Reaching Higher
Past support inspires ambitious hopes for Penn State’s future
When the *For the Future* campaign concluded last year, the Office of University Development wanted to understand donors’ satisfaction with the process of giving to Penn State and how they feel about the responses and information they receive from the University, with the hope of improving the giving experience at all levels. The best way to find out what someone thinks is to ask them, so we did just that. Building off what was done at the end of the previous campaign, the Office of University Development launched a three-phased effort including online surveys and both phone and in-person interviews with a representative group of major donors. The results were positive and also provided some key constructive feedback to help us improve our operations. We appreciate the time our donors took to respond to our questions and welcome input from other alumni and friends about how we can make it even more rewarding to support Penn State.

817 donors participated in the survey—a response rate of 27 percent. This type of external survey typically garners a response rate of 10–15 percent. We are very pleased with our results and the enthusiastic input we received from our donors.

The following numbers reflect their responses:

- **89%** of donors agree that Penn State presented opportunities for them to make a gift that aligned with their interests.
- **80%** of donors agree that Penn State provided the expertise and assistance they needed to make an informed decision on making a gift.
- **75%** of donors rank *The Penn Stater* magazine as the top place to get their news about what’s going on at the University.
- **817 donors** participated in the survey—a response rate of 27 percent.

Overall, how would you rate your giving experience?

- **Positive** 97.7%
- **Negative** 2.3%

Does Penn State rank in your top three philanthropic priorities?

- **Yes** 93.7%
- **No** 6.3%

Through all of the survey responses, one message was clear: Penn Staters love to give back, and they appreciate the Office of University Development’s help in making a difference. In the words of one donor: “Penn State does a great job…. People will come and go at the University, but I love that these endowments will last forever.”

Both kudos and critiques help us to meet the needs and expectations of our supporters. We will continue to solicit feedback through surveys, focus groups, and benchmarking. The Office of University Development would like to thank the donors who participated in this round of surveys, and all of our donors, for making Penn State an even better institution and an even stronger community.

To learn more about Penn State philanthropy, please visit [giveto.psu.edu](http://giveto.psu.edu)
As I write this message, the old year is coming to a close, and I hope it’s been a good one for you and your family. For me, a highlight of 2015 has been traveling back to University Park in my role as lead volunteer for Penn State’s fundraising efforts. There really is something magical about being on campus—you can sense that there are great things happening in our classrooms and our labs, on our stages and on our sports fields. And as a Penn State donor, I can feel I’ve helped to make those things possible, and that’s exciting, too.

When we give to Penn State, we also receive: We get the knowledge that we’re paying back and paying forward what Penn State has done for us, as well as the sense that we’re a part of the University community, even if, like me, you may be hundreds or thousands of miles away. On the page opposite this message, you’ll learn that our most recent survey of Penn State donors confirms that giving to the University is a deeply rewarding experience for many alumni and friends, and I hope you have found your own support of Penn State to be meaningful and satisfying, too.

In this issue of We Are, our University-wide philanthropy publication, we’re offering a look at the impact of private giving at Penn State. Through the three major campaigns represented in our feature article to the recent philanthropy stories highlighted in our gathering of social media posts, you’ll be able to see how your gifts matter to Penn State students and faculty.

As we prepare for a new campaign to begin later this year, you’ll also be hearing about how your Penn State philanthropy can matter to the larger world. Private support has helped us to join the top ranks of public universities, and now it’s time for us to be even more ambitious in our education, research, and service. I am excited to be a part of that future, and I hope you will be, too.

Sincerely,

Martha Barnhart Jordan
Class of 1976, Smeal College of Business
Twin sisters Shannon and Shelby Wright live their lives side by side. United by more than family, the Wrights share a passion for community service, teaching, and not least of all, Penn State. Shelby and Shannon attended Penn State Brandywine for two years before beginning their junior year at the University Park campus this fall. Both have received support from the David and Florence Newman Scholarship Fund, and both are currently majoring in childhood and early adolescent education. Below, the twins offer their thoughts on what unites them, where they differ, and why Penn State will always be a place to call home.

What led you to choose the same major at the same university?
Both: Growing up, we would teach to classrooms of teddy bears and dolls (and fight about who got to be the teacher and who would have to be the student). We have always wanted to be teachers—and when applying to college there was no doubt that Penn State was the best place to learn.

Same major, same school, same birthday—tell us something you don’t have in common.
Shelby: I think I’m more laid-back and like to speak my mind about things.
Shannon: I’m a little more chatty—and enthusiastic!

You’ve been actively involved in THON and have interned for the Brandywine Laboratory for Civic and Community Engagement. Why does community matter to you?
Shannon: When a community thinks proactively about what it has to offer, that leads to positive change. We both think that community involvement is a huge part of being able to make a difference.

Why do you believe in philanthropy at Penn State?
Shelby: Philanthropy gives you an opportunity to step outside of “you” and into the world of others.

What’s the most useful thing you’ve learned at Penn State?
Shelby: How to break out of my shell. Penn State provided me the opportunity to leave the mold I created in high school and truly find myself.
Shannon: A deeper passion for helping others—in part because of the help I’ve received.

Fill in the blank: We are Penn State! And Penn State is ________.
Both: Family.
Three Missions, Three Decades, Three Campaigns

University-wide fundraising efforts have transformed Penn State—and the lives of students and faculty.

Flashback to 1984: Bruce Springsteen and Bananarama were topping the charts, the first Apple Macintosh went on sale, and Los Angeles hosted the Summer Olympics. At Penn State, the Nittany Lions beat Boston College even as quarterback Doug Flutie became the first player to hit 10,000 career yards gained, the University implemented its first comprehensive student information database, and President Bryce Jordan launched an effort that was unusual in public higher education at the time: a fundraising campaign that asked alumni and friends for their support.

Over the next six years, The Campaign for Penn State raised $352 million—and it also raised the awareness of Penn Staters about the need for philanthropy at the University. “The Campaign for Penn State was the beginning of modern fundraising for our institution,” says Rodney P. Kirsch, senior vice president for development and alumni relations. “There had been generous gifts to the University from individuals before that time, but the campaign gave donors the opportunity to be a part of something bigger than themselves, something inspiring. It helped the Penn State community to understand that whatever we might be in the future, it would depend not just upon traditional public sources of support, but also upon the generosity of our alumni and friends.”

As Penn State prepares to begin a new campaign next year under the leadership of President Eric J. Barron, Kirsch and others are looking back over the three decades since The Campaign for Penn State began and taking inspiration from its success and from the achievements of the University’s two other major fundraising efforts. Between 1997 and 2003, A Grand Destiny raised a total of $1.37 billion, and For the Future: The Campaign for Penn State Students began in 2007 and ended last year with $2.188 billion and the largest number of alumni donors to any higher education campaign—more than 176,000. Each campaign has built upon the last not just in total raised but also in annual commitments to the University. In 1984, that total was $27 million. In 2014, it was $342 million.

“Universities and colleges now focus their fundraising around campaigns because these efforts set the bar higher for philanthropy, harness the energy of the entire University, and create structures for deeper volunteer and donor engagement,” says Kirsch. “Campaigns are not just about bringing much-needed financial resources into the University. They’re also about bringing new members into the Penn State family. Once you have made a gift to the University and seen its impact, you realize that you can be an important part of Penn State’s future.”

The impact of a campaign gift continues long after the campaign ends. As highlighted on the following pages, Penn State students and faculty are taking on new challenges every day thanks to landmark commitments from each of the University’s past fundraising efforts. But gifts at every level have fueled each of Penn State’s three missions—education, research, and service—and set the institution on a three-decade trajectory to the top rank of institutions worldwide. Kirsch says, “Philanthropy enhances the quality of our programs and transforms the very nature of our institution in a way no other source of funds can do.”
“In my area of science, the ability to apply state-of-the-art approaches is the only guarantee that our work will have the greatest impact possible, and frequently the most innovative approaches derive from other scientific disciplines. Funds from the Eberly Family Chair let me travel to conferences and connect with colleagues outside my area of expertise. The chair has also allowed me to support undergraduate and graduate researchers. One of the greatest rewards of my job is the ability to contribute to the intellectual development of young scientists, and endowed funds make that happen.”

Craig Cameron is the Eberly Family Chair in Biochemistry and Molecular Biology. His research focuses on strategies to treat and prevent infections by RNA viruses, including hepatitis C.

“The Rock Ethics Institute is transforming how philosophy makes itself useful and indispensable in a world facing so many ethical challenges at all levels of our collective existence. It’s the perfect example of how targeted philanthropy can shape an institution and have a lasting impact on academic disciplines. It’s also one of the reasons that I wanted to join Penn State. It’s wonderful and uplifting to be a part of a university that views its humanities as a foundational pillar of its research, teaching, and civic mission.”

Eduardo Mendieta joined Penn State in 2015 as a professor of philosophy and associate director of the Rock Ethics Institute.

The Campaign for Penn State
1984–1990
In 1986, the Eberly Family Charitable Trust created seven endowed chairs across the sciences, as well as a professorship in biotechnology and a distinguished chair. The foundation also supported the acquisition of the Hobby-Eberly Telescope, a joint project with several other institutions. The University named the Eberly College of Science in the family’s honor in 1990, and their gifts continue to attract and support top faculty members and further their teaching and research.

A Grand Destiny
1997–2003
The Rock Ethics Institute, established in 2001 with a gift from Doug and Julie Rock, has helped to make Penn State “a world leader in ethically informed research and educational efforts,” says Nancy Tuana, who holds the endowed director’s position the Rocks also created for the institute. Based in the College of the Liberal Arts, “The Rock” integrates ethics initiatives across the University, including partnerships spanning the sciences, engineering, humanities, and social sciences.
"I definitely wouldn’t be at Penn State without the Lenfest Scholars Program. I come from a single-parent household, and my mother is working to put my two brothers through school as well. But thanks to scholarships, I’m not taking out huge loans or working lots of jobs. I’m taking full 360-degree advantage of everything that Penn State has to offer. I’m getting internships that will further my career, and I’m having experiences and meeting people that will really impact my life."

Jamyah Cox is a senior Lenfest Trustee Scholar majoring in public relations with a minor in recreation, parks, and tourism management. She is an intern with Penn State Intercollegiate Athletics, and she plans to pursue a master’s degree and a career in community relations for a professional sports team.

**For the Future: The Campaign for Penn State Students 2007–2014**

Scholarships were the top priority of For the Future, which raised $530 million for student support. That total included a gift from Brook J. Lenfest to endow awards for undergraduates in the Lenfest Scholars Program, his longtime philanthropic effort to assist low-income Philadelphia high school students. The gift was one of the largest made through the Trustee Matching Scholarship Program, which gives donors the chance to multiply the impact of their gifts through matching support from the University.
Penn State’s Office of University Development (OUD) helps alumni and friends to achieve their philanthropic goals. In every issue, we’ll feature a different leader from OUD and ask your questions. Please email DevComm@ddar.psu.edu and tell us what you want to know about giving to Penn State.

The Annual Leadership Gifts (ALG) Program helps Penn State to strengthen its relationship with donors who give between $1,000 and $10,000 each year—people who, in the past, have typically not had the opportunity for face-to-face interaction with our development officers. The ALG team is currently meeting with donors in Pennsylvania and the region between New York City and Washington, DC, and we plan to expand into New England, Texas, and Florida. This successful program has allowed us to better understand and meet these donors’ philanthropic interests and to more clearly convey the significant impact they are having on Penn State.

How can donors who have been making regular annual gifts move their support to the next level by working with an ALG development officer?

We want to try to understand where donors’ philanthropic passions lie and then convey some of the ways they can meet those goals through their annual gifts. So the members of the Annual Leadership Gift team will sit down with people and talk about the opportunities to give, and show them how giving at a higher level might allow them to do something they hadn’t thought possible. For instance, one concept that has really resonated with donors is creating an annually funded scholarship: With a commitment of $2,500 a year for five years, you can have a named scholarship in an area that’s meaningful to you. If you find that to be a satisfying experience, you can renew your commitment after five years or move to creating an endowed fund. We’ve seen a wide range of gifts, too—not just scholarships but also support for math tutors, the Blue Band, the University Ambulance Service, and various student groups.

I also think the program helps donors to realize the impact of their giving. A donor who makes, say, a $2,500 gift might wonder whether that will really make a difference in a place as big as Penn State. Well, it does. For one thing, if you’re a $2,500 donor, you are in the top 3 percent of our individual alumni donors. But an ALG gift officer explains specifically what that gift can do, and for whom, and that really personalizes the experience. So when we talk about taking giving to the next level, yes, it’s about maybe making larger gifts, but we’re also creating philanthropic relationships that have a positive impact both on the people or programs benefitting from the gift and on the donor who’s giving it.
Big ideas are often born in classrooms. But so many Penn Staters become who they are through the experiences they have when class is out. Here are three examples of how life as a Penn Stater has inspired a community dedicated to giving back.

As of this fall, alumni of Penn State’s Phi Sigma Delta chapter have raised more than $1 million in scholarships for students across the University. Though Phi Sigma Delta closed in 2001, alumni members vividly recall the home-away-from-home that the fraternity provided. “For many of us, our four years at Penn State and at Phi Sig shaped the rest of our lives,” says Jim Meister, the organization’s scholarship chair and a 1959 Penn State graduate. “Now that we’re in a position to give back, we want to help the next generation experience everything Penn State has to offer.” Pictured here are Phi Sigma Delta brothers with their plus-ones at a formal dance in the 1950s. Jim Meister is in the top row, third from the left. His wife, Janet, is in the second row, third from the left.

David Dapko ’89, ’97g—former varsity cheerleader, member of Alpha Sigma Phi, THON Overall Morale Chair, and Parmi Nous president—gives to Penn State today because of his experiences in these organizations. With his partner, Jason Cook, Dapko recently established the David Dapko and Jason Cook Endowment for Alumni Association Away Game Pep Rallies. “As a cheerleader, I had my first glimpse of Penn Staters’ loyalty and support of Penn State,” Dapko says. “I remember meeting alumni at away games and being impressed about them staying connected to the University. They were so passionate.” Today, Dapko’s generosity gives Penn Staters—through these Alumni Association-sponsored events around the country—the resources to share their passion on game days, no matter how far from home the Nittany Lions might play.

Every year, the Liberal Arts Undergraduate Council (LAUC) strives to raise $10,000 for THON. And every year since 2009, past presidents and vice presidents of the group write a letter encouraging members—accompanied by personal gifts to support LAUC’s efforts. “I danced in THON for LAUC in 2010, one of my favorite Penn State memories, and I want to help continue the tradition of philanthropy in LAUC’s current membership,” says 2011–2012 LAUC president and now alumna Lauren Perrotti ’12. “I am proud of the opportunities for giving back offered at Penn State. Philanthropy is something we all benefit from and should support.”
Even small gifts can have a big impact at Penn State. Featured this issue:
The Grateful Patient Giving Program at Penn State Hershey

Every one of us has been a patient, and every one of us is thankful when we receive truly exceptional care from a provider who offers their full attention, concern, and expertise to help us on the path to better health. At Penn State Milton S. Hershey Medical Center, patients have the opportunity to thank their caregivers in a tangible way through the Grateful Patient giving program. Donors who make modest contributions in honor of the care they have received may feel like their gifts are just a drop in the bucket at a large academic medical center like Penn State Hershey, but the combined generosity of many patients and families can create a tidal effect.

It certainly has for the Band Together program, created by Dr. Chris Sciamanna, chief of general internal medicine and professor of medicine and public health sciences. With $20,000 in gifts from grateful patients within Dr. Sciamanna’s division, he created the free strength training program, which currently serves 250 seniors at fifteen program sites in churches and other community locations throughout Pennsylvania.

The collective investment of Dr. Sciamanna’s grateful patients championed the success of Band Together and attracted a $14 million grant for a study on whether this program could prevent falls and broken bones among the elderly. “If the project works and we reduce injuries from falls, we will be in a position to appeal to Medicare to consider making the program available for seniors nationwide,” says Dr. Sciamanna. “That would be our moonshot, and it all started with a few caring people who made small gifts in support of a big idea.”

Grateful patients also support a wide range of other initiatives at Penn State Hershey Medical Center, from Children’s Miracle Network and Four Diamonds to research on ALS, strokes, and cancer. Many people like Dr. Sciamanna’s patients also make it possible for others to receive extraordinary care.

In the field of medicine, even the best care can’t guarantee that every patient receives a positive outcome. “In these cases, it is the determination of individuals and families to improve the lives of others that fuels their desire to give back and make an impact,” says Jayanne Sevast, associate director of annual giving and alumni relations at Penn State Hershey. “Some of our most significant gifts have come from those who believe in our ability to create change for the next patient or family.” Every gift could be the one that leads to the next breakthrough in patient care.

People can support any area that is meaningful to them, or they can make gifts to the Hershey Medical Center Care Fund, which directs resources to strengthen patient-centered initiatives. If you would like to learn more about the Grateful Patient giving program, you can contact Jayanne Sevast at jsevast@hmc.psu.edu or 717-531-6118. She says, “Patients are at the heart of everything we do at Penn State Hershey Medical Center, and when they give, it shows we succeeded.”
While the **Stuckeman School of Architecture and Landscape Architecture** was originally housed in Penn State’s engineering units, built between 1911 and 1920, today it resides in one of *Architectural Digest* magazine’s top fifteen copper-clad structures in the world, the Stuckeman Family Building. Named in honor of University alumnus and donor H. Campbell “Cal” Stuckeman and his wife, Eleanor Stuckeman, whose support made the construction possible, the 111,000-square-foot building was Penn State’s first structure designed to meet national criteria for certification as environmentally-friendly sustainable architecture. This LEED Gold certified building was constructed with approximately 87 percent of its materials found within a 500-mile radius of State College. One of the first of its kind on any U.S. university campus, the Stuckeman Family Building has served as a model of sustainability both in design and in fabrication. To learn more about Penn State’s efforts to use our shared resources carefully and wisely, please visit [sustainability.psu.edu](http://sustainability.psu.edu).

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## #WeAreGiving

As you scroll through Penn State’s social media news feeds, it’s not hard to see that philanthropy is making an impact throughout the University community. Across Facebook, Twitter, and Instagram, Penn Staters are sharing stories of how a gift of any size can make a big difference. If you would like to join the conversation surrounding Penn State philanthropy, please include #WeAreGiving in your post, and it could be featured in our next issue.

If you’d like to go digital with this publication, just drop a note to DevComm@ddar.psu.edu, and we’ll switch your subscription to an email version.
Your Gift, Your Penn State

How the University honors the philanthropy and the vision of our supporters

“Hands-on, timely, and global learning has become the hallmark of a Penn State education. Private support for study abroad, internships, entrepreneurial engagement, service learning, and other valuable—often transformative—experiences can profoundly enhance our students’ world view...philanthropy has placed extraordinary possibilities well within reach, enabling our students to realize their own personal success stories.”

Madlyn L. Haynes, Vice President for Commonwealth Campuses

Madlyn Hanes is one of the ten Penn State leaders, including President Eric J. Barron, who share their views on the past, present, and future impact of private support at the University in this year’s edition of The President’s Report on Philanthropy and Endowments. The annual publication is sent each year to alumni and friends who have created endowments at Penn State, along with personalized statements on how income from their funds has been distributed. The report also includes an update on giving to Penn State over the past fiscal year, details on recipients of the University’s philanthropy awards, and charts showing the performance of Penn State’s endowment, overall University budget figures, and other numbers related to philanthropy income and expenditures. The President’s Report is one of the most important ways that Penn State communicates about its stewardship and management of the investments that donors have made in our future, and you can view it now online at giveto.psu.edu/publications, along with other publications that can help you learn more about the impact of your support and plan your giving to Penn State.