



How private gifts  
transformed  
a public university  
2001–2008

CAMPAIGN OREGON  
Transforming Lives



JANUARY 2009

“Campaign Oregon is a statement of confidence that this generation can build something that endures beyond our lifetimes and improves the lives of those to come.”

**Dave Frohnmayer,**  
UO President 1994–2009

**Campaign Oregon:  
Transforming Lives**

raised \$853,120,266,  
exceeding its goal of \$600  
million by 42 percent.

It was the largest, most  
successful private fundraising  
campaign in the state's history.

More than 90,000 donors  
contributed.

The campaign started in  
January 2001 and concluded  
in December 2008. The  
public phase was launched in  
January 2005.



**Dave Frohnmayer,**  
who retired after fifteen  
years as UO president,  
was succeeded by  
**Richard Lariviere**  
in July 2009.



REGON

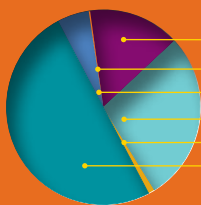
## Campaign goals | Outcome

▪ \$600 million	<b>\$853M+</b>
▪ \$100 million for student support	<b>\$99.8M</b>
▪ \$167 million in endowed funds	<b>\$362.5M</b>
▪ Increase faculty support	<b>\$106.1M</b> <b>(\$96.7M endowed)</b>
▪ Increase academic and program support	<b>\$186.1M</b>
▪ Improve academic facilities	<b>\$138.2M</b>
▪ Double fundraising from \$45M to \$90M/yr.	<b>Avg. \$106M/yr.</b>

## Campaign by numbers

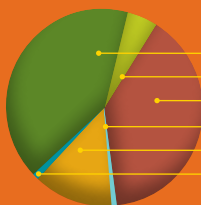
▪ Number of individual donors	<b>90,418</b>
▪ Percentage of UO alumni who contributed	<b>22.3%</b>
▪ Gifts \$1,000 or less	<b>225,512</b>
▪ Average gift size during the campaign	<b>\$1,504</b>

## Donor sources



### Giving sources *based on dollars contributed*

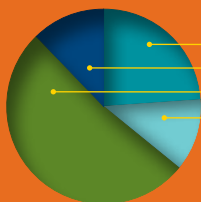
Corporations and foundations	15%
Faculty and staff	1%
Family foundations	5%
Friends	28%
Parents	1%
Alumni	50%



### Giving sources *based on numbers of donors*

Alumni	41%
Corporations and foundations	5%
Friends	39%
Family foundations	1%
Parents	13%
Faculty and staff	1%

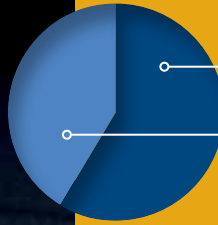
## Giving allocations



Capital improvements	24%
Faculty support	12%
Programs	52%
Student access	12%



## Geography of giving



**Oregon donors**  
53,116 (59%)

**Out-of-state donors**  
37,302 (41%)

## Top ten states by number of donors

Oregon	53,116	(58.7%)
California	10,698	(11.8%)
Washington	6,308	(6.9%)
Colorado	1,098	(1.2%)
Arizona	996	(1.1%)
Hawaii	854	(.94%)
New York	834	(.92%)
Texas	807	(.89%)
Illinois	804	(.89%)
Idaho	770	(.85%)

**Total donors from other countries** **4,201**

## Top ten countries (after U.S.) by number of donors

Canada	1,018
Japan	331
Singapore	177
United Kingdom	98
Hong Kong	92
South Korea	80
France	64
Thailand	64
Taiwan	61
Germany	52



Opportunity

“My scholarships meant the world to me because they opened a lot of doors that would have otherwise been closed.”

**Catherine Matthys '08**

Alice Blakely Brink Presidential Scholar, Bowerman Scholar

Total amount raised for student support **\$99.8M**

Number of new student support accounts **569**

Number of new student support endowments **296**

**Facts about scholarships**

Campaign Oregon has more than doubled funds available for UO scholarships; as endowments grow, these gifts will create thousands more scholarships.

A \$10 million gift from the Robert W. and Bernice Ingalls Staton Foundation in 2001 is supporting more than fifty students each year; 146 Staton Scholars have graduated so far.

Gifts from the Ann and Bill Swindells Charitable Trust are funding thirty-two Willamette Presidential Scholarships a year; thirty-seven Willamette Scholars have graduated so far.

The Giustina Foundation is funding forty Presidential Scholarships a year; thirty-one have graduated so far.

## **Faculty support**

Total amount raised for faculty support  
**\$106.1M**

Number of new endowed chairs and professorships **35**

Number of Faculty Excellence Awards given so far **52**

### **Examples of faculty support:**

#### **Faculty Excellence Awards**

Recognize faculty members performing at the elite levels of research and teaching. Established by donor Lorry I. Lokey in 2006, these awards provide top faculty members with research support and salary supplements in an effort to keep and attract world-class individuals.

#### **Julie Neupert Stott Visiting Professorship in Interior Architecture**

Established with a gift from Peter Stott in honor of his wife, a 1977 UO interior architecture graduate, to bring experienced architects to campus to inspire students.

#### **Laura and Abbott Keller Distinguished Research Scholar and faculty fellowships**

A gift from the Kellers, these endowed faculty positions in the Lundquist College of Business Department of Finance help recruit and retain rising stars in the field.

“The Faculty Excellence Award was the highlight of more than twenty years at the University of Oregon for me.”

#### **Lauren Kessler, Professor of Journalism**

Recipient, Faculty Excellence Award





Inspiration

Total amount raised for academic facilities **\$138.2M**

Number of major capital projects funded or partially funded **21**

### **Building projects funded or launched**

Robert and Beverly Lewis Center for Neuroimaging

Lorry I. Lokey Laboratories

Jordan Schnitzer Museum of Art renovation and expansion

Autzen Stadium renovation and expansion

MarAbel B. Frohnmayer Music Building renovation and expansion

Many Nations Longhouse

Lillis Business Complex; Peterson Hall Museum of Natural and Cultural History, new core exhibit, three-phase renovation and expansion

James F. Miller Theatre Complex

Powell Plaza, Hayward Field improvements

P.K. Park baseball stadium, two-phase construction

Environmental Chamber

Green Chemistry Lab

HEDCO Education Building

Robert and Beverly Lewis Integrative Science Building

Matthew Knight (Basketball) Arena

Cheryl Ramberg Ford and Allyn Ford Alumni Center

Allen Hall renovation and expansion





# Connection

“At last we have a facility, in the MarAbel B. Frohnmayer Music Building, that matches the quality of our faculty and students.”

**Brad Foley**

Dean, School of Music and Dance

“The Securities Analysis Center, our graduate program in finance and accounting, could not exist without donors. It’s been underwritten by some very good friends of the program.”

**Ben Salm**

Managing Director,  
Securities Analysis Center  
Lundquist College of Business

Total amount raised for  
academic programs and  
outreach programs

**\$186.1M**

**New program examples**

**Journalism:** George S. Turnbull Portland Center houses an enhanced senior experience program for public relations and advertising majors and a new master's program in strategic communications.

**Business:** New Venture Championship enhancement for business, journalism; Securities Analysis Center to prepare students for careers in the investment industry.

**AAA:** Product design program.

# Discovery





## **Campaign Leadership Committee**

The late Randall C. Papé, Chair

Timothy P. Boyle, Vice Chair

Marcia Aaron

James W. Bernard

Gerry B. Cameron

John W. "Rocky" Dixon

Allyn Ford

Cheryl Ramberg Ford

Dan Giustina

Wan Koo Huh

Dody Dornsife Jernstedt

Gwendolyn H. Lillis

The late J. Peter Moore

Mary Ann Moore

Susie Papé

Chester L. F. Paulson

David M. Petrone

James Rippey

Shirley Rippey

Chris A. Smith

Vinton "Slim" Sommerville

William R. Swindells

Donald E. Tykeson



THANK YOU

