

"We're running 40 per cent ahead on overall number of contributors in the 1971-72 Alumni Development Fund Campaign as compared to this time last year," says Bill Hammond, ADF executive secretary. "Century Club membership, contributors of \$100 or more, have increased from 295, as of December 31, 1970, to 356 by the end of 1971."

Dollars contributed to the campaign, which began May 1, 1971, are also in excess of last year. As of December 31, approximately \$97,000 had been contributed. At the same time last year, the sum was only \$74,000.

Letters and brochures were sent to all OU alumni, and tele-fund campaigns were conducted within Oklahoma and two out-of-state cities. Personal solicitation campaigns have been held in 15 cities—Altus, Ardmore, Bartlesville, Dallas, Duncan, Enid, Houston, Kansas City, Lawton, Muskogee, Norman, Oklahoma City, Ponca City, Tulsa and Wichita.

"The substantial increase both in number of dollars contributed to the ADF and the number of contributors is most gratifying. I think this indicates an increasing confidence in the future of the University and an increasing desire on the part of the alumni to be a part of that future," said Dr. George L. Cross, national honorary chairman of the "The Reason Is People" campaign.

"It seems likely that this year's ADF goal of \$160,000 can be achieved. To do so, however, will require sustained effort on the part of those conducting the campaign as well as a marked increase in the number of alumni who contribute," he continued.

A significant number of allocations have been made by the ADF Board of Directors since the campaign began, to benefit students, faculty and departments. The University of Oklahoma marching band received funds for the purchase of new instruments, the repair of old instruments, the cost of musical arrangements and assistance for the spring tour. Allocations were made to establish the Baldwin Study-Travel Award for excellence in teaching, to the Faculty Club for remodeling and to the new multi-purpose arena drive. In addition, the School of Music received assistance for the purchase of two new practice organs and the repair and installation of one used organ.

"Many alumni have given their time and support in helping us with this campaign. We are extremely grateful for their support and pleased with the results thus far. If the alumni response continues strongly from now until the end of the campaign, we are quite optimistic of reaching our goal," said Hammond.

The Reason Is People

A Mid-Year Report

