

The Donors

THE CENTENNIAL CAMPAIGN



Commission chairman W. R. Howell, here with Celebration Committee chairman Katie Davis at the recognition dinner, not only made a personal contribution toward the Centennial's expenses but also established the Second Century Lecture Series in memory of his father, W. R. Howell Sr.

O

ne hundred million dollars.

It was an inauspicious time to launch such an auspicious capital gifts campaign. In mid-1986, Oklahoma's economy was taking a beating of monumental proportions from crises in both the petroleum and agricultural industries. Some of the University's staunchest friends were among the hardest hit.

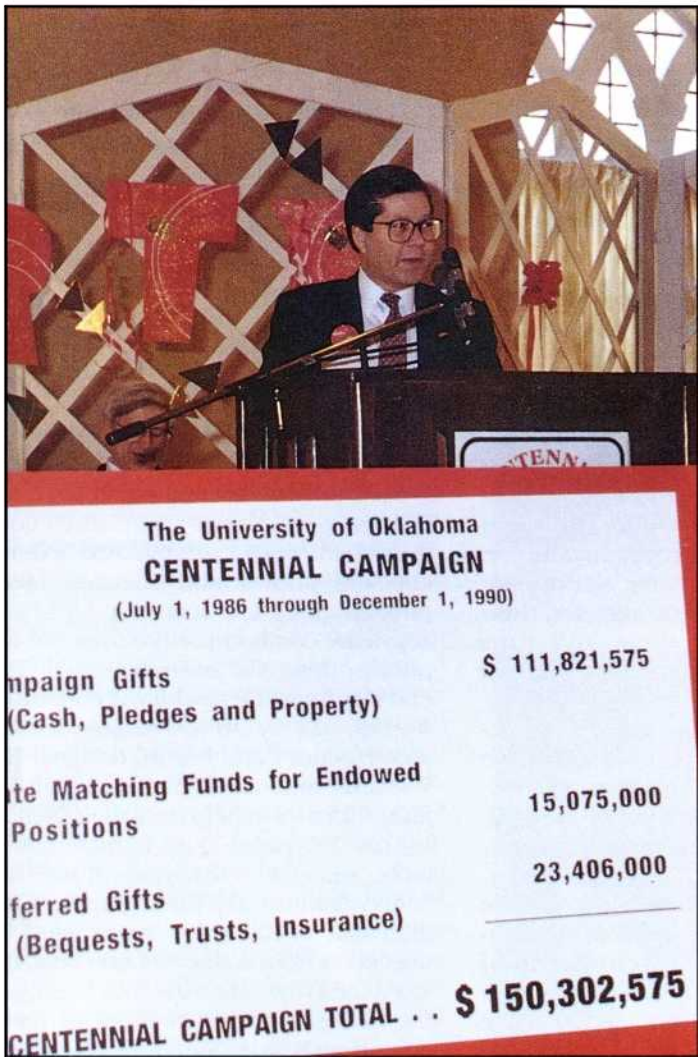
But an institution does not choose the hour of its centennial. The year 1990 would come with or without a celebration, with or without a campaign. In the minds of University officials and volunteers alike, there was no question but to go ahead. And there could be no other goal for the 100th birthday gift to the institution.

Four-and-a-half years later, on December 19, 1990, the chairman of the Centennial Commission's Development Committee, Stanton L. Young, stood before the media and friends gathered for the 100th Birthday Party and announced that the goal had been surpassed by 50 percent. A total exceeding \$150 million had been raised during the Centennial Campaign.

Of the total, \$111,821,575 had been received in gifts of cash, property and pledges; deferred gifts added \$23,406,000; and matching funds from the State Regents' Endowment Program for chairs and professorships totaled \$15,075,000.

Endowments that benefit the University in perpetuity accounted for \$52,613,110 of the total raised. Included were 13 new endowed chairs and 18 professorships on the Norman campus and 15 chairs and 18 professorships at the OU Health Sciences Center. This compares with 13 chairs and 10 professorships for the entire University before the Centennial Campaign.

More than 29,345 alumni, friends, corporations and foundations participated in the campaign, with 31 gifts of more than \$1 million and 408 of more than \$25,000. The OU Associates, contributors of \$1,000 annually for academic enrichment, provided nearly \$5.5 million during the Centennial.



LEFT: At the Centennial Campaign press conference on December 19, 1990, OU Regents' chairman Ron White expressed the University's appreciation to Centennial Development Chairman Stanton L. Young and his committee and all the individual, corporate and foundation donors who put the \$100 million drive over the top by a whopping 50 percent.

BELOW: The first major gift to the Second Century Fund was in the form of a \$1 million paid-up life insurance policy from OU Foundation trustee Doris Bratton, of Norman, here with Libby Blankenship, at left.



A breakdown of the funds shows 36 percent going for general academic support, 23 percent for endowed faculty positions, 8.8 percent for scholarships, 11 percent to support campus facilities and equipment and 15 percent in deferred gifts. In dollar amounts, more than \$2.8 million was directed to libraries and \$13.2 million for scholarships.

Capping the Centennial Campaign in the fall of 1990 was a special fund drive conducted by faculty and staff volunteers on all three University campuses. Chairs for the funding effort were David W. Levy, Judy Smith, Martha Ferretti and Marcia Morris. Five hundred fifty of their colleagues responded with a total of \$359,600 to express their commitment to excellence at the University of Oklahoma and their appreciation for continuing private support from alumni and friends.

While President Richard L. Van Horn paid tribute to the individuals, companies and foundations who made possible

the record-setting Centennial Campaign, OU's new vice president for University Affairs expressed his pleasure at the climate for private giving that he has found among Sooner supporters.

"The entire University community—faculty, staff, students, alumni and friends—rallied to support the Centennial," said Frederick J. Bennett, who came to OU in April 1990 from the University of Connecticut. "Their enthusiastic support for the Centennial activities and campaign underscores their loyalty and affection for this university."

The Second Century Fund

In part, the enthusiasm of the University's new man in charge of private fund raising for his new job is based on the forward-looking nature of the Centennial Campaign he inherited. While paying tribute to the past and providing for the present, the Centennial Campaign

had an added focus on the future of the University of Oklahoma—the Second Century Fund.

One of the University's most critical needs is flexible funds—resources that can be used as seed money for new ventures, to take advantage of unexpected opportunities, or to meet unanticipated academic exigencies. The purpose of the Second Century Fund is to provide such support through an endowment that will serve the University in perpetuity.

Impetus for the new enrichment endowment came early in the Centennial Campaign in the form of a \$1 million fully paid life insurance policy from OU Foundation trustee Doris Bratton of Norman. Other unrestricted gifts, including hundreds of small donations made through the Centennial mail solicitation, have totaled more than \$120,000, with additional gifts continuing to build the Second Century Fund.