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Cent. IL, Chicago,
Locals, Chic. Tribune

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EMBARGOED UNTIL 11:30 A.M. (CT), OCT. 7

\$64.68 Million Tallied by Campaign for Illinois Wesleyan

BLOOMINGTON, Ill.--The Campaign for Illinois Wesleyan University, the largest fund-raising effort in campus history, has tallied \$64.68 million in outright and deferred gifts and pledges--\$6.68 million more than its \$58 million goal.

The announcement was made today (Oct. 7) by campaign chairman Edward B. Rust, Jr., president and chief executive officer of State Farm Insurance Companies.

Rust, a 1972 IWU graduate, made the announcement at a luncheon attended by about 650 Illinois Wesleyan alumni and friends.

Eleven pre-school children revealed the surprise total to the audience using sandwich board cards. They scurried to assigned positions to "spell out"--\$64,682,360.79, the campaign total, to date.

"We are preparing Illinois Wesleyan University," Rust said, "to serve the educational needs of these children and many other young people in the years ahead."

When the campaign was publicly announced in May, 1992, gifts and pledges totaled \$30.1 million. Since then, it has received \$34.2 million in gifts and pledges.

More than 300 campaign volunteers spurred contributions by 10,769 individuals and companies. Two \$5 million leadership gifts led the campaign, as well as 123 gifts of \$100,000 or more from individuals and organizations.

Of the \$64.68 million for the campaign, \$33.42 million (52 percent) is in the form of outright gifts and pledges, while \$31.25 million (48 percent) is in the form of various deferred gifts, such as gift annuities, life insurance policies, and bequests in wills.

Funds raised were used:

- To construct the \$15.1 million Shirk Center for athletics and

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recreation, which opened last fall.

- To construct the \$25 million Center for Natural Science Learning and Research, which opened Aug. 28 with the start of classes for the 1995-96 school year. The 130,000-square-foot, three-level facility was dedicated this morning. The Center for Natural Science Learning and Research replaces Sherff Hall, IWU's principal science facility since 1963.

"Sherff was constructed," Rust said, "years before Neil Armstrong placed his footprint on the moon, and decades before personal computers replaced slide rules as handy tools for budding scientists. Science has gone through a revolution in the past 35 years, and the sad truth is that Sherff Hall simply could not keep pace with this swift change."

- To increase IWU's endowment by \$16.68 million. These funds are used for student financial aid, scholarships, faculty support, and building maintenance for the Shirk Center and the Center for Natural Science Learning and Research. The university's endowment is valued at more the \$105 million. Income from endowment investments provides about 9 percent of IWU's current fund revenues.

"Additional support for Illinois Wesleyan's endowment," Rust said, "is a hedge against an uncertain future--inflation, ups-and-downs in the economy, and changes in state and federal policies.

"By making a major commitment to build the university's endowment," Rust added, "we're trying to ensure that an Illinois Wesleyan education is possible for a wide range of academically qualified students in the future, just as now--students from diverse ethnic, cultural, and economic backgrounds. A strong endowment will help the university recruit and retain its top-notch faculty, which is the heart and soul of any university."

- To contribute \$7.9 million to the university's annual operating fund during the five-year (1991-95) fund-raising effort. The annual fund, which supports the university's yearly operating expenses, typically is earmarked for university-funded scholarships, faculty salaries, library

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books, and academic equipment.

"The annual fund," Rust said, "is critically important to a private university. Through this fund, IWU's alumni and friends show their continued confidence in the university by making yearly contributions."

Rust said the Campaign for Illinois Wesleyan has one goal: "To ensure that the trademark of excellence and quality so closely associated with Illinois Wesleyan in the last two centuries will be assured in the 21st century."

While lauding those who participated in the campaign, IWU President Minor Myers, jr. said: "Much work remains to be done. Not all projects are completely funded. We are hopeful our friends and alumni will continue to help us."

Among continuing goals for the campaign are:

- Securing additional endowment funds to cover operating costs of the Shirk Center and the Center for Natural Science Learning and Research.
- Securing additional financial support for IWU's annual fund in order to maintain the university's balanced budget.
- Securing capital support for ongoing renovation of campus buildings and infrastructure.

IWU, founded in 1850, offers a College of Liberal Arts, College of Fine Arts, and a four-year professional School of Nursing. The Carnegie Commission for the Advancement of Teaching promoted Illinois Wesleyan to a "Baccalaureate I" institution in 1994, a classification that places it among 161 highly selective National Liberal Arts Colleges in the annual *U.S. News & World Report* rankings. *101 of the Best Values in America's Colleges and Universities* calls IWU "undoubtedly one of the finest small colleges in the country," adding, "Illinois Wesleyan has surged to national prominence on the basis of its reputation as a school with a rock-solid academic program."