



# *Together* **FORWARD**

A CAMPAIGN FOR EMPORIA STATE UNIVERSITY

EMPORIA STATE  
UNIVERSITY





# **THE WHOLE WORLD IS READY.**

Ready to move forward in big ways. We are ready at Emporia State University to link arms with our alumni and friends to move forward to the brighter days of the future. Let's go.

*Together, Forward.*

# **TAKE A MOMENT & IMAGINE THAT YOU COULD CHANGE THE WORLD.**

Imagine you could change the world by making countless lives happier, more prosperous and fulfilling. More *meaningful*.

You can put into motion transformative change that will shape our students' lives, benefitting not only them, but also their children and grandchildren.

*Generational change.*

You may have already been a part of an endeavor like this. Someone may have done it for you.

An education from Emporia State is transformative.  
*It changes students' lives.*

At Emporia State, we have a gift for uncovering and developing our students' potential. We meet them where they are and help them grow into who they want to be.

Thanks to game-changing, real-world experiences students have during their time here, they leave confident, resourceful and capable. Like you, they go on to do amazing things.

This is who we have always been. We know it's a winning formula. Our vision is for every student to have access to these life-changing, high-impact learning experiences.

But, we all know that it takes resources for everyone to have access to opportunity.

You have the power to *change a life, shape a destiny, create generational change.*

Join us. There is no better time than now to make a difference. Every one of us is ready for a brighter future. Let's go.

*Together, Forward.*

## At Emporia State, you can make a difference unlike any other.

When you support Emporia State, the impacts of your resources are exponential. The influence of your philanthropy is far-reaching. It widens geographically and expands over time.

Believe me, when I tell you, it's a remarkable legacy. You are supporting students in the present moment as they sharpen their minds and hone their talents. That in and of itself is tremendously generous and impactful. But it's only the beginning of a chain reaction.

You are also elevating the professional they will become and, by proxy, their chosen field or industry. The talents and contributions Hornet graduates bring to their careers lift the businesses and sectors they innovate and grow.

You are influencing the family they will raise – for generations. A college education doesn't only increase the individual graduate's odds for financial success but also their family's capacity for generational wealth building.

You are investing in Kansas. Most Hornets come from Kansas and stay in Kansas. After graduation, they build their lives and careers right here. It means your investment stays close to home and close to the heart, having an enormous impact on the health and strength of Kansas' communities and economy.

When you support Emporia State, you are creating a legacy that is dynamic. Because you have invested in people who can adapt and innovate, Hornets who are ready to meet the emerging challenges of an ever-changing world, your philanthropy lives on into the future. It's a ripple effect that keeps evolving and expanding into more and more opportunities and bigger and better outcomes.

You can make all the difference. So much is possible when we partner together.

With your support, we can create phenomenal success stories.

With your support, we can expand opportunities for prosperity.

With your support, we will build a brighter future.

When we work together, the power of what is possible is undeniable. Nothing can stop our progress when we go *Together, Forward!*



Shane Shivley  
President/CEO  
Emporia State University Foundation



## As ESU alumni, working professionals, Foundation Trustees and Fundraising Committee members,

we have had the benefit of seeing the university from three perspectives. We know the value of an Emporia State education personally. Our career success has been a testament to our experiences as students. Emporia State has been delivering a personalized, high-impact education long before it was the 'thing' to do in higher ed. We have the right formula.

We know the value of an Emporia State education as professionals. ESU graduates who show up to their interview as subject matter experts with a slew of soft skills and a strong understanding of the professionalism expected of them are exactly what we are looking for. That's who we are hiring because they are an enormous boost to the team they are joining and make everyone's job easier.

As trustees, we have a unique view of Emporia State's vision for the future, and it is inspiring! We know that when you have a strong foundation it is easy to grow and scale that vision in bigger and bolder ways. Every investment creates greater impact. Every impact creates lifelong benefits. It's both visionary and wildly practical. Creating change at the ground level, in real, tangible and demonstrable ways. But at the same time achieving long-term, multi-generational benefits that go far beyond each student's experience.

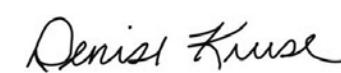
A vision like this is big. It takes an all-hands approach to make it possible. It asks for the visionary to step up and lead, to set the pace and light the way. We are excited to link arms with you, our Hornet family, and go boldly into a brighter future. *Together, Forward!*

With gratitude,

Your ESU Foundation Trustees & Fundraising Committee



Greg Kossover



Denise Kruse



Mike Petitjean



Noel Roach



Angel Zimmerman





# Together **WE CAN ACCELERATE LEARNING**

Provide real-world experiences that prepare students for a complex world.

## The greatest teacher of all is experience.

There is something magical that happens when you can take what you have been taught and apply it to a real situation.

- Investigating prairies, wetlands and forests to evaluate the health of ecosystems and the life contained there.
- Working shoulder-to-shoulder with experts in the field during an internship.
- Exploring disease and the factors that can exacerbate or alleviate the suffering they cause.
- Fighting off a cyber-attack in a contained network.
- Launching a business venture based on detailed market research and data-driven solutions.
- Student teaching in another city, state or country.

High-impact learning gives students more than just a technical understanding; it creates holistic learning. They learn more about their field and about themselves, how to operate under pressure and how to navigate failures. Our students examine how to adapt to variation, because nothing ever happens just like the textbook example. Learning becomes experiential and integrated. And when they leave Emporia State and begin careers, graduates are more than just ready to get started, they bring enhanced value to any organization on day one.

Initiatives seeking support include:

- Creating exciting new high-impact, real-world experiential learning opportunities.
- Investing in technology—software, hardware, programs and tools—to create powerful learning environments.
- Empowering experiences by supporting travel for presentations, conferences, research and internships—domestic and abroad.

Publishing your research is an important part of building your scientific career. Publishing as an undergraduate student puts you miles ahead of the competition.

For students in Erika Martin's General Biology 141, it's just a regular day in class.

"I want students to leave the university not only knowing things but knowing what to do with the things they've learned. Those are not necessarily the same thing. They are two different skill sets. I want my students to have a leap in knowledge and do some real science that is publishable," says Martin.

The fall 2018 class had their paper on microplastics in the Great Plains published in the fall issue of *Transactions of the Kansas Academy of Science*. Visit [emporia.edu/togetherforward](http://emporia.edu/togetherforward) to learn more about this incredible high-impact approach to general biology studies.





# Together WE CAN SHINE BRIGHTER

Attract the best and brightest in the Arts and Athletics to ESU.

## Success begets success.

Most students come to college to discover and develop their talents. Some, however, have already dedicated years to their sport, their art or their craft before they ever set foot on campus. At Emporia State, we want to recruit gifted athletes, musicians, artists and actors. We believe in what they are capable of, and believe they deserve to be rewarded. Nothing builds confidence faster than being recognized for your accomplishments. And, confidence has a way of building on itself.

As peer-to-peer mentors, these students serve as an example of what is possible through dedication and practice. They raise the bar and lead by example.

Competitive scholarship resources are necessary to recruit students who possess advanced and unique capabilities. Their presence improves our programs and inspires their peers. We know when we offer these students competitive talent-based scholarships, they will bring their light to ESU, and together, we will shine brighter.

For Hornet athletics to be successful year in and year out, we must recruit and retain talented student-athletes who fit our culture. For our student-athletes, athletics builds character and valuable life skills. For our campus and community, athletics increases pride, brings people together and moves us forward.

Likewise, the creative power of the arts is front and center at ESU and in the community. Here, students prepare for rewarding careers as visual artists, theatre professionals, musicians, composers and more. Recognizing and rewarding their passionate commitment to the arts will strengthen this tradition.

We will, with your support, shine a brighter spotlight on Emporia State’s “front porch” programs, raising the bar athletically and artistically—enhancing the culture and quality of life in our community.

Initiative seeking support:

- Talent Awards – Attract and recruit the best and brightest who strengthen the arts and athletics programs at Emporia State.

“I just like the feeling of running and jumping. You have that moment when you leave the ground, and you’re hanging there, just floating. Nothing goes through my head when I long jump. I’m just out there, and probably the most relaxed that I ever am.”

That’s how Jazmin Williams describes her “baby,” the long jump event. It is the kind of transcendent experience you might associate with a lifetime of meditation. The kind of experience that only comes from years of dedicated practice.

During her athletic career at Emporia State, she has been a recipient of talent-based scholarships for track & field. These scholarships were a part of her recruitment package as an incoming freshman and have augmented her tuition expenses throughout her college career. Williams says they make a difference financially and psychologically. “It’s like a thank you for your hard work. You’re like, ‘Okay someone sees what I’m doing, and they appreciate it.’ So, I have to keep working hard and showing them what I can do.”





# Together WE CAN TRANSCEND LIMITATIONS

Seize every opportunity.

## When you invest in agility, possibilities become limitless.

Unrestricted support is a priority investment in Emporia State University. Your support allows us to function more like a private sector business. With this flexibility, we can nimbly respond to opportunities and allocate resources in real time.

Your unrestricted, philanthropic support has a nearly unlimited scope of possible impacts. Like an investor, you are making an investment in our entire institution. You are putting capital to work for Emporia State to scale effectively in response to new developments and in alignment with our highest goals.

When you support the Together, Forward Fund, it means leadership can seize the opportunities for our students to practice their skills, exhibit their knowledge, stretch their understanding and grow their capabilities.

Your support of the Together, Forward Fund allows us to adapt, align, evolve. This unrestricted support ensures that when deserving ideas arise, we can rally together behind them and carry them forward.

Initiative seeking support:

- Provide Emporia State University President agility to enhance the student experience through support of the Together Forward Fund.

Having your research poster selected for Posters on the Hill, a D.C.-based competition sponsored by the Council on Undergraduate Research, is an honor. It's also an incredible opportunity.

In 2019, Song Yang's research Acoustic Classification of Bird Species Using Wavelets and Learning Algorithms was the only project from Kansas selected to compete at the Posters on the Hill event. The selection of her project was a well-deserved honor for her hard work, and it shone a bright light on the research that Emporia State students conduct.

The realization of the opportunity was a matter of teamwork. The generous support of Hornet Nation donors to unrestricted funds helped to cover the travel expenses and make this journey a reality.

Dr. Shi said there were numerous beneficial outcomes from the experience for the student, "I think the recognition gave her more confidence in her research ability and skills. Overall, I think it was an invaluable experience for her."

# Together FORWARD

A CAMPAIGN FOR EMPORIA STATE UNIVERSITY

## The Case to Support Emporia State University

<b>Promoting High-impact Learning Opportunities</b> Providing support expands practical, real-world learning experiences for student success.	<b>\$8M</b>
<b>Strengthening the Arts and Athletics</b> Recruiting scholarships provide incentives for high-performing student-athletes, artists, actors and musicians.	<b>\$7M</b>
<b>The <i>Together, Forward</i> Fund</b> Flexible and agile, resources to this fund enable us to seize arising opportunities for the benefit of students.	<b>\$3M</b>
<b>Championship-Level Facilities</b> An investment in athletic facilities allows the university to recruit the most talented student-athletes to our campus to compete for championships.	<b>\$2M</b>
<b>Building and Sustaining Excellence</b> Direct your support to an area of the university that is particularly meaningful and important to you.	<b>\$55M</b>
<b>Campaign Stretch Phase Goal</b>	<b>\$75M</b>

We are incredibly excited and proud to report that we have surpassed our initial \$50 Million goal! We are ready to expand our vision of making life-changing experiences available and accessible to any student who has the desire and determination to pursue higher education.

## Emporia State University Foundation Trustees

<b>Diane Beatty</b> <b>Board Chair</b> BSB 1978 Edmond, OK	<b>Jason Fanning</b> <b>Vice-Chair</b> BSB 1995 Olathe, KS	<b>Greg Kossover</b> <b>2nd Vice-Chair</b> BSB 1985 Tulsa, OK
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## 2021/22 Trustees

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# WAYS TO GIVE

## Annual Gifts

Emporia State utilizes annual gifts to maintain a consistent revenue stream. By giving an annual gift, you ensure that our students' educational needs are being met today.

## Endowment Gifts

Endowments offer you the opportunity to make a gift with perpetual impact. Endowments create a predictable source of support and provide an enduring legacy. The minimum endowment level is \$25,000.

## Term Gifts

Term gifts allow you to create a fund shaped by your passions and according to your wishes that has an immediate impact. Unlike an endowment, a term gift uses the capital donated in its entirety and does not generate interest over time. Term gifts require a \$10,000 minimum to create a fund.

## Planned Gifts

Planned or deferred gifts may come from a donor's estate and are made through a variety of vehicles, including bequests, trusts, annuities and life insurance beneficiary designations. These vehicles may increase a donor's income, earn valuable income-tax deductions and/or reduce estate taxes.

# GIVING SOCIETIES

## President's Club

The President's Club is a community of committed alumni, friends and supporters who change lives and inspire others by giving annually at a leadership level to advance Emporia State University in its mission.

Recognition in the President's Club is based on cumulative giving of cash, stock, property, gift-in-kind contributions and pledge payments totaling \$1,863 or more in a calendar year. For alumni who have graduated in the last 10 years, you are eligible for membership in the President's Club as an Emerging Leader with annual giving of \$600 or more in a calendar year.

Membership in the President's Club includes special communications and an invitation to a private event at Homecoming.

## The Lyman B. Kellogg Society

The Lyman B. Kellogg Society is a membership-based giving society that recognizes individuals who are making a planned gift to the university through their estates.

It is named for Lyman Beecher Kellogg, the first president of the Kansas State Normal School. It seemed most appropriate to name the society that honors our legacy donors after this important founder. Planned gifts reinforce the foundation of our institution and maintain our strength and fortitude across many eras. Each February, members are honored on Founders' Day, which also celebrates the university's anniversary.

If you have already designated ESU in your estate plans, please let us know so we may recognize you as a member of the Kellogg Society.

## Black & Gold Circle

The Black & Gold Circle honors exceptional donors for their lifetime giving at transformational levels. From the Advocate level to the Philanthropist level, we are beyond grateful for the dedication and loyalty of these generous supporters. Every Homecoming at the Black & Gold Gala, we honor this group and its new and advancing members.

Advocate Level	\$100,000 to \$249,999
Investor Level	\$250,000 to \$499,999
Partner Level	\$500,000 to \$999,999
Philanthropist Level	\$1,000,000+



# GIVING VEHICLES

## Gifts of Cash

Cash gifts are a simple way to provide immediate support. We make it easy for you to give your cash gift online, by mail or in person.

## Gifts of Securities

Appreciated stocks, bonds and mutual funds offer tax advantages to a donor. If you have held securities for more than one year, a gift may provide a twofold tax benefit: creating a tax deduction and avoiding capital gains tax. Gifts of securities may be made by transferring stock from a broker's account or gifting a physical stock certificate. For instructions on how to transfer securities to Emporia State, contact us for more information, 620-341-5440.

## Gifts of IRA or Retirement Plan Assets

There are several ways that you can make a gift from your IRA or retirement plan—from donating your Required Minimum Distribution (RMD) to naming Emporia State a beneficiary. In addition to helping students, there may be tax advantages for you with this type of gift.

## Gifts of Life Insurance

Life insurance allows you to leverage your resources to make a significant impact. By either gifting a policy outright, or naming Emporia State as a beneficiary, you can make a significant gift and provide a lasting legacy.

## Gifts of Real Estate or Tangible Personal Property

Real estate gifts such as a personal residence, farm, ranch or vacant land offer a wide variety of tax benefits. Real estate can be made available for use by the university immediately or may be donated through your will or other estate document.

Gifts of tangible personal property may include rare books, works of art, valuable collectibles and other items of demonstrable value such as copyrights and patents. The tax deduction depends upon IRS guidelines and only gifts that support the ESU mission are acceptable. Please contact the Foundation for more details.

## Gifts of Business Assets

Your business can achieve philanthropic goals, too. Whether you give a gift of corporate stock or assets today or want to make a business exit gift concurrent with the future sale of your business, we can help you find a strategy that helps you meet your tax and income goals while making a difference.

## Gifts of Grain and Mineral Interests

You can gift grain and mineral rights directly to the Emporia State University Foundation. By giving grain directly to the Foundation, you avoid including the sale of the grain in your farm income. Although a charitable income tax deduction is generally not available to you, the avoidance of declaring it as income is a significant benefit to cash basis sole proprietor farmers. You deduct the cost of growing the crops, which typically results in saving self-employment tax, federal income tax and state income tax. Another great benefit is that it doesn't matter if the donation is made in the year of production or a later year. Similarly, if your incoming oil or mineral royalties are pushing you into the upper tax brackets, you can lower your income and taxes by giving all or a portion of your interests.

# HOW TO GIVE

## Online Giving

The fastest and simplest way to make a gift to Emporia State is by giving online at [emporia.edu/give](https://emporia.edu/give)

## By Mail or by Phone

In addition to our online option, you can make a gift by phone, mail or wire transfer.

Emporia State University Foundation  
1500 Highland Street  
Emporia, KS 66868  
620-341-5440

*Please contact us for the wire instructions.*

## Recurring Gifts

Recurring gifts are a way to provide ongoing support without having to spend a lot of your time and effort to make it happen. You just tell us what you want to give, how frequently (monthly, quarterly, etc.) and we set it up, so it is easy for you.

## Matching Gifts

Many companies match their employee's charitable gifts. Such programs typically match all—or a percentage of—an employee contribution, creating a partnership between the employee and the organization. Matching gift instructions are available from your employer's personnel office.

## Gift Pledges

The Foundation welcomes a gift pledge—a formal statement of intent to make a gift over a fixed period of time. For your convenience, the Foundation will mail installment reminders according to the schedule you prefer: quarterly, semi-annually, or annually up to five years.

Emporia State offers free estate planning services to our alumni and friends with John W. Griffin, J.D., Stewardship Counseling, LLC.

John will provide you cost-free, objective advice and a comprehensive plan designed to minimize income, gift, estate, inheritance and generation-skipping taxes, as well as facilitate the smooth transition of a business, farm or other assets to your family.

Schedule an introductory appointment by contacting Shannon Massey, Campaign Manager, 620-341-6463, [smassey1@emporia.edu](mailto:smassey1@emporia.edu).



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# YOUR SUPPORT IS IMPORTANT

At ESU, your philanthropy does more than help, it transforms lives.

We’ve been offering students an authentic and transformative college experience since 1863. It is not new to us. But, we want to do *more*. We want it to be bigger, bolder and part of every student’s experience. Not just offered, but accessible to *all*.

That’s where you come in. At Emporia State University, you can do something remarkable. You can change lives. You can imagine a brighter tomorrow, and you can build that future.

*Imagine creating something greater. Imagine lighting the path for the next generation of leaders, innovators and creators. With your support to make them stronger, wiser, more accomplished, more prepared, they will build the future we all want to see. Join us and light the way, **Together, Forward.***





# EMPORIA STATE UNIVERSITY

[emporia.edu/togetherforward](http://emporia.edu/togetherforward)

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