

CROSSROADS

Belmont Abbey College

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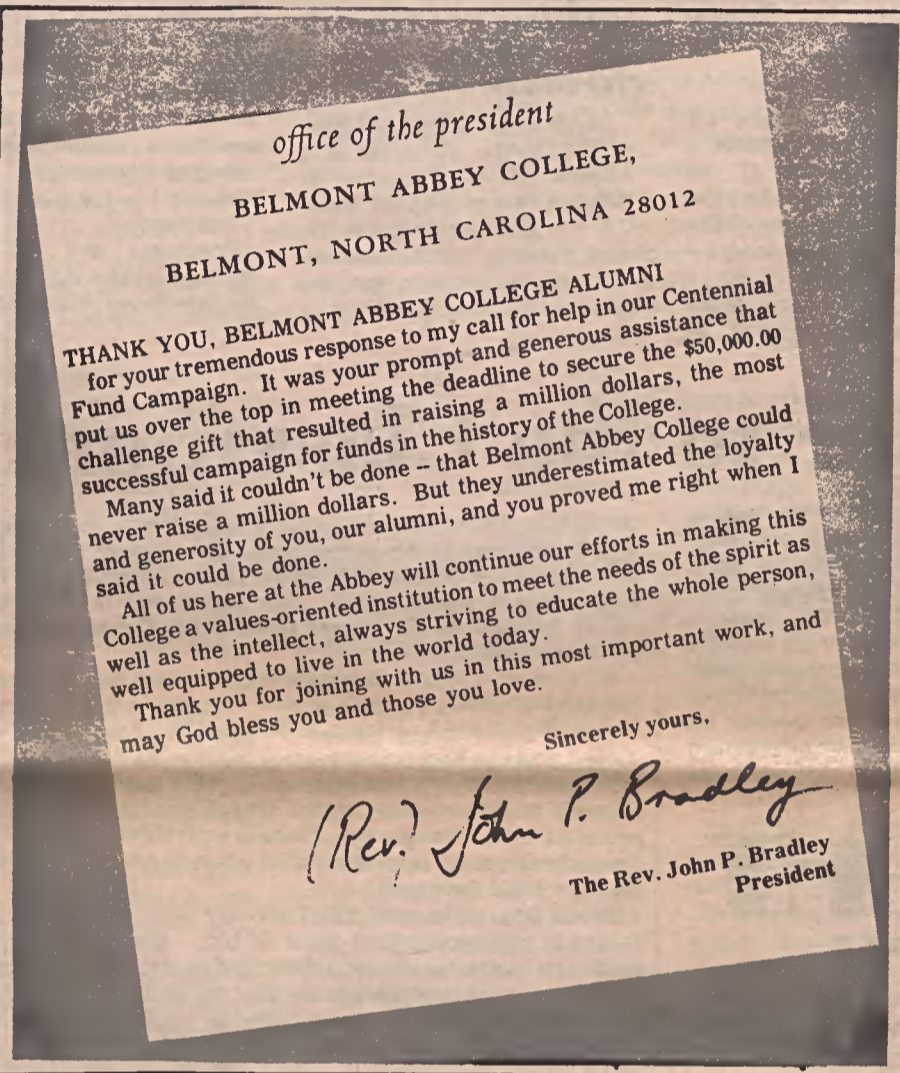
BELMONT, NORTH CAROLINA 28012

FEBRUARY, 1977

Centennial Fund - A HUGE SUCCESS

\$1.12 million in pledges to be collected over four years

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RESULTS OF THE BELMONT Abbey College Centennial Campaign bring smiles to faces. Discussing the campaign's success are from left, James G. Babb, Jr., co-chairman for Mecklenburg County; E.F. Gallagher, campaign advisory cabinet chairman; Fr. John P. Bradley, president of BAC, and R.F. Caldwell, co-chairman for Mecklenburg County.

The Belmont Abbey College Centennial Campaign was a huge success.

What began with a modest goal of \$750,000 resulted in a total pledged of \$1,120,800, with additional funds coming in daily.

Initially, the campaign began when the faculty and staff of Belmont Abbey College were contacted and overwhelmingly responded to the need by pledging over \$41,750. One hundred percent of secretarial and maintenance personnel made pledges. A substantial portion of staff and faculty supported the college in the campaign. The monastery added to the total with a pledge of \$27,500.

Members of the college's Board of Trustees and their corporations, and members of the Board of Advisors and their corporations contributed over \$560,500 in pledges. In addition, a number of corporations and foundations, whose names appear elsewhere in this issue, contributed \$400,740.00. Total giving in Mecklenburg County was \$465,650, and total Gaston County pledges are \$527,420.

However, by mid-November the college did not have the \$950,000 needed to obtain a \$50,000 challenge to get \$1 million in pledges. At this point, Belmont Abbey College's alumni entered the campaign to ensure success.

In late November and early December a Phon-A-Thon was held and 700 college alumni were called. Of those contacted, 450 made pledges for over \$55,000. The number of alumni giving increased by over 50 percent from less than seven percent to almost 11 percent as compared to the best previous year of alumni giving.

The Board of Trustees of the college will determine use of the remaining \$1.12 million in pledges.

The college is very grateful for the many volunteers who have helped in the Centennial Campaign.

E.F. Gallagher, chairman of the campaign advisory cabinet, said, "The campaign was successful for two reasons: the money raised is vital, but more importantly, the long-range value is that people became more acquainted with the Abbey. The resulting contacts, friendships and acquaintances have impressed upon people that Belmont Abbey College is a 'community' college situated in and serving the community.

"The fact that the college and community are dependent upon one another assures another 100 years. You don't buy friendships; friendships are developed. And we developed friendships during the campaigns."

Pledges will be collected over a four tax-year period. Many persons have already paid their pledges. As the money is collected, it will be invested, and earmarked for endowment.

Of the total pledged, \$500,000 will be used for endowment. Establishment of a scholarship fund; greater student aid, and relief of the operating budget will consume \$300,000 of that. Two hundred thousand dollars will be applied toward faculty and staff development.

The \$200,000 for faculty and staff development will allow staff to attend professional workshops and conferences; broaden and enrich teaching techniques; offer advanced study to working faculty, and continue the Development Office for further planning and enrichment.

Restoration of the historic Administration Building will benefit from the remaining \$250,000.

R.P. Caldwell, campaign co-chairman of Gaston

County, said, "I am very pleased with the way the local community responded to the financial needs of their college. It exemplifies the community's esteem for the college."

James G. Babb, Jr., campaign co-chairman for Mecklenburg County, said, "The campaign was enormously successful, and a good deal of people gave unselfishly of their time in Gaston and Mecklenburg counties.

"Also, there was a fantastic response from businesses, foundations and individuals in responding to a need. Many volunteers worked very hard on the campaign. We have been able to contact a good nucleus of support for the future, which is most important."

Robert A. Healy, chairman of Mecklenburg County alumni, said, "It was rewarding to witness the enthusiastic response that Mecklenburg County alumni extended to our request for donations during the Centennial Campaign. The results were rewarding from an emotional and economic viewpoint."

Warren L. Clark, vice president for development, said, "I am tickled pink with the alumni response. Happily everyone is making their pledge payments on time, with only a few exceptions.

Many foundations and corporations are impressed with the loyalty of the Abbey alumni."

It is estimated the college will need a substantial amount in endowment over the next 10 years.

In addition to pledges collected, a very definite benefit from the final campaign and Phon-A-Thon is that contact was reestablished with many previously lost alumni.