



CAMPAIGN IOWA STATE

WITH PRIDE AND PURPOSE



Campaign Priorities

Student Support — \$235 million

Tuition and debt load for students are rising each year. Currently, about 4,100 ISU students receive privately funded scholarships. *Campaign Iowa State* will increase scholarships to help support merit- and need-based students in all programs.

Faculty Support — \$215 million

Competition for the best scholars is intense. One of the most effective ways to attract and retain world-class faculty is to offer endowed chairs, professorships and fellowships. *Campaign Iowa State* seeks to double the number of endowed faculty positions from 75 to 150.

Program Support — \$195 million

Academic and out-of-classroom programs and campus organizations help serve ISU students and challenge the frontiers of knowledge. *Campaign Iowa State* will enhance the student experience in many areas.

Facilities Support — \$155 million

State-of-the-art facilities help attract the best and brightest students and faculty and have a profound impact on their ability to excel. *Campaign Iowa State* will help fund major academic and athletics building and renovation projects.

Above photos: During the campaign kickoff event on October 19, the \$800 million goal is revealed; ISU President Gregory Geoffroy addresses the audience of over 900 alumni and friends.

Iowa State Launches \$800 Million Fundraising Campaign Largest in University History

Iowa State University has launched an \$800 million comprehensive fundraising campaign that will raise private dollars to address the high-priority opportunities of the entire institution. The announcement of the largest campaign in university history was made by ISU President Gregory L. Geoffroy on October 19 at a morning event for faculty, staff and students and an evening celebration attended by over 900 donors and university supporters.

“The achievements of this campaign will transform Iowa State for many years to come,” Geoffroy told both enthusiastic groups. “With the support of committed alumni and friends, there is no limit to the possibilities our future holds.” *Campaign Iowa State: With Pride and Purpose* will help provide the “margin of excellence” funding to create opportunities that only private support can achieve, Geoffroy explained.

Campaign priorities were determined through a collaborative strategic planning process where Iowa State faculty and students submitted suggestions that were reviewed by Geoffroy and other Iowa State leaders. All priorities were required to be directly tied to the university’s strategic plan. Four key areas will be supported through *Campaign Iowa State* (see sidebar).

Iowa State officially began the quiet phase of its campaign on July 1, 2003 with closure scheduled for Dec. 31, 2010. To date, the campaign has received \$520 million in gifts and commitments from almost 100,000 donors. This dollar amount already surpasses the \$458 million raised in the previous campaign that concluded in 2000.

Campaign support has made a significant impact. New scholarship accounts created to date during the campaign total 433. Last fiscal year, about 4,100 students received scholarships through private support. New faculty endowed positions created since the campaign began total 35 for an overall total of 110. In addition, several facility projects have been completed or are underway thanks to campaign support. These include the renovation of Morrill Hall, and the construction of the Hixson-Lied Student Success Center, the Dr. W. Eugene and Linda Lloyd Veterinary Teaching Hospital and the Alumni Center.

ISU alumni and friends are being asked to support *Campaign Iowa State* with donations both small and large. Donors may make an investment in an area of their greatest interest.

THE CAMPAIGN HAS ALREADY RECEIVED \$520 MILLION IN GIFTS AND COMMITMENTS FROM MORE THAN 100,000 DONORS.

“This campaign presents one of the most exciting opportunities for growth and distinction in our institutional history,” Geoffroy said. “We have strategically crafted our campaign priorities based on realistic ambitions and innovative ideas. A long history of private philanthropy has brought us to this moment, but new investments and partnerships must now become the catalyst for a new era.”

To learn more about *Campaign Iowa State: With Pride and Purpose*, visit the campaign Web site at www.withprideandpurpose.org.

WWW.WITHPRIDEANDPURPOSE.ORG





DONOR stories

A Message From Roger Underwood CAMPAIGN CHAIR

This is a special time in the history of Iowa State University. As we celebrate the university's sesquicentennial, we are busy preparing to shape its future. *Campaign Iowa State: With Pride and Purpose* — the largest fundraising campaign in our history — serves as the impetus for renewal and growth to propel Iowa State forward.

When I think about the future of Iowa State, two things come to mind. First, we must make sure future generations have an outstanding experience so they can reach higher and further than we did. Second, private philanthropy is the only way to provide the best scholars, students, facilities, and programs to allow Iowa State to fulfill its potential.

Campaign Iowa State is an ambitious effort that will have a lasting impact on students and faculty — shaping their Iowa State experience. To ensure the best possible experience, we need the investment of donors at all levels. I am confident you'll join us and become part of this unprecedented collective effort.

Thank you for all you have done for Iowa State over the years, and thank you for your support of *Campaign Iowa State*. With pride and purpose we will shape the future of Iowa State!

Roger Underwood, B.S. '80

Co-founder, Becker Underwood
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Roy J. Carver Charitable Trust Pledges \$4.5 Million Toward New Chemistry Building

The Roy J. Carver Charitable Trust, based in Muscatine, Iowa, has committed \$4.5 million toward construction of the new chemistry building on the campus of Iowa State University. The \$74.5 million project is being planned as a three-story, 135,000 square-foot facility. Groundbreaking is scheduled for May 2008 with an anticipated completion date of August 2010.

The first floor of the chemistry building will be dedicated to the undergraduate teaching laboratories and student interaction space. The second and third floors will be dedicated to existing biomedical researchers and vacant labs that will be used to recruit new faculty to Iowa State.

The Iowa Legislature has appropriated \$58.9 million for the project with an additional \$15.6 million anticipated through private support. Including the Carver Trust pledge, fundraising dollars total \$7 million.

In addition to funding for the chemistry project, the Carver Trust also committed \$465,000 to support research projects in the areas of entomology and cancer.

The Roy J. Carver Charitable Trust is a philanthropic foundation in Iowa with assets of more than \$300 million and annual grant distributions of over \$15 million. It was created through the will of Roy J. Carver, a Muscatine industrialist and philanthropist, who died in 1981. The Carver Trust has been a long-time supporter of Iowa State and is one of the university's leading donors with a total giving of \$24 million in gifts and grants.

Executive Campaign Committee

Roger Underwood (agricultural business '80),
Ames, Iowa, Campaign Chair

Steve Bergstrom (business '79), Montgomery, Texas

Jerry (agricultural business '62) and Karen
Kolschowsky, Oak Brook, Ill.

Gene (veterinary medicine '49 and Ph.D. '70) and
Linda Lloyd, Ft. Myers, Fla.

Chuck Manatt (rural sociology '58), Washington, D.C.

Jim (electrical engineering '60) and Kathy Melsa,
Naperville, Ill.

Owen Newlin (agronomy '51 and M.S. '53),
Des Moines, Iowa

Dick Stanley (electrical engineering and mechanical
engineering '55), Muscatine, Iowa

Ellen Molleston Walvoord (home economics
journalism '61), Harvard, Ill.

Meredith Corporation Extends Funding for Greenlee Programs

Meredith Corporation, a leading national media and marketing company based in Des Moines, Iowa, has entered into a five-year agreement with the Greenlee School of Journalism and Communication at Iowa State. With this most recent \$500,000 commitment, Meredith and the Greenlee School significantly expand an already successful relationship, embarking on several new initiatives.

The funding will allow the continuation of a very successful apprenticeship program through which five promising journalism students spend a year working 20 hours each week at Meredith. This has been exceptional on-the-job training in the past and has led to the full-time hiring of several ISU graduates.

The current Greenlee School Meredith Magazine Suite will be transformed into the Meredith Integrated Media Suite in recognition of the need for content creators across multiple media platforms.

Expansion of a third program — the PEER (Production, Editing and Electronic Research) program — allows Meredith to farm out work to Greenlee students for real-life experience resulting in high-quality work for the company.



Vet Med Renovation Shows Progress

Momentum is building at the College of Veterinary Medicine. The Kresge Foundation has approved a \$1 million challenge grant toward the renovation and expansion of the Dr. W. Eugene and Linda Lloyd Veterinary Teaching Hospital. To receive the \$1 million grant, the college fundraising effort must raise \$4.57 million by June 2008.

The new \$48 million, 120,000 square-foot teaching hospital is under construction and is expected to be completed in August 2008. It will include areas for advanced imaging, large animal and equine reception, diagnosis, treatment and surgery, intensive care and isolation units, and faculty offices. Building walls are now in place and concrete roof decks and floors are being poured in anticipation of fully enclosing the building in November.

In addition to the Kresge Foundation challenge grant, Tom and Linda (Fry) Bergerson of Cedar Rapids, Iowa, made a \$500,000 bequest to establish the Bergerson/Fry Small Animal Medicine Fund within the college as a thank you for the outstanding care provided by the teaching hospital to their own pets over the years. The endowment will pay for medical expenses of small animals whose owners cannot afford treatment.

Hamann Gift Advances Library's Mission

Honoring the memories of their parents was foremost on the minds of Jon and Myrna Hamann when they established a \$100,000 endowment to further the mission of the Iowa State University Library. Both sets of parents, although not fortunate enough to attend college themselves, provided strong support and personal sacrifice, setting the expectation that their children should get a college education.

For 15 of the 37 years he spent at the 3M Corporation, Jon (chemical engineering '66) ran 3M Library Systems and personally visited nearly 1,000 libraries in 50 different countries. Myrna (mathematics '65), a CPA who worked as a comptroller in private business for a number of years, often traveled with Jon visiting librar-

Collaborations such as this between business and academia offer a win-win relationship for everyone. "It's good for Greenlee, good for Meredith and great for the students," says Art Slusark, vice president, corporate communications and government relations for Meredith. "Greenlee has an outstanding track record of producing talented and dedicated journalists and we feel very fortunate to be able to tap into their expertise."

ies around the world.

The Hamanns came to see a library as "the village green of the community," and when they decided they were at a point in their lives when it was time to start giving back, there was no question the library should be their focus. "We like the mission of the library in a university and in our society," Jon says. "A library sometimes has difficulty competing for funds with other, more high-profile areas of a university. We know they can use the money and we know they'll use it wisely."

Deere Gift Fuels Important New ISU Research Complex

John Deere & Company has contributed \$1.25 million to be given over the next two to three years to support the agricultural and biosystems engineering (ABE) portion of a new two-stage complex on campus that will also include the biorenewables research laboratory building.

The Deere gift comes on the heels of a \$5 million commitment by 1961 mechanical engineering graduate Virgil Elings toward a new building which will house the department of agricultural and biosystems engineering.

Both of these important gifts are part of a 166,000 square-foot complex designed to serve as headquarters for the ABE department. It will also be home to a campus-wide bioeconomy initiative focused on investigating the use of biorenewable resources such as sustainable feedstocks for producing chemicals, fuels, materials, and energy.

The complex is designed to replace outdated laboratories, classrooms and offices on campus and

bring most of the effort's key faculty to one central location. The cost of the new complex is estimated at \$91 million, with approximately \$12 million to come from private support.

Gift Sustains Leadership Institute for Engineers

Iowa State alumnus James Balloun and his wife Julie of Atlanta, Ga., have donated \$500,000 toward the establishment of the Engineering Policy and Leadership Institute (EPLI) within the College of Engineering. James, an industrial engineering graduate, is the retired chairman and chief executive officer of Acuity Brands, Inc. His father, Stanley Balloun, was a professor of poultry nutrition at Iowa State.

This gift from James and Julie Balloun will officially launch the institute, which is focused on increasing the engagement of engineers in state and national policymaking as well as the number of engineers in elected positions. The EPLI is a unique organization that will advance the college's and the university's role in positioning faculty and students as leaders in the field and shaping important policy that will affect engineers around the world.

The Ballouns' gift joins other individual and corporate contributions which will sustain the program for its first two years. Additional donations are needed so a permanent endowment can be established for EPLI, assuring its sustainability for generations to come.

EVERY SINGLE GIFT, NO MATTER ITS AMOUNT, IS IMPORTANT TO THE SUCCESS OF THIS CAMPAIGN.

PPA Tax Opportunity Ends Soon

Time is running short to take advantage of the Pension Protection Act (PPA) of 2006 which temporarily allows tax-free withdrawals from certain retirement accounts to fund charitable gifts. The PPA created a new charitable planning opportunity for both 2006 and 2007. Current legislation ends Dec. 31, 2007.

Under the PPA, a donor may request that all or part of an IRA (up to \$100,000 each year) be directed to the Iowa State University Foundation as a qualified charitable contribution without any of the distribution included in the donor's income.

If you are 70 ½ years of age or older, you may be qualified to make a transfer without concern about normal deduction limitations. Please contact the ISU Foundation office of gift planning at 800-621-8515 or visit the Web site at www.isugift.org to learn more about this exciting opportunity to make an impact on the lives of the students and faculty at Iowa State.



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A message from campaign chair, Roger Underwood



Carver Trust supports new chemistry building



Iowa State launches fundraising campaign



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On October 19, Iowa State University publicly launched an \$800 million fundraising campaign — the largest in school history. The campaign will raise money for student support, faculty support, programs, and facilities. Read more about this historic moment in this first issue of the campaign newsletter.



Athletics Fans Jump-Start Cyclone Campaign

With more than \$30 million in private support required to fund the Jack Trice Stadium and Hilton Coliseum phases of the athletics facilities master plan, a number of Iowa State benefactors have already stepped forward to give the campaign a tremendous start.

Recent leadership-level gifts and commitments include the following: Erb and Marge Hunziker of Ames, Iowa, have pledged \$1.2 million; Larry and Pat Wetter of Carefree, Ariz., recently donated more than \$1 million; Mel and Kathy Weatherwax of Ankeny, Iowa, have made a commitment of \$500,000; and Craig and Virginia Petermeier of Des Moines, Iowa, have pledged \$500,000 to the campaign.

Construction at Jack Trice Stadium will soon be underway. The shovel goes into the ground immediately after the last home football game of the 2007 season.

Some major upgrades to Hilton Coliseum have already been completed including a score/video board, sound system and seating improvements. However, fundraising continues for critically important Hilton enhancements, including an on-site practice facility, offices, locker rooms, and athletic training facilities for volleyball, and women's and men's basketball.

Thanks to Her Alma Mater

A 1957 institutional management graduate of the College of Human Sciences, Jane Armstrong-Byrne went on to become one of the first female vice presidents of a U.S. Fortune 500 Company — Jewel Food Stores. Now Janie and her husband, Tom, are giving back to Iowa State University.

The couple has made a deferred commitment in the amount of \$600,000 to the College of Human Sciences with the exact designation of the gift yet to be determined. "By now you must know how much Iowa State and my college means to me," said Janie. "It is with commitment, loyalty and great regard that we are giving the gift."

Janie and Tom are now retired and growing grapes for their own wine label in the Napa Valley of California, as well as selling some of their grapes to another winery.

DuPont Pledge Boosts Biofuels Research

DuPont has pledged \$1 million to the Iowa State University New Century Farm, the first demonstration and research effort in the United States to focus on producing cellulosic ethanol on the farm. This exciting partnership provides a new venue for cutting-edge research in biofuels and for training the next generation of scientists in this critical growth area.

Iowa State's New Century Farm researches the practical things farmers can do in the future to grow and harvest biomass in a sustainable manner, and seeks to enhance the production, processing and utilization of feedstocks for biofuels and biomaterials.

"The need for sustainable, environmentally-friendly sources of energy requires a dynamic, new way of thinking," said Dean Oestreich, DuPont vice president and general manager and president of Pioneer Hi-Bred, a DuPont business. "We're proud to partner with Iowa State to create a demonstration farm that will be the first of its kind to integrate both the growing and processing of biomass into biofuels."

Rastetter Pledges \$1.75 Million to Entrepreneurship Program

Iowa entrepreneur and businessman Bruce Rastetter has made a \$1.75 million commitment to the entrepreneurship program in Iowa State University's College of Agriculture and Life Sciences.

Rastetter's generosity will enable the college to establish an endowed professorship in entrepreneurship and to renovate space in Curtiss Hall to house the entrepreneurship program.

Bruce Rastetter is CEO of Hawkeye Renewables, an ethanol production company he helped found in 2003. The company is headquartered in Ames, Iowa, and has ethanol plants in Iowa Falls and Fairbank, and is building additional plants in Menlo and Shell Rock, Iowa, that begin production in 2008.

"I am proud to make this gift to Iowa State University and the College of Agriculture and Life Sciences," said Rastetter. "This is an exciting time for the agriculture industry in Iowa and beyond. The number of opportunities available for agricultural entrepreneurs is expanding every day. I am hopeful this support will help many young Iowa entrepreneurs who are interested in agriculture and its future."

Iowa State Fundraising Tops \$106 Million in FY07

More than 54,000 donors committed \$106 million to Iowa State University during fiscal year 2007 (July 1, 2006 to June 30, 2007); which is a 15 percent increase over the \$92 million raised one year ago. The endowment grew by \$65 million to more than \$435 million thanks to new gifts and a solid one-year investment return of 18.3 percent.

5-Year Summary of Private Support to Iowa State: New Gifts and Commitments

