Great Scholars Campaign exceeds $1 million goal

Successful formula for fund-raising: letters by the ten thousands, phone calls by the thousands, and personal visits by the hundreds.

Added together, they equal dollars by the millions... $1,020,150 to be exact... for the Great Scholars Campaign that was begun last March to increase the endowments for scholarships and the library.

"I can't begin to emphasize how important this is for the university," said BSU president John Keiser at a press conference announcing the conclusion of the campaign. "At a time when the public sector is pinched, it is a clear statement that people out there care. The success of the campaign will be very reassuring to our faculty, students and staff."

More than 1,500 individuals, businesses and foundations contributed to the campaign, which was managed by a steering committee led by chairman Tom MacGregor, vice-president of the BSU Foundation. It was the first campaign ever undertaken by the foundation, and the fact that it exceeded its $1 million goal had MacGregor smiling when the total was announced.

"Never in the history of the foundation has so much been done by so many. It is certainly indicative that many share our belief that Boise is indeed a better place to live and work because of the presence of a first class institution of higher education," he said.

MacGregor also had good things to say about BSU Director of Development Ben Hancock, who spent long hours organizing volunteers, calling on donors and orchestrating the campaign.

"Ben's dedication and perseverance were critical to the campaign's successful conclusion. Because of those efforts, several new donors are now involved with the university."

The campaign began, said MacGregor, because BSU needs additional scholarships to offer to highly qualified Idaho students who might otherwise leave the state to attend college. The foundation also wanted to raise funds to strengthen the library, which is the academic heart of the institution, he added.

The money raised from the Great Scholars campaign will be used in a variety of ways. Some of it is restricted by donors to specific scholarships or specific academic departments. Funds earmarked for the library will go toward purchasing a new computer catalog system, processing the Frank Church papers, and adding to the book collection.

In almost all cases, the money will be placed in endowments, and only the interest from those will be spent. By keeping the principal intact, donations will generate income forever, Hancock explained.

<table>
<thead>
<tr>
<th>Contributors to the Great Scholars Campaign</th>
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</thead>
<tbody>
<tr>
<td>Foundation Trustees ........................ $141,000</td>
</tr>
<tr>
<td>Alumni ....................................... 162,000</td>
</tr>
<tr>
<td>Faculty/Staff ................................ 25,000</td>
</tr>
<tr>
<td>Business/Corporations ......................... 213,750</td>
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<tr>
<td>Individuals .................................. 306,400</td>
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<tr>
<td>Foundations/Associations ...................... 122,000</td>
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<tr>
<td>Anonymous .................................... 50,000</td>
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<tr>
<td><strong>Total:</strong> ................................... <strong>$1,020,150</strong></td>
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</tbody>
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Great Scholars Campaign results in new funds

New Funds
Created as of Dec. 2, 1985
Gottenburg History Scholarship
Keppler Birds of Prey Scholarship
All-University Scholarship
Ansotegui/Fereday Memorial Scholarship
BSU Wives & Women/Pat Bullington Scholarship
Rosemary Bleymaier Scholarship
Britt Bowden Memorial Scholarship
Ava C. Brink Memorial Scholarship
Eugene & Lois Chaffee Scholarship
Victor Duke/Diet Center, Inc Scholarship
Helen McCarthy Memorial Scholarship
Avery Peterson Memorial Scholarship
Cindy Stewart Music Scholarship
Gerald & Eunice Wallace Scholarship
Charles C. Chaffee Scholarship
Van P. Atkins Culinary Arts Scholarship
Decade 40's Fund/Library
Decade 50's Scholarship Fund
Veterans Scholarship
Boise Cascade Endowed Collection
Idaho Power Endowed Collection
First Interstate Bank Library Equipment Fund
Idaho Bank & Trust/Hemingway Endowed Collection
Ada Hatch Charitable Trust
(Rituals)
Ruth Ewy Memorial Scholarship
Idaho Business Development Center Fund
Josephine Rychert Scholarship
Richard & Pat Bullington Scholarship
William & Rosa Campbell Scholarship
Richard & Gloria Gardner Scholarship
Dwane & Delores Kern Scholarship
Bob & Fred Rice Scholarship
Ore-Ida/H.J. Heinz Endowed Collection
Beta Alpha Psi Accounting Scholarship
Helen Farrer Memorial Scholarship
Web Rathbone Memorial Scholarship
Odus & Luella Glasgow Scholarship
John & Eleanor Hunt Scholarship
William McMurren Scholarship
Presidential Scholarship Fund
Maude McMurren Scholarship
Frank Church Papers Fund
Lambuth Presidents Scholarship
Venning Presidential Scholarship
Coughlin Presidential Scholarship
Kennevick Presidential Scholarship
Otto Power Memorial Mining Scholarship
Florence Banks Memorial Chemistry
Scholarship
William & Martha Leaverton Endowed Collection
Patrick Joseph O'Keefe Scholarship
Mountain Bell Library Equipment Fund

Campaign receives four large gifts

Among the thousands of donors who participated in the Great Scholars Campaign were two corporations, one individual, and an anonymous donor who each gave $50,000 or more for scholarships.

Idaho Bank & Trust and the Hemingway Foundation began the campaign in March with a $50,000 gift that was combined with another $50,000 from an anonymous donor. Their $100,000 total was offered as matching funds to encourage BSU alumni to donate to scholarships.

In October Luella Glasgow Hendryx announced a gift of $75,000 to create the scholarship endowment for students in management, especially the management of technology. The scholarship will be named after Mrs. Hendryx and her late husband Odus, who operated a tire distributorship in Boise from 1932-59 and was active in several area social and civic organizations.

In November Morrison Knudsen Company donated $50,000 to establish a scholarship in memory of William McMurren, who was the chief executive officer of the firm upon his death in September. That endowment will be used to support scholarships in construction management.

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