. Thanks goes to Campaign Chair and Trustee Fred Fetterolf '52, the Campaign Steering Committee and the many who have given and raised money. You may recall of the \$60 million goal, \$20 million was to be for scholarship and \$40 million for bricks and mortar. In fact, \$24 million has been raised for endowed scholarships. As the Campaign winds down, we are planning to transition to other non-brick and mortar needs of the College in the academic and other program areas.
- 3. Deferred giving —The Faith & Freedom Society.** This program has been quite fruitful. It focuses on working with alums who include the College in their wills or other trust vehicles. You may find it of interest that of the \$55.2 million raised in the Capital Campaign, \$18.5 million came from wills and trusts! And we have \$11.8 million identified as deferred capital earmarked for the College in the future from participating alumni. This is a good start to an important way you can provide for the future of Grove City College – thanks.

With all this said, the bottom line is giving – giving back so that our current students and those yet to enroll may benefit from the same quality and character of education as you did during your four years as an undergraduate at Grove City College. I ask you, those who have given and those who have never given, to give and give consistently from year to year. Taking our College from “good” to “great” is in our hands, in our hearts and in our wallets.

Again, I look forward to hearing from you about this topic and I will respond to your feedback and comments as always and —that is a promise!

Yours for Grove City College,



Richard G. Jewell '67 JD