

# The News Argus

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WINSTON-SALEM STATE UNIVERSITY, NORTH CAROLINA

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## RJR Donates \$4 Million To Centennial Campaign

Press Release

R.J. Reynolds Tobacco Co., announced on March 6th, that it would contribute \$4 million to WSSU, to help establish the university as a regional center of higher education and improve the area's economic development opportunities.

James W. Johnston, RJR's chairman and chief executive officer, made the announcement to more than 200 local business, civic and academic leaders at a luncheon on the campus. He said that RJR's gift marked a nearly 100-year relationship that began with Dr. Simon Green Atkins, founder of Winston-Salem State University, and Richard Joshua Reynolds, the company's founder.

Reynolds Tobacco's contribution is the first major gift the University has received toward its new Centennial Campaign to raise \$25 million in private donations toward a \$55 million total goal. Funds will be used to establish WSSU as a regional university by expanding campus facilities, strengthening academic pro-



James W. Johnston, presents plaque to Dr. Thompson. Photo By: Tuttle

gramming and faculty, and offering greater scholarship opportunities.

The RJR grant will be paid in four installments, the last to be made in 1992. The first installment of \$500,000 has already been given to the university to purchase imme-

diately additional land around the current campus for the expansion outlined in the Centennial Campaign plan. Two and a half million dollars will be paid in three installments and the fourth million is offered in the form of a challenge grant to match monies that the university will raise through this Cen-

ennial Campaign.

"This \$4 million you've given Winston-Salem State puts us well on our way to realizing a successful Centennial Campaign, and to realizing our full potential," said Cleon F. Thompson Jr., the university's chancellor.

In thanking Johnston, Thompson said, "You and your company have played a vital role in the history and development of this institution... Your gift today is by far the largest contribution this institution has ever received. It's also among the largest corporate gifts ever given to any public college or university."

Noting that RJR's gifts have not been truly altruistic, Johnston said that his company employs 221 alumni of Winston-Salem State University and that the company looks to the school for future employees.

In 1983, a \$1 million gift helped build the university's RJR Center.

## Sara Lee Corp. Donates \$2.5 Million To WSSU

Press Release

Sara Lee Corporation announced on March 20 that it will contribute \$2.5 million to Winston-Salem State University's Centennial Campaign.

The gift was announced by the president of Sara Lee, Paul Fulton Jr., at a morning

news conference at Benton Convention Center, where Fulton later delivered a speech about Winston-Salem State University to members of the Downtown Rotary Club.

Fulton, a university trustee since 1985, is honorary chairman of the Centennial Campaign, which seeks to raise \$25 million in pri-

ivate donations toward a total goal of \$55 million. The funds will be used to establish Winston-Salem State University as a regional university serving the Western Piedmont.

"Sara Lee's gift is another demonstration of corporate support for this university and what it seeks to accomplish for the

good of this and neighboring communities," said Chancellor Cleon F. Thompson Jr. "These donations will greatly enhance our ability to attract and retain both outstanding faculty and students, as well as improve our campus facilities and strengthen our

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