

Baucom Explains Annual Giving

What Is Annual Giving And What Does It Do?



BILL BAUCUM
EXECUTIVE SECRETARY
OF ALUMNI ASSOCIATION

The following are common questions asked about the Gardner-Webb College Annual Fund.

1. Q. What is the Annual College Fund at Gardner-Webb College?
 - A. The Annual College Fund is the unrestricted, expendable money raised each year through annual giving by Gardner-Webb College alumni, parents and friends.
2. Q. What purpose does the Annual College Fund serve for Gardner-Webb College?
 - A. Annual College Fund contributions help meet the current operating expenses of the college.
3. Q. What is meant by current operating expenses of the college?
 - A. Current operating expenses mean the day to day expenses of the college. Lights, water, building maintenance and etc., these are all important recipients of funds from the Annual College Fund.
4. Q. What is the 1979-1980 goal for the Annual College Fund?
 - A. The goal for the 1979-1980 Annual College Fund is \$150,000.
5. Q. Through what means do you expect to raise this money for the Annual College Fund?
 - A. Raising the Annual College Fund contributions will be handled through a series of mailings, phonathon and personal solicitation.
6. Q. What percentage of alumni and friends support can you expect?
 - A. The percentage of alumni support has traditionally been small. It is anticipated that alumni support for the 1979-80 campaign will be over 20% of

- the alumni body. The support friends have given to the institution over the years has always been a solid foundation on which the college can depend. It is anticipated that support from friends will increase over the year also.
7. Q. What will the 1979-1980 theme be for the Annual College Fund Campaign?
 - A. "Seventy-Five Years of Freedom." Gardner-Webb College during its 75 years of existence has never sought or accepted any federal funds. The Annual College Fund program and the support it receives from alumni and friends of the institution can help insure another "75 Years of Freedom" for Gardner-Webb College.

Gardner-Webb Annual Fund Exceeds \$125,000

For the first time in history, the Gardner-Webb College Annual Fund has surpassed a total of \$125,000 in contributions. The 1978-1979 Annual College Fund received \$126,168.69. This is an increase of \$24,069.69 from the previous fiscal year giving. The results of the Annual Fund were particularly gratifying this year in that they indicate a wide-spread recognition by alumni and friends of Gardner-Webb College that there is a continuing need for private support of the Annual Fund from individuals associated with Gardner-Webb College.

Mrs. Julia C. Crawley, '41, Assistant Vice-President of Wachovia Bank and Trust Company in Winston-Salem, N.C. deserves special credit for the work she did as Annual Fund Chairperson. Class Chairpersons for the 1978-1979 campaign were: Mr.

J.P. Carlton, 1912; Mr. Jake Hamill, 1931; Mrs. Minna B. Rice, 1938; Mr. Maxwell B. Hamrick, 1939; Reverend S. Guy Walker, 1940; Reverend Wilburn T. Hendrix, 1942; Reverend C.E. Hampton, 1946; Ms. Dorothy Spangler, 1947; Mr. Max Padgett, 1949; Mr. Troy Bridges, 1951; Mr. James Williamson, 1952; Reverend William Wallace, 1953; Mr. Ronald Hawkins, 1955; Reverend Hugh Borders, 1956; Mr. John Washburn, Jr., 1958; Mr. Max Crowder, 1960; Mr. William T. Bell, 1971; Mr. Jeff McNeill, 1974; Mr. Robert Pettyjohn, 1977; and Mr. Tim Cook, 1978.

The goal established for the 1979-1980 campaign is \$150,000. It is anticipated that at least 20% of the alumni and friends of the institution will make a gift to the College.

ANNUAL COLLEGE FUND UPDATE

The 1979-1980 Annual College Fund Campaign is well underway. Major solicitation material was sent to all alumni and friends of the institution on Wednesday, September 5th. This appeal is somewhat unique in its approach and it is hoped a great amount of support will come from this solicitation.

Annual College Fund contributions as of September 5th had reached \$17,786.41. 129 contributors had made a donation to the fund to help meet its 1979-80 goal of \$150,000.

PHONATHONS PLANNED

Phonathons for the Annual College Fund have been tentatively planned for Raleigh, Winston-Salem, Greensboro, Gastonia, Charlotte and Spartanburg. These events are one of the most important means of raising dollars for the Annual Fund. We urge your support when you are called.

SUGGESTED WAYS OF SHARING

Yes, I want to share with Gardner-Webb College!

Enclosed is my cash gift _____ to the Annual Fund. Please send information concerning:

- | | |
|---|--|
| <input type="checkbox"/> Gifts of property | <input type="checkbox"/> Wills |
| <input type="checkbox"/> Gifts of Insurance | <input type="checkbox"/> Life income plans |
| <input type="checkbox"/> Other | <input type="checkbox"/> Memorial gifts |

Name _____ Class _____

Address _____

City _____ State _____ Zip _____

Return to: Dr. Paul E. Holcomb, P.O. Box 897, G.W.C., Boiling Springs, N.C. 28017

**MAKE YOUR GIFT TO THE
1979-1980 ANNUAL
COLLEGE FUND.**