

# Development

Sustained growth of the Annual Fund in large measure due to expansion of the regional Day for Chowan fund-raiser and a bequest from the estate of Mr. Charles K. Dunn, Littleton, the third consecutive year of 100 percent giving by members of the Board of Trustees and Board of Visitors, and a record number of donors marked the development program during fiscal 1991-92. Overall gifts to the college during the year amounted to \$2,681,198.91.

The second annual Day for Chowan fund-raiser, co-chaired by Mrs. Lynette Bunch, Murfreesboro, and Mr. O. S. Suiter, Jr., Ahoskie, was expanded in scope and orientation to include not only Hertford County but also Bertie, Gates, and Northampton Counties. On the morning of November 7, a volunteer base of 327 citizens, working in pairs, called on 1,000 individuals and business owners throughout the four-county region in behalf of the Annual Fund and in support of Chowan's on-going transition to four-year status. In this one morning, Day for Chowan volunteers secured 608 cash gifts and pledges totaling \$114,387, surpassing the Steering Committee's \$100,000 goal.

Compared to the inaugural Day for Chowan effort, in 1990, the number of volunteers participating in the 1991 event increased 90 percent, the number of attempted calls more than doubled, gifts and pledges more than doubled, the number of donors increased 56 percent, and the pledge fulfillment rate increased from 96 percent to 97 percent. This means that in 1991, only three percent of those individuals who made pledges to the Annual Fund during Day for Chowan defaulted.

Cash gifts to the Annual Fund -- the fund to which the college receipts all unrestricted gifts from donors -- for the year totaled \$287,568.33 which represented a 25 percent increase over fiscal 1990 - 91. Overall gifts to the Annual Fund -- to include cash gifts as well as gifts in kind -- totaled \$331,415.60 which represented a 41 percent increase over previous fiscal year results. The number of total donors to the Annual Fund during the year increased seven percent to 1,555.

For the third consecutive year, every Board of Trustee member and every Board of Visitor member made a gift to the college. In the course of the fiscal year, June 1, 1991 through May 31, 1992, gifts to Chowan from the 36 Trustees totaled \$53,616.95 for an average gift of \$1,489.36. Over the same period, gifts to the college from Board of Visitor members totaled \$30,660 for an average gift of \$747.80. Four individuals were nominated and accepted for membership on the Board of Visitors giving the board a complement of 41 members. Reverend Felix Arnold, Enfield, was unanimously awarded Honorary Trustee status in recognition of his many years of distinguished service to

Chowan and in appreciation of his wife's and his considerable stewardship in support of the college's mission as an institution of Christian higher education.

The total number of donors to the Chowan College development program increased seven percent from 1,527 the previous year to 1,639 in '91-'92. At the same time, the number of gifts grew eight percent to 2,174. There were more gifts than donors because many donors made several gifts to the college during the course of the year. In particular, business and corporate donors numbered 286 compared to 217 the previous year for a 32 percent growth in support from this constituency.

The number of faculty and staff donors increased 60 percent to 69. Cash gifts from members of the faculty and staff more than doubled over the previous year.

During the year, the development program continued to broaden its deferred, or planned, giving emphasis beyond the use of traditional plans such as will provision and life insurance to include the use of such varied instruments as trusts and annuities. On a deferred basis, alone, the college received in new gift intentions \$513,250. Planned giving seminars were held both on and off campus.

Chowan received \$220,439 in foundation support during the year, a six percent increase over 1990 - 91. Proposals were submitted to 80 foundations across the country. The college received grants from 16 foundations for a 29 percent success rate. Seven percent of foundation proposals submitted by institutions and agencies nationwide were funded during the year. The largest grants to Chowan were from the Ruth Camp Campbell Foundation, Camp-Younts Foundation, Camp Foundation, and the Alden Trust.

Members of the Board of Directors of the Chowan College Graphic Arts Foundation continued to promote the William A. Krueger School of Graphic Communications among the state's daily and community newspapers. To this end, the foundation has embarked upon a three-year, \$150,000 campaign with support earmarked for press and other equipment purchases for the Krueger School. To date, the campaign totals \$29,000 in gifts and pledges. During the year, campaign dollar commitments tripled over the previous year. Mr. Morgan Dickerman, of Wilson, serves as campaign chairman.

Chaired by Mr. M. Frank Edwards, Rocky Mount, the Krueger Forum held its inaugural meeting on the Chowan campus in April. The Krueger Forum, consisting of distinguished members of the commercial printing industry from across the eastern seaboard, is designed to provide the graphic arts program at

Chowan both expertise and resources. Members serve on one of three committees: curriculum, enrollment, and resources. The forum is named in honor of William A. Krueger who made a significant gift to the college to endow the graphics curriculum.

As Director of Development for Printing Technology, Mr. Peter Squire began his duties at Chowan during the year, and, along with Mr. Dean Gilbert, chairman of the Krueger School, had an immediate impact on the graphics program. During the fiscal year, gifts of equipment and supplies worth an appraisal value of \$40,671 were made to the Krueger School in addition to cash gifts and pledges totaling \$23,141. Virtually no such gifts were received the year before. Just as importantly, recruiting efforts undertaken by Mr. Squire and Mr. Gilbert in behalf of the graphics program resulted in a 12 percent enrollment gain in the fall of 1992 over the 1991 fall semester enrollment.

In 1991 - 92, 590 Chowan alumni contributed \$53,600.86 to the college in restricted and unrestricted gifts. Parents of current and former students contributed \$18,245. The Randy V. Britton Memorial Scholarship was established in memory of the late Randy V. Britton, Class of 1960, who served as president of the Alumni Association and who was a constant advocate and supporter of the college throughout his accomplished career. The college presented the family and friends of Randy Britton a scholarship luncheon commemorating his life and dedicating the scholarship named in his honor.

Throughout the year, development staff worked diligently with Harris Publishers to produce the 1992 Chowan College Alumni Directory. In the process, correct mailing addresses were identified for 3,200 alumni whose names were previously registered in the Alumni Office as unavailable for various reasons.

Gifts to the Braves Club, which promotes Chowan athletics, totaled \$15,655 from 164 donors for the year as compared to a receipt total one year previously of \$10,645 from 121 donors.

Mission Excellence Campaign pledge payments for the year amounted to \$64,916.97. Pledge payments and gifts received as of May 31 totaled \$2,786,159.18. Outstanding pledges, most of which are deferred, totaled \$2,253,416.58 as of the same date.

Circulation of CHOWAN TODAY continued to be expanded with a total circulation base as of May 31 of 22,250. Coverage across every medium of communication increased as a concerted effort was made to present to as broad an audience as possible Chowan's transition to four-year status and what the transition will

mean to alumni, students, parents, and friends. To this end, a strategic marketing committee met regularly to consider the task of interpreting Chowan to its various publics. A Speaker's Bureau, consisting of faculty and staff members who are willing to speak at community functions, helped to place the Chowan story in the marketplace.

The first annual Chowan Classic Superball Golf Tournament was held at Beechwood Country Club with a full complement of 72 players. The tournament, sponsored by Kerr Glass, was a successful public relations event and well-received by still another Chowan constituency.

One of the highlights of the development year was the dedication of Harden Chapel named in memory of Mary Carus Harden, who was the wife of Mr. Acheson A. Harden, professor of mathematics. The chapel was made possible by a gift from Mr. Harden whose exceptional generosity brought a completeness to the campus which had long been sought. The renovation, designed by Mr. David Parker, former chairman of the Division of Art, was appropriately dedicated during a service of worship in Harden Chapel after which Mr. Harden and his family were feted at a luncheon in the President's Dining Room.

Another highlight of the year was the first annual Awards and Appreciation Dinner which was held in May on campus also in the President's Dining Room. One hundred guests attended the gala celebration in recognition of those alumni and friends whose consistent and exceptional generosity undergirds the college's life and work with young people. Individuals receiving the Golden Crown Award give a minimum of \$100,000 during their lifetime or pledge by will an estate gift of at least \$100,000. Individuals receiving the Gold Circle Award give a minimum of \$50,000 during their lifetime or pledge by will an estate gift of at least \$50,000.

Individuals receiving the Silver Circle Award give a minimum of \$25,000 during their lifetime or pledge by will an estate gift of at least \$25,000. Individuals receiving the Founders Club Award give a minimum of \$2,500 during the fiscal year (June 1 to May 31).

The development program during fiscal 1991-92 was marked by discernible enthusiasm for Chowan's future as a four-year college and a related growth in across-the-board constituent support. As an institution of Christian higher education affiliated with the Baptist State Convention of North Carolina, the college family remains grateful for the support of North Carolina Baptists. Chowan is blessed by her many alumni and friends who have always been for the institution a source of strength and pride.