

Creative giving through gifts in kind

Public Service Garage gift tops \$100,000

Friends and co-workers started kidding Interim President Mike Roy when he showed up to work last spring driving a new 2003 Buick Rendezvous, the joke being “become the university president, get a new car.”

What actually happened was the lease on the president’s vehicle expired and was renewed by Public Service Garage of Marquette almost simultaneously to the announcement of Roy as interim to replace outgoing president Judi Bailey.

Public Service Garage has provided use of a vehicle to Northern’s president since the early 1990s. The latest renewed lease put Public Service Garage over the \$100,000 giving mark.

“Most people don’t realize that, while the university is contractually obligated to provide the president with the use of a vehicle, for more than 10 years this has been taken care of by our good friends at Public Service Garage,” said Roy. “This has resulted in large savings to the university’s budget. We sincerely thank Public Service for its continued support.”

Phyllis Maki, president of the NMU Development Fund Board of Trustees and chief financial officer at Public Service Garage, is well aware of the benefits of gift-in-kind giving.

“Providing the NMU president with a vehicle is an easy way for Public Service Garage to support Northern Michigan University,” said Maki. “The university plays a key role in the vitality of the Upper

Peninsula and it is important for those of us who benefit from the university to demonstrate our support, especially in these turbulent economic times when Michigan’s public universities have been hit so hard with budget reductions.”

Since Northern began keeping track of gifts in kind in 1985, more than 800 donors have made 1,160 gifts in kind worth \$4.8 million. During the recently completed *This Decisive Season: The Campaign for Northern Michigan University*, more than \$3 million of the \$37 million raised during the fundraising effort came as gift-in-kind contributions.

Along with Public Service Garage, Northern has received five other gifts in kind worth more than \$100,000, the largest of these being a gift of software worth \$1.48 million made by SAP America to the Cislser College of Business.

“SAP R/3 software is the most widely used enterprise software available today,” said James Scheiner, dean of the college. “In receiving this gift, it enabled NMU business students to become experienced—before their graduation and entrance into the workforce—in using the very same technology the employees of the largest corporations in America are in the process of learning to use.”

Three of the largest gifts in kind have benefited the College of Technology and Applied Sciences, including Primavera Systems’ software worth \$444,000; computer



Interim NMU President Mike Roy (left) with Phyllis Maki and John Veiht, owner of Public Service Garage.

equipment from Pioneer Surgical Technology worth \$144,000; and a \$101,000 gift in avionics equipment from AMR/RAMCI.

A gift of computer equipment worth \$125,000 from the AT&T Foundation to the Academic Computing department was also

Examples of gift-in-kind donations to NMU

- Testing of 178 athletes, Marquette General Health System.
- Manufacturing technology equipment, former NMU Board of Trustees chair **Gil Ziegler '60 BS**.
- Furniture and fixtures for Olive Pendill Suite, nursing department, William Pendill.
- A pad-mounted transformer for the Berry Events Center, Marquette Board of Light and Power.
- Star lab portable planetarium, Kaleidoscope Committee (gift effort led by the *Marquette Mining Journal*).
- Set of Encyclopedia of Analytical Chemistry to chemistry department, Dow Chemical Company (gift effort led by **Dr. Pak-Wing Steve Chum '74 MS**).
- Signage for Superior Dome, Signs Now (**Mark '83 BS** and **Lennette '85 BSW Pynnonen**).

among the largest gifts in kind.

However, all gift-in-kind donations are not valued at hundreds of thousands of dollars, according to Martha Van Der Kamp, executive director of alumni and development. Van Der Kamp says gift-in-kind giving exemplifies assisting the university in creative, yet practical ways.

“One of the most exciting things about gift-in-kind giving is alumni and friends of the university have an opportunity to share resources they have readily at hand,” said Van Der Kamp.

Captain **Arthur Bennett '97** had the opportunity to explore much of Asia during his naval career. Recently he and his family gifted a set of three oriental prints to Northern's Art and Design department.

“I like knowing that by sharing with the university the artwork I've collected through the years, many others have had the opportunity to enjoy it. I also know it gives the students hands-on access to a type of art they might not otherwise have the chance to experience,” said Bennett.

The opportunities for gift-in-kind giving are limited only by the imagination, said Van Der Kamp. The Alumni and Development office is happy to provide interested parties with information about the needs and desires of academic and non-academic departments on campus. She added that during lean budget times departmental budgets often don't have the resources to replace aging equipment or to fund equipment for new initiatives.

For more information on gift-in-kind giving, contact the Development Fund by e-mail at devfund@nmu.edu, online at www.nmu.edu/development, or by phone at 906-227-2627.

Minimum funding to endow scholarships increased

Tom Peters honored with scholarship effort

The NMU Development Fund Board of Trustees voted at its fall meeting to raise the minimum dollar amount needed to endow a scholarship to \$25,000.

The first scholarship to be endowed under the new policy was The R. Thomas Peters, Jr. Endowed Scholarship Fund, which was created by alumni, family, and friends of Peters and announced during Homecoming.

“Endowed scholarships are one of the most prestigious gifts a contributor can make to a university. They are often named for the contributor or in honor of someone of the contributor's choosing,” said **Kathy Frazier '86 BS**, director of Development Fund finances and coordinator of the Development Fund's scholarship program. “During our recently completed campaign we were advised that raising our minimum for this type of gift would put us more in line with the national average as well as raise the sights of our donors.”

Endowed scholarships are those that are funded in perpetuity. They use only the interest earned for the scholarship award, but not any of the principal. Unlike endowments, annual scholarships use all or a portion of the principal gift and must be newly funded each year.

According to Frazier, the Peters Scholarship Fund was organized by a group of people who wanted to “thank Tom for the assistance he has given to so many in the NMU community over many years.”

“What an honor; words cannot express what this means to me,” said **Peters '55 BS** at the Alumni Awards breakfast where the scholarship was announced.

Peters retired from Northern in 1994 as the assistant to the president. During his 30 years at NMU, he had administrative duties with Admissions, Alumni Relations, Campus Development, the Development Fund, Financial Aid, Intercollegiate Athletics, the News Bureau, Public Safety, and the United States Olympic Education Center. Peters also helped to found the Alumni “N” Club, the former Golden Wildcat Club (now called the Wildcat Club), and the NMU Sports Hall of Fame.

Peters was honored with the Alumni Association's Distinguished Alumni Award in 1975 and inducted into the NMU Sports Hall of Fame in 1984.

Peters continues to serve the university as a member of the NMU Development Fund's Board of Trustees. He recently completed a term as a member of the Alumni Association's Board of Directors. He also was a co-chair of the campus community committee during *This Decisive Season: The Campaign for Northern Michigan University*, and is an active participant in several of the university's affinity clubs.

The scholarship will be awarded to NMU students majoring in education.