

Indiana University Foundation – Indianapolis Office
<http://iufoundation.iu.edu/>

The IUPUI campus launched its second comprehensive capital campaign on July 1, 2006 with a \$1.25 billion goal—the largest in Indiana University history. The seven-year campaign concludes on June 30, 2013. Thus, the 2011 fiscal year saw the work of the Indianapolis office of the Indiana University Foundation focalized around this historic fundraising effort. All of the achievements described below contributed toward the goal of maximizing private support for the IUPUI campus as it continues to excel as one of the nation’s premier urban research universities.

Fundraising: IMPACT Capital Campaign and Faculty/Staff Campaign

- As of June 30, 2011, the IUPUI IMPACT Campaign raised \$1,010,842,684, which places the campus at percent toward goal, with a balance of \$239,157,316 yet to be raised over the next 24 months. Exceeding the billion-dollar milestone in the fifth year of a seven-year campaign will significantly increase the likelihood of successfully achieving the \$1.25 billion goal for the IUPUI campus by 2013.
- The IUPUI IMPACT Faculty/Staff Development Campaign exceeded its fundraising goal of \$300,000. During the three-month campaign, 856 IUPUI faculty and staff members made gifts totaling \$340,898. This fundraising effort benefits IUPUI, its faculty, staff and students. These results are significant in that the campaign transitioned from a paper-based to an electronic-based effort. IUPUI faculty and staff members were invited to support the campaign through emails and to make their gifts via web-based methods.
- During the 12-month period of fiscal year 2011, more than 2,200 IUPUI faculty and staff made gifts totaling \$2,414,195. These gifts were made in support of programs and initiatives at IUPUI. They also count toward the seven-year IUPUI IMPACT Campaign.
- Larry Such, an IUPUI Building Services employee for nearly 30 years at the Kelley School of Business - Indianapolis, honored his recent retirement with a bequest of 100 percent of his estate to fund scholarships within the Kelley School. Once endowed, the Larry Such Scholarship will be used to support first-year students who meet the requirements for direct admittance to the Kelley School of Business and who have financial need. Mr. Such states that he is appreciative of the role of the School in educating the future business leaders of the state and for the opportunity it has given him to support these students during his career at IUPUI.

Corporate and Foundation Relations

- 2011 was a significant year in terms of support for the health sciences at IUPUI. A \$20 million grant from the Richard M. Fairbanks Foundation and a \$1 million grant from the Eli Lilly and Company Foundation were both made in support of the proposed School of Public Health at IUPUI. The impact of these gifts will forever be seen in the education of students who will become tomorrow’s public health professionals and researchers, in the

support of ongoing public health research, and in the direct improvement of the health of the people of Indiana.

- To support students during difficult economic times, the Charles E. Schell Foundation made a gift of \$100,000 to IUPUI to be used for emergency loans to students. The availability of a loan when financial need strikes will help IUPUI keep students on track toward graduation.
- Two significant gifts—a \$75,000 gift from the Allen Whitehill Clowes Charitable Foundation, and a \$75,000 pledge from the Clowes Fund—were made to the Reverend A. G. Fraser International Travel Fund, which supports international experiences for students. As a former faculty member of the art history program in the Herron School of Art and Design, Ian Fraser was the driving force behind Herron’s earliest international experiences. The Reverend A. G. Fraser International Travel Fund, named in memory of Ian’s father, has touched the lives of more than 100 students since its establishment in 1996. Multi-week destinations have included Italy, Greece, France, England and Germany.
- In the area of community engagement, the WellPoint Foundation made a \$90,000 grant to the Physically Active Residential Communities and Schools (PARCS) program, a partnership between Indianapolis Public Schools (IPS) and IUPUI’s School of Physical Education and Tourism Management. PARCS brings low-cost fitness options to communities served by three IPS high schools in downtown Indianapolis. For a nominal fee, people young and old may participate in health screenings, health and wellness classes, personal training, group exercise and individual workouts. All of these options are conducted under the supervision of IUPUI exercise science and fitness studies students.

Events and Donor Recognition

- On October 9, 2010, more than 300 donors, campus and community leaders attended the public kick-off of the IUPUI IMPACT Campaign. At this event, attendees met and mingled with students, faculty, researchers and other members of the IUPUI campus community. During the program, Indiana University President Michael McRobbie announced the IUPUI IMPACT Campaign goal of \$1.25 billion. The program concluded with Chancellor Bantz’ announcement that as of September 30, 2010, \$860,613,670 had already been raised in support of the campaign. This figure represented 69 percent of the total goal with more than 33 months remaining in the campaign.
- On March 25, 2011, the IU Foundation sponsored the Senior Academy’s Last Lecture presentation. The Senior Academy is an independent association of retired faculty and staff who contribute their expertise and experience to the university and to the greater community. The Last Lecture Series offers the university community the opportunity to hear reflections on life’s lessons and meaning from a current or retired IUPUI colleague of exceptional merit. The 2011 speaker was Angela Barron McBride, Ph.D., RN, FAAN, Distinguished Professor Emerita of Nursing.
- The IUPUI campus came together this year for the 22nd annual Spirit of Philanthropy Luncheon and Awards Ceremony on April 26th in the Campus Center. This event honors

the individuals, corporations, and foundations that have contributed to our campus through gifts and volunteerism. Through this recognition, we are reminded of philanthropy's critical importance to our university, to our community, and to our civic lives. IUPUI's schools and units honored 22 recipients with the Spirit of Philanthropy award this year.

Advance IU Marketing

- In cooperation with deans and development officers across campus, the IU Foundation produced IMPACT Campaign case statements for IUPUI academic units. Working with IUPUI External Affairs, the Foundation also created the IUPUI IMPACT Campaign website: <http://impactcampaign.iupui.edu/>. Dynamic and donor-focused, these communications outline campaign priorities, highlight donor stories, showcase IUPUI students, faculty and programs, and outline ways to give.
- In January 2011, the marketing teams of the IU Foundation and the IU Alumni Association began a new collaborative effort to improve the efficiency and effectiveness of communications with shared audiences. A best-practices model for strategic communication with donors and alumni, this collaboration creates opportunity to maximize resources, eliminate duplicative efforts, and more effectively engage audiences in the life and future of Indiana University.