

The Power of Personal Philanthropy

Spring 2006

www.vcu.edu/campaign



THE CAMPAIGN FOR **VCU**

Virginia Commonwealth University

The Power of Personal Philanthropy

Spring 2006

www.vcu.edu/campaign

Inside this issue

Pauleys jump-start the Heart Center campaign **3**

Philanthropy at work: Philip Morris helps a friend **4**

The Campaign for VCU: Tracking annual progress **5**

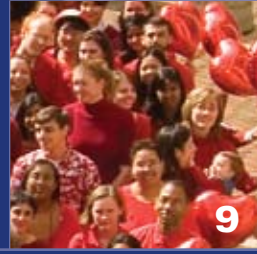
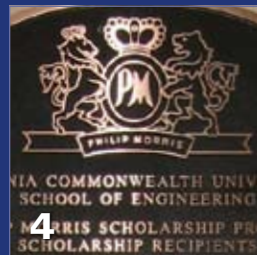
Making an impact through online planned giving **6**

Did you know . . . **7**

In other giving news . . . **8**

Taking National Wear Red Day to heart **9**

What's happening . . . **10**



Pauleys jump-start the Heart Center campaign

James Sanderlin did not hesitate to say yes when Dr. George W. Vetrovec asked for his help.

“Helping George is a privilege,” Sanderlin said. “He certainly has helped me. In fact, he may well be the reason I’m here to be asked.”

Seven years ago, Vetrovec repaired two blocked arteries in Sanderlin’s heart. Then in September 2004, Vetrovec, director of the Virginia Commonwealth University Heart Center, asked Sanderlin to serve as chair of The Next Generation: Campaign for the VCU Heart Center. The campaign’s goal is \$10 million.

Sanderlin, who is head of the law department at Dominion Resources, did not have any fundraising experience, but he did have 30 years under his belt as a trial attorney.

“So I was used to asking people for things,” he said.

Thanks to the generosity of some loyal Heart Center supporters and “one great donor,” Sanderlin has not had to do a whole lot of asking just yet.

At a December meeting of the Heart Campaign Advisory Council, member Stanley Pauley announced that the Pauley Family Foundation would donate \$5 million to the campaign. The center now will be called the VCU Pauley Heart Center.



Stanley Pauley (left) and Dr. George W. Vetrovec

“Everyone in the room was speechless,” Sanderlin said. “And believe me, speechlessness is rare in a group of fundraisers. It was just such a wonderful surprise.”

Pauley, chair and CEO of Carpenter Company, is a longtime supporter of VCU, serving as trustee of the School of Engineering Foundation and as a member of the Founder’s Society.

A former Heart Center patient, Pauley said he was impressed with the entire staff’s dedication and care.

“They are doing a great job in making a difference in peoples’ lives,” Pauley said. “Their technical prowess is exceptional, and the intention of the gift is to extend their capabilities by expanding the staff and providing sufficient assets to keep up with rapidly changing technology needed to treat heart diseases.”

With 64 million Americans — almost one-fourth of the population — battling cardiovascular disease and more than 930,000 of them dying from the disease each year, gifts such as the one from the Pauley Foundation are essential to winning the fight against our nation’s leading cause of death.

“We are incredibly fortunate to have such generous philanthropists in our community like Stanley and Dorothy Pauley,” said Eugene P. Trani, Ph.D., VCU president and president and chair of the VCU Health System. “The Pauley Heart Center will be a very visible and lasting legacy, and I am confident that many people with cardiovascular disease will benefit from their gift.”

But, Sanderlin said, the campaign still has a long way to go before it is a total success.

“We launched this campaign in a tough market,” he said. “With several natural disasters and some very visible local campaigns appealing to donors, it’s a challenge for everybody. But we have a good message, and that is what makes all the difference.”

For more information on the VCU Pauley Heart Center and The Next Generation Campaign, contact the MCV Foundation’s Sharon Larkins-Pederson at (804) 828-4599.

Philanthropy at work: Philip Morris helps a friend

Philip Morris USA is an old friend of Virginia Commonwealth University. Senior mechanical engineering major Christina Rodi considers herself a friend of the company, too.

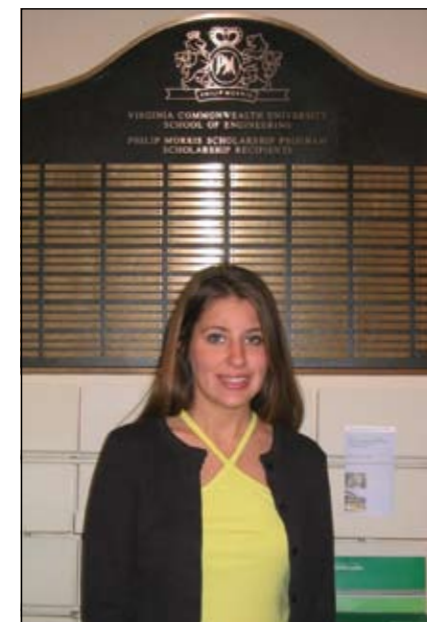
For years, Philip Morris has had a tremendous presence on campus, especially in the School of Engineering. From leadership seminars to recruitment fairs to providing funding for scholarships, buildings and more, to giving jobs to interns and graduates, the company has had a direct impact on the lives of our students, faculty, alumni and community.

“The School of Engineering is most fortunate to have such a long-standing relationship with Philip Morris USA,” said Dr. Robert Mattauch, dean of the VCU School of Engineering.

In February, Philip Morris gave a \$25,000 Aid in Education grant to the VCU Career Center, which will let the center promote the development of future leaders in business and industry. Susan Story, director of the Career Center, said funds will go toward developing student leadership training, initiating a speaker’s bureau, introducing a peer educator’s program and expanding outreach to international students.

In January, the company donated \$2.2 million to the combined campaigns of the VCU schools of Business and Engineering. In addition to a cash donation of \$1 million to each school, the company donated nearly \$225,000 in equipment to the engineering school that will give undergraduate students hands-on experience with advanced design and prototyping machinery.

That type of experience was one of the reasons Rodi, a 21-year-old with minors in math, physics and business, decided to attend VCU. As a student at James River High School in Chesterfield County, Va., Rodi was active in the FIRST Robotics Competition, which holds its annual regional event at VCU.



Christina Rodi, mechanical engineering senior

“The School of Engineering is most fortunate to have such a long-standing relationship with Philip Morris USA.”

*– Dr. Robert Mattauch,
dean of the VCU School of Engineering*

“I really got to know the school, I felt comfortable here and everyone was so friendly,” she said.

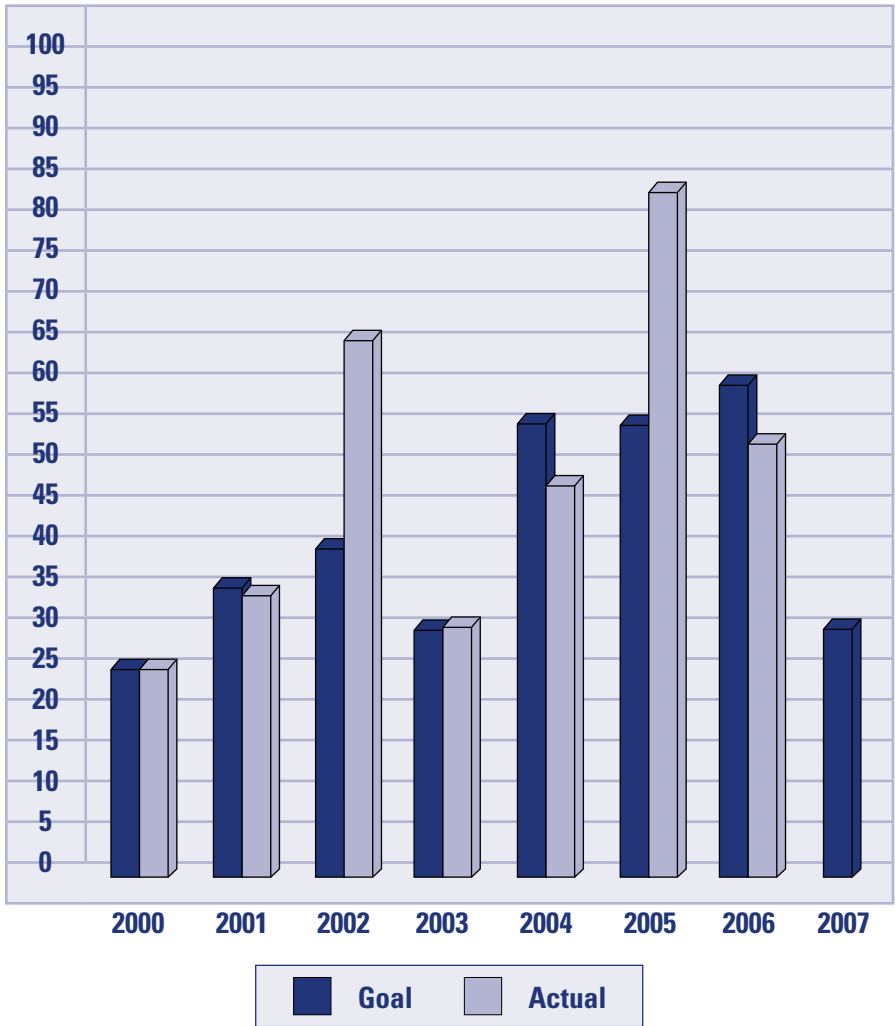
Rodi won a four-year FIRST scholarship, which covers her tuition and fees. Starting her sophomore year, she earned a renewable Philip Morris USA scholarship that can be used for tuition or for other costs, such as books for her business classes.

“I am paying for college myself, and I’ve been planning to pay for college myself since I decided to go to college,” Rodi said. “So the Philip Morris award is that much more special to me because it meant that I could be self-sufficient to get my degree — and not have to take out student loans!

☆ see **Philanthropy**, continued on Page 5

The Campaign for VCU: Tracking annual progress

Annual new gifts and pledges as of Feb. 28, 2006, in millions of dollars



Philanthropy, continued from Page 4

“I couldn’t have gone to college and been as successful as I have been without these scholarships.”

Rodi also spent a summer interning at Philip Morris, where she continued her hands-on learning. She helped design new packaging and worked on a team improving a package-cutting knife. But she learned the most from being treated as an equal and being assigned leadership roles. She wrote technical reports, which were later critiqued, and was given the opportunity to lead meetings, which strengthened her presentation skills.

That experience started Rodi on the path she’s on now: graduation in May, followed, maybe, by a short vacation to Boston, then a full-time job.

“Philip Morris has been so consistent over the years,” Mattauch said. “They know how critical it is to get good engineers and computer scientists. Philip Morris’ depth of commitment is amazing.”

For more information about the School of Engineering Foundation, contact Brian S. Thomas at bsthomas@vcu.edu or (804) 828-0067.

Making an impact through online planned giving

At Virginia Commonwealth University, one of the easiest ways to make an impact is through planned giving.

The VCU Foundation can provide gift plans that benefit you and your family. These gifts can bring immediate and deferred income as well as tax benefits to you and your family. Gift planning allows you to have a meaningful impact on VCU's mission — during your lifetime and beyond.

“The planned giving information on our Web site is updated monthly,” said Thomas C. Burke Jr., executive director of the VCU Foundation. “It provides our donors with information on various planned gifts, including the language for establishing a bequest, and ways to compute calculations on a life income gift (gifts annuity).”

The Foundation's Web site, www.vcuf.org, is an excellent resource for getting started with a planned gift. On the site you can:



The VCU Foundation Web site at www.vcuf.org

- order brochures.
- use gift calculators.
- find bright ideas for seniors.
- decide what type of gift — from bequests to outright gifts to life insurance, real estate or securities gifts — is right for you.
- read advice from professionals on pertinent topics.

“I also am happy to hear from alumni and friends who need additional information or to fill requests for our planned giving brochures,” Burke said.

For more information on planned giving, contact Burke at (804) 828-3958 or tcburke@vcu.edu.

Supporting the university, building alumni pride

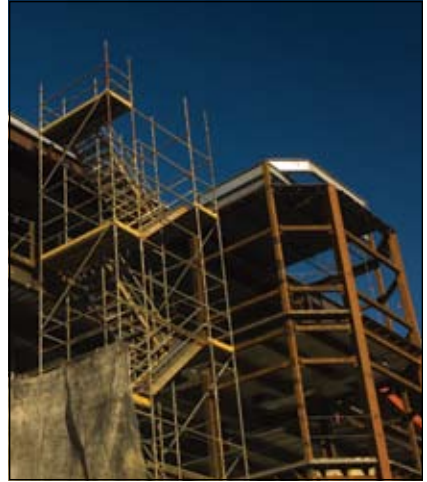
The VCU Alumni Association and the MCV Alumni Association of VCU are strong forces in the effort to advance Virginia Commonwealth University. By joining the alumni associations, you help them act on behalf of all alumni in supporting the university, while moving the institution to new levels of accomplishment. Alumni loyalty adds prestige to the university, strengthening your degree and building pride.

Annual dues and life-member fees are vital to the continued operation of the organizations. As a member, you are not only giving back to VCU, but you also are creating a solid foundation for a stronger university for generations to come. Please join an alumni association today.

To join or for information on benefits and membership fees, please visit the Web site at www.vcu-mcvalumni.org or call (804) 828-2586 on the Monroe Park Campus or (804) 828-3900 on the MCV Campus.

Did you know . . .

- After a 25-year absence from the MCV Campus, the student journal, Skull and Bones, has been resurrected. Skull and Bones was originally a student newspaper, first published Nov. 5, 1915. Today's students plan to publish the journal, electronically at first, at least once a semester.
- As the oldest pharmacy school in Virginia, the VCU School of Pharmacy has more than 100 years of nationally recognized excellence in pharmacy education and more than 4,000 alumni worldwide.
- Donors to VCU Libraries have established more than 23 library endowments, which enhance the general book and journal purchases for the VCU Libraries collections.
- The new School of Nursing building, which is slated to be completed in the spring of 2007, will feature a Heritage Room, where the history of the school will be depicted.
- In February, the Board of Visitors approved VCU 2020 Vision for Excellence, the university's strategic plan. The plan, described as the university's roadmap for the next 15 years, is built around two priorities — to enhance the student experience and to aggressively build up the research enterprise at the university.



New School of Nursing building under construction

- In November, VCU students, the university's dining center and campus food-service provider Aramark teamed up to donate more than \$10,000 to the American Red Cross' Hurricane Katrina relief efforts. "Swipes for Katrina" allowed students participating in a university meal plan to scan or swipe their preloaded student identification cards and make a donation as easily as they paid for their food.
- In December, VCU awarded degrees to 2,275 students, representing 107 counties and cities from across Virginia, 35 of the 50 states and Washington, D.C., and 34 countries.



Graduates celebrate their achievements at the December 2005 Commencement.

In other giving news . . .

- To celebrate his daughter's successful completion of her December 2005 thesis defense, **William O. Jones** created the **Jennifer Jones Hundley Graduate Theatre Scholarship**. The scholarship will be awarded to a graduate student in Virginia Commonwealth University's Department of Theatre in the School of the Arts. Jones and his late wife, Gaye Shinall Jones, have previously endowed scholarships benefiting VCU Athletics and the School of Social Work.



Jennifer Jones Hundley

- The **MCV Alumni Association of VCU** has made a \$250,000 pledge for the renovation of historic Hunton Hall. The old First Baptist Church building, at 323 N. 12th St., will be renovated for use as a student-services and learning-resource center. In an effort to educate current and future MCV Campus students, MCVA Board members are serving on a project-planning committee to identify important historical figures from the campus's history to be highlighted in the renovation.
- As a tribute to VCU School of Social Work's beloved professor emeritus Dr. Martin S. Schwartz, his partner of 40 years, **Martin Rubenstein**, will match dollar-for-dollar every alumni contribution and pledge to the **Martin S. Schwartz Scholarship Fund** received by June 30. Established upon Schwartz's retirement in 2000, the scholarship offers an annual \$1,000 award to an exceptional part-time social work master's student with a demonstrated commitment to clinical social work practice. Schwartz served as a faculty member for 25 years and was instrumental in starting a program for part-time students.

- In November, **Cathy Saunders**, who has a master's degree in gerontology and a bachelor's in social work from VCU, led the **School of Allied Health**



Cathy Saunders

Professions' seven-night alumni phone-a-thon, which resulted in record participation by volunteers, students and donors. A past president of the MCV Alumni Association, the vice chair of the Virginia Alzheimer's Commission and a realtor for Long & Foster, Saunders realized even "average folks" can make a big difference. She pledged \$6,000 over three years to support programs related to Alzheimer's disease in the Department of Gerontology. Her gift will allow the department to leverage other funding resources to support a graduate assistant for at least two years.

★ see **News**, continued on Page 9

Taking National Wear Red Day to heart

Led by James C. Roberts, co-chair for the MCV Campus of the Campaign for VCU, more than 400 faculty, staff and students gathered Feb. 3 at the Hermes A. Kontos Medical Sciences Building to show their support for women's heart-disease awareness. The participants formed a heart to symbolize the commitment of the VCU community to raising awareness about the disease, especially among women. In addition, students from the VCU schools of Medicine and Pharmacy, stationed in the entrance corridors to the Gateway and Main Hospital buildings, provided educational materials about heart disease. National Wear Red Day is part of a public education campaign about heart disease sponsored by the National Heart, Lung and Blood Institute.



More than 400 participants, including James C. Roberts (front center), formed a heart to raise awareness of heart disease in women.

News, continued from Page 8

- The **AT&T Foundation** donated \$25,000 to VCU's new undergraduate degree program in homeland security and emergency preparedness, which was launched last fall as part of the L. Douglas Wilder School of Government and Public Affairs. The donation will assist in the creation of state-of-the art "virtual classrooms," which will allow students outside of the Richmond area (including those in the military) to participate in the program. In addition, the funds will be used to bring in guest lecturers from homeland security agencies, the intelligence community and private industry.

What's happening . . .

Dining with the dean

School of Dentistry Dean Ron Hunt has been taking his school's message on the road. In fall 2005, Hunt and members of the development team began "Dean's Dinners," which are informal gatherings of alumni and friends at various locations throughout the state. The team plans to arrange a dinner in every region of Virginia. The dinners are an effective way to share news and future plans while creating the opportunity for alumni to partner with the school in attaining its goals.



Mrs. Betty Ann Wilson (left), Mrs. Sally Maynard, Dr. J. Gary Maynard and Dr. Jim Revere



Dean Ron Hunt (left), Mrs. Maureen Hunt, Mrs. Sally Maynard and Dr. J. Gary Maynard

Saluting Massey's donors

On Oct. 19, the Celebrating Massey event at Tuckahoe Plantation honored donors to the Campaign for Massey Cancer Center and members of the annual-giving society, the Massey Club. On hand for the celebration were VCU President Dr. Eugene P. Trani, Massey Cancer Center Director Dr. Gordon Ginder, Massey Campaign Co-chair Matt Thompson and C.T. Hill, president and CEO of SunTrust Mid-Atlantic, presenting sponsor of the event. This yearly event celebrates the impact of leadership giving – both unrestricted donations through the Massey Club and restricted research and facility support through the Campaign for Massey Cancer Center. All gifts help Massey conduct nationally recognized cancer research and ensure that the Richmond community has access to the best possible treatment.



Dr. Eugene P. Trani (left), Dr. Gordon Ginder, Matt Thompson and C.T. Hill

Swinging with the stars

Featuring tennis greats Andre Agassi, Steffi Graf, Andy Roddick and Anna Kournikova, the inaugural Genworth Children's Advantage Classic attracted a sold-out crowd to VCU's Stuart C. Siegel Center. The Dec. 2 event raised \$510,000 for the William Byrd Community House and VCU's Lobs & Lessons program, which promotes education and builds life skills for Richmond youth through mentoring, tutoring and teaching the game of tennis. Before the matches, the players worked with about 300 area kids in a tennis clinic.



Photo courtesy Genworth Financial

Andy Roddick reaches for the save in front of a sold-out crowd.



Photo courtesy Genworth Financial

Steffi Graf and Andre Agassi give a tennis lesson to local player.



Virginia Commonwealth University
University Advancement
Scott House
909 West Franklin Street
P.O. Box 842039
Richmond, Virginia 23284-2039

Non-profit Organization
U.S. Postage Paid
Permit No. 869
Richmond, Virginia