



Taking the *Lead*

"Leadership through charitable giving at the University of South Alabama"

Letter from the *President*

Dear Friends,

Over the years, private gift support has become an important component of every American college and university budget. With each passing year, gift support becomes even more critical to public universities, such as the University of South Alabama, as competition for limited public dollars becomes more intense. Today, private gift support at the University of South Alabama provides the margin of excellence that promotes expansion and insures stability.

At USA, our annual gift program is young but growing in size and



importance to the University. As president, I see the positive results of charitable giving daily. Recently, gift support has made possible the renovation of Stanky Stadium and has funded much of the cost of construction for our new archeology building.

Over the last five years, charitable giving has resulted in the creation of more than 100 scholarships to support outstanding students. In addition, donors have endowed several faculty positions to allow us to attract and retain the very best faculty. The USA Annual Fund Program provides unrestricted gift dollars, which enable

the University to take advantage of academic program opportunities that otherwise might not have been possible. The University is clearly a better institution today because of the philanthropic support we have received.

We value each donor and each dollar contributed to the University of South Alabama. This inaugural newsletter is the beginning of another communication program to publicly show you the value that your gifts bring. *Taking the Lead* will be published regularly to tell you how your gifts make a difference at USA. Thank you for all that you do as friends and donors to the University of South Alabama.

Sincerely,
V. Gordon Moulton

Inside this Issue

- "Care for Babies".....1
- Quality Donor Stewardship..2
- New in Athletics.....2
- Learning Resource Center3
- Dr. Kreisberg Endowment....3
- Annual Fund Wrap Up3
- "Can you Dig it?"3
- Opportunities.....4
- Working with You.....4



"Care For Babies"

The University of South Alabama Children's and Women's Hospital recently unveiled their new "Care for Babies" transport vehicle for the hospital's Hollis J. Wiseman Neonatal Intensive Care Unit. This mini-neonatal intensive care vehicle was a gift to the hospital from the Alabama Forestry Association and the Loggers Council through their Log a Load for Kids program.

Dr. Fabien Eyal, medical director of the NICU at Children's and Women's explained, this state of the art vehicle will allow us to quickly transport our neonatal intensive care unit and medical specialists to the community where the sick baby is located and to provide continuous care while the baby is transported back to our NICU.





Quality Donor Stewardship . . . A Priority

By Dr. Joseph F. Busta, Jr.
Vice President for Development and Alumni Relations

As we build a first class private gift support program at the University of South Alabama, quality donor stewardship is a fundamental University responsibility. Our goal is to ensure that each donor's gift intentions are executed to the best of our ability. Basic to this

goal is good communication with each donor. We start this process by communicating clearly to each donor how we will use their gift when we ask them to give or when we are in discussion with them about giving. The next step is good documentation on each gift given to us. Gift documentation is done through a written donor agreement or by clearly spelling out the uses of an intended gift in the letter of solicitation and other gift related materials used when asking for gift support.

Recognition of donors and giving donors feedback on how their gift was used are also important parts of USA's stewardship program. We start by thanking donors with letters and gift receipts within 48 hours of receiving their gifts in our offices. We then recognize all donors who made a gift each fiscal year by listing

them in our annual Honor Roll of Donors. The Honor Roll of Donors is organized to recognize donors by the amount of their total giving. These levels are a function of our donor recognition system - a system which enables us to specifically appreciate all donors who make gifts at any level. Recently, we began an annual donor appreciation event for all donors who made gifts of \$1,000 or more during the past fiscal year. The inaugural donor appreciation event was a breakfast held in the Mitchell Center featuring our students who have benefitted from privately funded scholarships. Later this year, we will implement the first phase of a new donor stewardship report program for donors who have made significant gift commitments especially to endowment, capital construction or equipment purchases. These reports will give more detail on how each gift qualifying for this program was used.

By communicating clearly with donors before and during the gift making process, handling gift transactions promptly and accurately, recognizing donors in the Honor Roll and at annual appreciation events, and accounting for our stewardship of gifts with ongoing reporting, we ensure that every donor can have full confidence in the University's use of their vitally important gifts.

Tennis Campaign

The USA Athletics Department and the USA Office of Development recently announced that they were conducting a tennis campaign to permanently and appropriately memorialize Bill and Marilyn Lubel, the most important tennis donors and supporters in the history of the program. The University will construct a memorial gateway to the Bruce David Lubel Tennis Complex, honoring the many years of support and leadership that the Lubels gave towards the USA Tennis program. The Lubel children, Glenn Lubel, Linda Lubel Bradley, and Elaine Raymon, have donated \$50,000 toward the campaign, including a challenge gift that will be used in conjunction with the first ever annual fund appeal to USA Tennis Alumni.

Another goal for the tennis program is to purchase a state-of-the-art scoreboard to add to the aesthetic beauty and functionality of the Bruce David Lubel Tennis Complex.

To date, this campaign has raised over \$70,000 towards its goal of \$102,000.

Inaugural Cingular Wireless Jaguar Golf Challenge

On March 16th, the Inaugural Cingular Wireless Jaguar Golf Challenge was played at the beautiful Country Club of Mobile. After lunch on the patio, 96 participants were ready for the much anticipated round of golf, competing for unparalleled prizes. Concluding just in time for hors d'oeuvres and dinner, USA President V. Gordon Moulton, John Stivender, Laura Clarke, and Rob Cowden took home first place! "This is by far the best tournament I have been involved in," said Bill Withers, Area General Manager of the presenting sponsor, Cingular Wireless. "It was extremely well run and had the best prizes of any amateur tournament in the northern Gulf Coast region."

The tournament was sponsored by University vendors and friends to benefit student athlete scholarships.



“Our goal is to be a center of excellence...”

...and building a Learning Resource Center will bring us ever closer to that goal,” said philanthropist Abe Mitchell for whom the Mitchell College of Business was named. Plans are well underway for finalizing construction for a Learning Resource Center adjacent to the Mitchell College of Business. The Center will provide for additional learning resources for students, faculty, and alumni as well as hands-on capabilities in the ever-increasing technological advances of the business world. It will include a business library, study rooms, computer lab, faculty offices and the John B. Saint Financial Analysis Center, where students can get hands-on experience with worldwide financial trading business practices used in today’s marketplace.

While a portion of the \$2.3 million needed to construct the Center came from federal and state funding, the “plan” for raising additional funding includes a matching gift challenge from Abe Mitchell. Mr. Mitchell pledged to match dollar-for-dollar all contributions made by private sources. To date, approximately \$480,000 has been raised in the campaign. The projected date for the building’s completion is Fall, 2007.

2005 Annual Fund Wrap Up

We recently wrapped up our 2004-2005 Annual Fund campaign, including our Inaugural Annual Fund for Medical Excellence. The response to each of these was amazing and we sincerely appreciate each gift contributed to the USA Annual Fund program.

Faculty/Staff Annual Fund

\$156,019.25

Alumni Annual Fund

\$25,460.50

Annual Fund for Medical Excellence

\$11,194.00

Can you Dig it?

Students at the University of South Alabama will soon be “digging” the new Alfred and Lucile Delchamps Archeology Building set for completion mid-October, 2005. South Alabama students aren’t the only ones who will benefit as elementary-aged students from all over the state of Alabama and the gulf coast area will have the opportunity to view artifacts that tell the story of the Mobile area’s earliest settlers and how they survived.

Through the generosity of many interested donors, the Delchamps Archeology Building will be a unique structure for the campus. It will include a permanent display of relics, like a reconstructed Indian mound, a substantial collection of arrowheads and primitive tools used by Indians and early gulf coast settlers, and a reconstructed French house from the early 1700s. The Center



Dr. Robert A. Kreisberg Clinical Scholars Endowment

Robert A. Kreisberg, M.D., has served with great distinction as a medical educator for over thirty years. Twice as Dean of the University of South Alabama College of Medicine and also as Chairman of the Department of Medicine, Dr. Kreisberg educated, trained and inspired several thousand USA medical students and residents who have gone on to distinguished careers.



When he announced in late 2004 that he would retire from USA within two years, the University began to receive inquiries from medical graduates, colleagues, and employees who wanted to make gifts in his honor. Dr. Kreisberg requested that any contributions be used to support and reward gifted medical teachers. USA has established the Dr. Robert A. Kreisberg Clinical Scholars Endowment to honor his request.

This endowment will provide perpetual funding to encourage medical faculty to excel as teachers, to be role models and mentors, to maintain a commitment to patient care and teaching, and to instill the ethic to be outstanding physicians who are intellectually curious and committed to a lifetime of professional growth. To date, alumni and friends of Dr. Kreisberg have contributed \$84,000. Alumni gifts are matched by the University on a dollar-per-dollar basis, adding \$49,000 for a total to date of \$133,000.

will also accommodate “traveling” exhibits as well as a multi-purpose gallery and adequate space for the proper curation of artifacts.

“Imagine every fourth grade student in Alabama who is required to study Alabama History having the opportunity to see first-hand real artifacts from our state’s earliest settlers,” said Dr. Joe Busta.

“Our donors realized the impact the Center would make on these children and our students and generously helped the University make this vision a reality.” The University is especially grateful to Alfred and Lucile Delchamps for their support in years past and for whom the Center is named. Major Donors include: the Crampton Trust, the Hearin-Chandler Foundation, and The J. L. Bedsole Foundation; Major Sponsors were White-Smith Land Company, Inc., Mr. and Mrs. Palmer Bedsole, Mr. and Mrs. Nicholas H.

Holmes, Jr., and the University of South Alabama National Alumni Association.

Opportunities to *Give*

Private support for the University of South Alabama is critical to the future success of the University. There are numerous ways to make philanthropic gifts to USA. Donors may make restricted gifts to any department, college, or program or, if they so choose, donors may make unrestricted gifts to the University to be used Where the Need is Greatest at the president's discretion.

A charitable gift to the University of South Alabama can take many forms. It can be:

- a gift of cash or securities

The most immediately useable gifts to the University are those which come in the form of cash and in the form of securities which can be converted to cash. All gifts of cash or securities can be designated for any purpose the donor chooses.

- a corporate matching gift

Many companies encourage their employees to be good citizens and aid their philanthropic effort by matching, and often doubling, or even tripling each employee dollar given. If one works for a matching gift company, just send the employer's matching gift form with your check. The University Development Office and your company will take care of the details. USA will recognize both the company for their matching gift as well as the donor's gift.

- a bequest through a will or living trust

A common way of leaving a legacy to a donor's life is through a gift left to USA through a will.

- a charitable trust or other life income plan

Various trust arrangements such as charitable remainder unitrusts, charitable remainder annuity trusts, and charitable lead trusts may enable a donor to make a gift to the University and at the same time retain income from the assets and secure a tax advantage.

- making the University a named beneficiary in your retirement or insurance policy
- gifts of real and personal property

These gifts can be anything from land, houses, and other real estate to works of art, collectibles, rare books, copyrights, oil and gas interests, as well as scientific equipment, computers, vehicles and heavy equipment. The property may be sold and invested in endowments or used for capital or operating funds. Gifts of scientific equipment or computers may go immediately into the classroom or research laboratory.

Working With You

Dr. Joseph F. Busta, Jr.

Vice President for Development and Alumni Relations

Ginny Turner

Director, University Development

Jim Rainey

Director, Medical Development and Alumni Relations

Carol Kittrell

Director, Alumni Relations

Ann Cunningham

Associate Director, Children's and Women's Hospital Development

Tracy Coleman

Associate Director, Medical Affairs

Abbie McCullough

Assistant Director, Annual Giving

Melodie Robinson

Assistant Director, College of Medicine Alumni Relations

Kim Halbrooks

Coordinator, Development Services

Melissa Lambert

Campaign Coordinator

University of South Alabama
Office of Development
Health Services Bldg., Ste. 2150
307 University Blvd., N.
Mobile, Alabama 36688-0002



Non-Profit
U.S. Postage
PAID
Permit No. 506
Mobile, AL