

Endowment

Business and industry help with funds

By Roger Lifson

Endowment Income, tuition, and annual giving are the three traditional resources upon which colleges and universities depend

"over-the-phone" drive to solicit annual giving from alumni, parents of students, friends of the college, and foundations. The proceeds from last year's drive totaled \$231,000.

Nereus Mendenhall Club. The Mary Mendenhall Hobbs Club honors donors who give from \$250 to \$499. Finally, the Century club is for donors of gifts between \$100 and \$249.

In addition to the traditional Loyalty Fund, the college has recently begun to solicit the active support of local businesses and industry.

The Business and Industry campaign began when twenty-four business people, who are friends of the college, were asked to encourage three business associates to make a financial contribution to Guilford College at the level of the President's Club. Although exact totals are not yet available, the campaign has gotten positive feedback.

Aside from receiving financial support from local businesses, Guilford hopes to improve relations with that part of the community by altering the Center for Continuing Education to better serve their needs. This does not mean that Guilford will be directed by the Business Community. Andrew Bell, Director of

Alumni Affairs and Annual Giving points out, "The college enjoys academic freedom which no company would try to, nor care to, short circuit."

While the Loyalty Fund and the Business and Industry Campaign are promoting annual giving, Guilford is quietly cultivating a multi-million dollar capital campaign aimed at increasing the present endowment. Guilford has not had an intensive endowment campaign since 1949.

Most colleges use proceeds from their endowment funds to expand facilities and improve the overall appearance of the campus. However, in the event of a specific building project, Guilford traditionally initiates a campaign, separate from the endowment, to raise the necessary funds.

Apart from an addition to the library, Guilford is not presently confronted with a "must build" situation. Therefore, the college has embarked on an aggressive plan to increase the endowment, though the time table has not been set for the announcement of

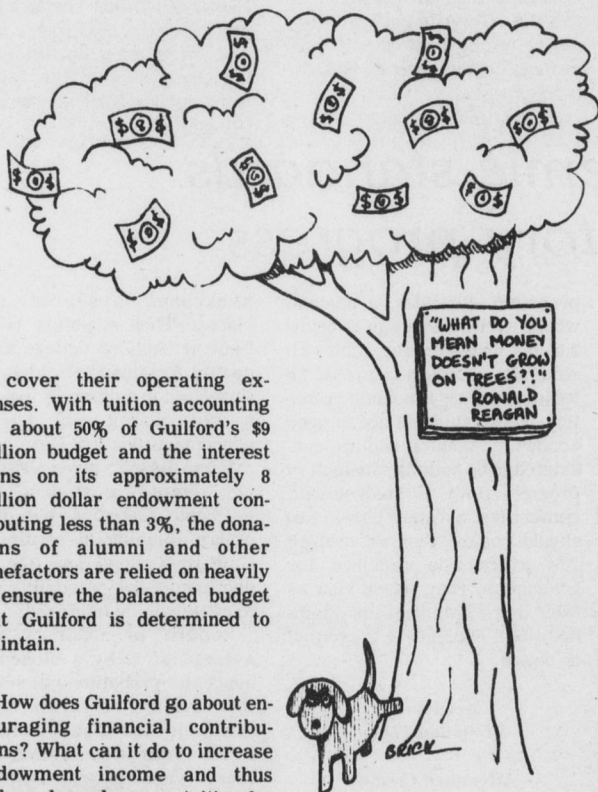
the drive.

Before a college announces its endowment campaign, it usually tries to accumulate at least 25% of the desired goal. Guilford, for the last 8 to 10 months, has been quietly soliciting funds for their capital campaign.

Guilford College has grown drastically since 1949 but its endowment has not. As Guilford's Business Manager Jim Newlin points out, "We are too dependent on student tuition," for funds to cover our expenses. "We do not have a competitive endowment."

The primary uses of the income from an increased endowment would be to help support the staff, we well as to increase the amount of direct financial aid that the college could offer.

In order to aid the endowment drive, the new computer system will be used to update all alumni information which has not been done since the early seventies. According to Andrew Bell, it is important that the endowment is raised "so that the college can promote academic excellency, and maintain it."



to cover their operating expenses. With tuition accounting for about 50% of Guilford's \$9 million budget and the interest gains on its approximately 8 million dollar endowment contributing less than 3%, the donations of alumni and other benefactors are relied on heavily to ensure the balanced budget that Guilford is determined to maintain.

How does Guilford go about encouraging financial contributions? What can it do to increase endowment income and thus reduce dependence on tuition for covering operating costs?

One method of raising contributions which Guilford has employed every year since 1920, has been an annual "giving campaign" called "The Loyalty fund." In recent years this has amounted to a week long

Donor's can, depending on the amount they contribute, become members of one of the four Loyalty Fund Annual Giving Clubs. The President's Club includes those who give \$1,000 or more. contributors of between \$500 and \$999 become members of the



photo by John Warrington

Flag football with a new twist:

These women use the pull and run method, as they give their all to intramural sports



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Intramural participation grows

The wide variety of intramural activities offered here at Guilford have only recently evolved. Through the 1970's, only six activities were available for intramural competition. Participation was also lacking with fewer than 500 total students enjoying the recreation offered to them.

In 1980-81 school year, twelve activities involved around 1400 total participants. This year, fourteen intramural sports are offered including the use of our pool facility in the Reagan-Brown Fieldhouse. The pool will be used for water polo competition, as well as a school swim meet. The racketball courts will be reserved

for two racketball tournaments.

Beside the expansion of intramural sports offered, the Haworth fields will be the new home for all intramural soccer, softball, and football contests. The Haworth fields are located behind the Frazier Apartments and next to the soccer field.

As far as participation goes for this year, there are 16 flag football teams, 18 soccer squads, and 14 tennis teams.

Every sport needs referees. The students who allocate their own time over and beyond the call of duty include David Bradley, John McFall, Glenn Van Fleet, Neddie Midge, and Tommy Howe.

A major complaint in the past has been that there were not enough games. The intramural program has tried to solve this problem by offering more games this year. This year there are 50-60 soccer games, 40-50 football games, and 35-40 tennis matches before a champion is crowned.

There is hardly a program which can boost the growth the Intramural Program has had. Much of this expansion can be attributed to the leadership of Mrs. Joyce Clark. Mrs. Clark has given the students of Guilford a large variety of sports from which to choose. Thank you Mrs. Clark for your hard work and guidance.