

# Today



*A publication for alumni,  
parents and friends of  
the university.*

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## Record year for UNCW fundraising nets \$3.8 million

"Even when you're on the right track, you'll get run over if you just sit there," quipped Will Rogers. His remark is a good analogy for those of us who work in higher education, and for our many friends who support our commitments to teaching, research and service. UNCW's fundraising success for 1988-89 has been at an all time high. A total of over \$3.8 million was raised: \$1,895,662 in University Advancement efforts for academic programs; \$1,770,475 for research; and \$160,000 for athletics.

We have witnessed a tremendous increase in the numbers of donors within a three-year period. Since 1985-86, the number of donors quadrupled in athletics and more than doubled in the annual fund campaign. The efforts of our many friends who support us financially and through voluntarism have helped to keep our efforts on the right track and even ahead of schedule. Private gifts allow us to go beyond the status quo and onward to greater heights of excellence at a faster pace.

We've come a long way since 1964 when we constructed our first three academic buildings on College Road, more steam was added when we joined the greater University of North Carolina system in 1969, and our journey into tomorrow is a solid one as a comprehensive level I institution. We continue to build on our undergraduate and graduate programs, to construct bigger and better facilities, and our academic reputation has prompted a flood of admissions requests. However, the success of our journey, where we've been and where we're going, can best be measured by the achievements of our students combined with a continued partnership with our donors in support of teaching, research and service.

"External funds enhance the university's mission and build on the momentum for first-class achievements," said Dr. F. Douglas Moore, vice chancellor for university advancement.

As UNCW peers into its compass to track the course for the future, a reflection appears of the many alumni, parents, corporations and concerned individuals who have made our current successes and visions for the future possible. We continue to need your support in our endeavors to enroll more top students, to recruit and retain the best faculty, and to enhance and enlarge the scope of our academic programs. UNCW is on the move!

### Private gifts - the difference between mediocrity and excellence

By any measure, the growth and expansion of The University of North Carolina at Wilmington has been impressive. In less than 30 years, the campus has been transformed from a small county-owned facility in a semi-rural environment to a major campus of The University of North Carolina.

Our current enrollment shows almost 7,000 students from throughout the state and nation. UNCW is not only an educational, cultural and athletic center for the region but has become a major economic force, contributing over \$215 million annually to the local economy.

The UNCW campus would not look as it does today, nor have the same quality programs or students, without a history of private support. State and federal funding have provided the means to build and operate the campus, yet it has taken private gifts to create the look and feel of a quality institution.

Kenan Auditorium was given to the campus to house cultural programs for the enjoyment of thousands of area citizens and students. Trask Coliseum provides a regional facility for athletic events, concerts, trade shows and conventions. Without major private gifts, these facilities could not offer the same level of service and comfort now available.

The campus also enjoys a high quality track and field complex and an exciting new baseball stadium because of private gifts. Private gifts made it possible for the university to purchase a major concert organ.

Private contributions allow the university to attract academically gifted students by offering merit scholarships and low interest loans. These are made possible because of a growing number of endowed scholarships and estate plans. None of these activities would be possible through appropriated funds.

Memorial gifts to Randall Library have allowed the university to increase its book collection and references. Additionally, gifts of special collections and art work continue to be donated to the library. The university has used memorial gifts to furnish special rooms such as the Quiet Lounge in the University Union. The colorful flags in the student snack bar that welcome our international students are additional symbols of donors' generosity.

Private gifts do make a difference.

UNCW Grants and Gifts

