



Future power

Thousands of generous friends carry RIT's biggest fundraising effort beyond the \$300 million goal

The most ambitious fundraising effort in RIT history reached a grand finale on June 30, 2006, with a total of more than \$309 million in gifts and commitments.

"This is an awe-inspiring victory," says President Albert Simone. "Lifting our campaign past its \$300 million goal took a Herculean effort on the part of dedicated members of the campus community, unprecedented generosity from a wide range of university partners, and an unwavering commitment as RIT evolves into what we have identified as a 'Category of One' university – a standard of comparison to which others aspire."

"Powered by the Future: The Campaign for RIT" is profoundly impacting the university. The increased resources have built new facilities,

created numerous scholarships, funded research, supported faculty endeavors and increased RIT's endowment.

Certainly one of the most significant impacts of the campaign is the creation of a new "spirit of giving," says Simone.

Before the campaign began, annual giving averaged \$12 million. Over the eight-year campaign period, annual giving jumped to \$50 million. During the final year, new gifts and pledges totaled \$78.5 million, by far the largest fundraising year in RIT history.

"The whole, large RIT community came together in an unprecedented spirit of caring, spirit of giving, a sense of pride in what we've accomplished so far

and, more importantly, in what we have the potential to accomplish in the future," says Lisa Cauda, vice president for Development. "I believe that spirit will be a lasting effect of the campaign, and one we must continue to nurture."

Creating strong bonds

William A. Buckingham '64 (business), campaign chair and RIT trustee, concurs with Cauda's assessment.

"The success of this campaign shows that RIT is evolving a giving base that continues to expand," says Buckingham. "We had more than 100,000 gifts and we had 52 gifts that exceeded \$1 million. We have developed stronger bonds with important constituencies who have a real, long-term stake in RIT: alumni, students, parents, corporations, trustees and friends.

"As an alumnus," he continues, "I believe the value of an RIT degree is rising as the university continues to

prosper."

John Lippincott, president of the Council for Advancement and Support of Education (CASE), called the RIT campaign a "significant accomplishment." CASE is a major international association for development, communications, marketing and alumni relations professionals.

"\$300 million is a lot of money by any standard," says Lippincott. "This puts RIT in a fairly exclusive club."

Power in tough times

Lippincott says that the past eight years were a "challenging" period for fundraising. The Sept. 11, 2001, terrorist



Toasting RIT's future at the campaign celebration are, from left, Vice President for Development Lisa Cauda, Campaign Chair William Buckingham '64, Board of Trustees Chair Michael Morley '69, and President Albert Simone.

attacks, followed by a significant weakening in the economy, were setbacks that led many institutions to postpone even small efforts. The devastating tsunami in Asia in December 2004, and Hurricane Katrina in August 2005 also had an impact, as donors directed their dollars – at least temporarily – to aid disaster victims.

In fact, the Sept. 11 attacks caused RIT to delay the official campaign kickoff for a year. However, the campaign was already underway. It began in 1998 with the announcement of a \$12 million gift from the Gleason Foundation of Rochester. The Gleason Foundation has supported RIT for more than a century, and committed a total of \$20 million over the eight years of the campaign.

"This institution has been indispensable in terms of the success of the Rochester community and certainly has been a part of the success of my company," says James S. Gleason, RIT trustee and chairman, Gleason Corp.

In recognition of the family's support, RIT named the Kate Gleason College of Engineering. That became the first of three colleges named during the eight-year campaign.

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The Sentinel dedication celebration.

Gordon Field House and Activities Center



CSD Student Development Center at NTID



Eastman Kodak Quad



Campaign highlights

1998

- The campaign begins in June 1998 with a \$12 million gift from Gleason Foundation. In recognition, RIT names the Kate Gleason College of Engineering.

1999

- The campaign reaches the \$30 million mark.

2000

- Joseph and Helen Dyer give \$1.5 million to create the Dyer Arts Center in the Lyndon B. Johnson Building, home of NTID.

2001

- B. Thomas Golisano donates \$14 million to create a new college, the B. Thomas Golisano College of Computing and Information Sciences.
- The E.J. DelMonte Corp. donates the Rochester Thruway Marriott hotel, valued at \$14 million. It becomes the RIT Inn and Conference Center.

2002

- Construction of the \$25 million Gordon Field House and Activities Center begins.
- The official campaign kick-off takes place.

2003

- The Golisano College building is dedicated.
- RIT's Printing Applications Lab receives a Sunday Web Press, a gift from Heidelberg USA (now the Goss Company).
- Albert Paley's sculpture, The Sentinel, is installed.
- Eastman Kodak Quad is dedicated in recognition of a 100-year partnership between RIT and the photo industry giant.
- The campaign reaches \$178 million.

2004

- The Gordon Field House and Activities Center opens for RIT's 119th commencement. Xerox CEO Anne Mulcahy is convocation speaker and announces a \$2 million gift from the company. By the end of the campaign, Xerox' gifts exceed \$5 million.
- A \$2 million grant is received from the McGowan Charitable Trust, creating the William G. McGowan Center for Telecommunications.
- Charles Volpe '59 (mechanical engineering) and his wife, Andrea, pledge \$5 million to endow scholarships in the Kate Gleason College of Engineering.

2005

- Construction begins on the Center for Bioscience Education and Technology. A \$2 million gift from Excellus BlueCross BlueShield helps fund the project.
- Bausch & Lomb commits \$2.5 million to fund an endowed professorship in microsystems engineering.

2006

- A \$13 million gift from E. Philip Saunders received. RIT names the E. Philip Saunders College of Business.
- The campaign ends on June 30 with \$309,708,511.



The dedication of the B. Thomas Golisano College of Computing and Information Sciences.

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Help from great friends

In February 2001, the B. Thomas Golisano College of Computing and Information Sciences, RIT's eighth college, was created by a \$14 million gift from B. Thomas Golisano, Paychex Inc. founder and RIT trustee. It has quickly developed into the largest comprehensive college of computing in the nation.

"RIT has a history of identifying and responding to industry needs with top-notch educational programs. RIT graduates have certainly been an asset to Paychex," says Golisano, who served as honorary chairman of the campaign. "To all of those who gave to RIT, I say thank you for making a terrific investment."

RIT's Board of Trustees, which includes 53 active and 29 honorary or emeriti members, became the largest group of campaign supporters, re-

sponsible for \$95.4 million of the total, including personal and corporate gifts.

CASE president Lippincott says campaigns have positive effects on institutions beyond the obvious benefit of increased financial resources. "The campaign becomes a rallying point for the institution," he says. "The exercise of going through the process of articulating the vision and giving clear focus to identifying priorities is very healthy."

President Simone puts it this way:

"Faculty, staff and students, trustees and friends all came together for a common purpose, to make RIT even better, to take RIT to the next level as a university," he says. "To see that attitude develop and grow has meant even more than money."

The campaign has ended but the need to support students continues. To make a gift to RIT, go to www.rit.edu/giving, or call the Office of Development at 585-475-5500.

The campaign at a glance

- \$309,708,511 raised from June 1998 through June 2006
- More than 110,000 gifts received from 33,000 donors worldwide
- 52 gifts exceeded \$1 million
- 63 percent of RIT's faculty and staff made gifts for a total of \$5,144,349
- More than 19,000 gifts from alumni
- More than 200 scholarships created
- Seven endowed professorships created
- One college established (B. Thomas Golisano College of Computing and Information Sciences)
- Two colleges named (Kate Gleason College of Engineering, E. Philip Saunders College of Business)
- More than 800,000 bricks added, bringing the campus total to nearly 15 million



The past eight years have brought more construction than at any time since the campus was built in the 1960s. An addition to the Kate Gleason College of Engineering is slated to open in spring 2007.

- Nine major structures added including Gordon Field House and Activities Center, James E. Gleason Building expansion, CSD Student Development Center at NTID, Dyer Arts Center, Center for Bioscience Education and Technology
- More than \$90 million in new applied research initiatives
- More than \$34 million added to the RIT endowment, which now totals nearly \$580 million