SMU REACHES $1 BILLION CAMPAIGN GOAL AHEAD OF SCHEDULE

This special edition of Campaign Update focuses on the major campaign announcement and other celebratory events that took place during the Centennial Homecoming Weekend in September.

News about recent gifts to The Second Century Campaign will be included in the February issue of Campaign Update and can be viewed online at smu.edu/secondcentury.

On September 24 SMU announced that The Second Century Campaign had reached its $1 billion goal ahead of schedule, raising unprecedented funding for scholarships, academic positions and programs, facilities and other enhancements to campus life.

The campaign announcement was made at a gathering of volunteers, donors, alumni, civic leaders and other members of the campus and Dallas communities. The event in McFarlin Auditorium was the official celebration of the 100th anniversary of SMU’s opening on September 24, 1915 – and a rally for its future. The centennial was celebrated during a weekend of Homecoming and other special events.

“This is a doubly historic day for us,” said SMU President R. Gerald Turner. “As we celebrate the 100th anniversary of SMU’s opening, we are pleased to announce unprecedented new support for our future. Our founders were forward-looking leaders, and they’d be pleased to see that today’s supporters are generously investing in our achievement. These donors are truly the founders of our second century.”

SMU joins a group of 34 private universities nationwide that have undertaken campaigns to raise $1 billion or more. The institutions range from Columbia University and the University of Notre Dame to Emory and Vanderbilt universities.

“Absolutely essential to our success has been the leadership of our co-chairs and the entire Board of Trustees,” said Brad E. Cheves, vice president for Development and External Affairs. “As they have met with campaign volunteers, they have galvanized a new level of enthusiasm and optimism. Especially among alumni, there not only is great appreciation for the University they experienced, but also solidarity behind a shared vision of what it can be.”

continued on back page

BREAKING CAMPAIGN RECORDS

SMU Unbridled: The Second Century Campaign has made SMU fundraising history and exceeded records set by previous giving initiatives. To date the campaign, which runs through December 31, 2015, has:

• Gained support from the largest number of donors – more than 62,000 from around the world.
• Received gifts from nearly 23,000 donors in the Dallas-Fort Worth area.
• Received the largest number of gifts of $1 million or more – 171.
• Surpassed its goal to receive gifts from more than 50 percent of alumni over the course of the campaign, achieving 56.9 percent.
• Exceeded its goal to achieve 25 percent of undergraduate alumni giving in a single year, reaching 26 percent for 2014–2015. (This measurement is used by ranking organizations to gauge the level of alumni satisfaction with their alma mater.)
• Attained a 68 percent giving level from faculty and staff, the highest ever.
• Received gifts from 18 percent of the student body in 2015 through campus leaders promoting a Join the Stampede drive.
• Publicly launched in 2008 with a goal of $750 million; raised to $1 billion in 2013 because of rapid progress.
SMU CELEBRATES CENTENNIAL AND CAMPAIGN SUCCESS

Homecoming Weekend September 23–27
1) SMU’s centennial is celebrated with fireworks following the football game in Ford Stadium. 2) Spectators enjoy the SMU vs. James Madison University football game. 3) SMU President R. Gerald Turner outlines University progress, during the President’s Associates Reception. 4) A jubilant audience applauds Eli Young Band at the Centennial Countdown Concert in Moody Coliseum. 5) Students, alumni, parents and friends enjoy The Boulevard. 6) Members of the Class of 1970 highlight class giving percentage at their reunion. 7) The lighting of Dallas Hall previewed a gift from SMU’s Alumni Board. SMU’s oldest building will be lighted every evening in honor of the University’s second century. 8) A morning worship service in Perkins Chapel began the day celebrating SMU’s centennial. 9) Homecoming Queen Blake Ann Seeker ’16 and King Austin Brown ’16. 10) An oversized representation of Robert S. Hyer, SMU’s first president, marches in the Homecoming parade. 11) Homecoming parade marshals and Second Century Celebration Co-chairs Ruth Collins Sharp Althuler ’48 and Carl Sewell ’66. 12) President Turner announces The Second Century Campaign exceeds its $1 billion goal, during the ceremony commemorating SMU’s centennial in McFarlin Auditorium. 13) Libby Wood, on campus for her Class of 1975 reunion, celebrates with a friend after winning a two-year lease on a ruby red 2015 Mustang, following the SMU football game. The car was provided by Bob Tomes and Barbara Utter Tomes ’78, of Bob Tomes Ford in McKinney, and their son, Brandon Tomes ’07. 14) Members of the Centennial Host Committee, alumni, parents, faculty, staff and students take part in a formal procession to McFarlin Auditorium as part of SMU’s centennial commemoration ceremony. 15) Alumni attend schools’ academic open houses, including a class in the Deason Innovation Gym in the Lyle School of Engineering. 16) Second Century Campaign volunteers meet to discuss campaign success and future plans. 17) Mini-Mustangs show their SMU spirit on The Boulevard. 18) Pipsqueak Revue features the Mustang Band and students in musical, dance and comedy performances. 19) Alumni Board Chair Peter A. Lodwick ’77, ’80 with DAA recipients Billie Ida Williamson ’74, Donald F. Jackson ’63, Bess Fraser Enloe ’60, Emerging Leader Awardee Michael W. Waters ’02, ’06, ’12 and President Turner. 20) Student volunteers help with the Brighter Bites community pantry as part of Centennial Stampede of Service. 21) Mustang quarterback Matt Davis ’17 in action against the James Madison University Dukes. 22) Students cheer on the Mustangs. 23) A float with the theme “Rediscovering the Treasures of SMU” takes top honors in the Homecoming parade. 24) Members of the SMU family come together for a community picnic on the Clements Hall lawn following the centennial commemoration ceremony.

For more photos and videos, visit smu.edu/100/videos.
The original Second Century Campaign goal was $750 million, and it was later increased to $1 billion. How would you describe the accomplishment of raising $1 billion, months before the scheduled end of the campaign?

Ford: I think it’s huge. When we settled upon $750 million as the original goal, it was not without some considerable thought, because we believed it was ambitious. We also were making some of these decisions at a time of financial stress. The fact that we increased the goal to $1 billion and now have achieved it is remarkable. The campaign’s success reflects a deep confidence in the institution and demonstrates its growing prominence.

CU: To whom would you say thank you for this success?

Ford: First, I would say thank you to the donors, because ultimately it is they who made this extraordinary achievement possible. I think there is something special about SMU’s alumni, and they played a very important role throughout the campaign. Significant credit goes to the campaign volunteers who have worked very hard and been so integral to this process. Finally, no one has contributed more to the campaign’s success than President Turner and his administrative team.

CU: How does achieving the goal position SMU for future growth?

Ford: I think reaching the campaign goal is a significant. It also creates a kind of synergy with the University’s previous campaign – A Time to Lead – which was at a significantly higher level. The compounding effect of those successes is tremendous for the University.

CU: The Second Century Campaign ended November 30, 2015. How does achieving the goal position SMU in terms of the sheer size of the amount raised, and how does it position SMU’s alumni, faculty or the campus experience. Second, how does achieving the campaign goal position SMU, its faculty or the campus experience.

Ford: First and foremost, it is important in terms of the sheer size of the amount raised and what those funds can be used for in furthearance of the University’s goals, whether with regard to academic programs, students, faculty or the campus experience. Second, when a University achieves something as large and successful as this, it provides additional energy moving forward. Finally, the goal of the previous campaign – A Time to Lead – was at one level, and the goal of The Second Century Campaign was at a significantly higher level. Those who have accelerated, and that the University will continue to get better in every way. Those who have supported The Second Century Campaign have set the stage for even greater things to come.

The $82 million in support includes the achievement of a $1 billion dollar fundraising campaign total over a 10-year period. It is anticipated that the University will continue to raise significant levels of support for years to come. The University has reaffirmed its commitment to the Primary Areas of Support, which include capital projects and athletics. The University is well positioned to meet the challenges of the future and seize opportunities to enhance the educational experience of SMU students.

FUNDING ADVANCEMENTS

The campaign has raised support for 582 new student scholarships, 49 new endowed faculty positions, now reaching a total of 111, 66 academic programs and initiatives, and 18 substantially funded capital projects, including new facilities for academic programs, student housing and athletics. Other gifts for campus enhancements support expanded career services and leadership programs.

Among academic programs, campaign resources have endowed the Bobby B. Lyle School of Engineering, and SMU’s newest and seventh degree-granting school – the Annette Caldwell Simmons School of Education and Human Development.

New campaign-funded facilities include buildings for the Simmons School of Education and Human Development, Perkins School of Theology and the Mustang Band Hall, New tennis center and renovation and expansion of Moody Coliseum for athletics and academic ceremonies. Under construction are the Bob Smith Health Center and Fondren Library Center renovation; upcoming construction projects include the Gerald J. Ford Research Center and an aquatic center. At SMU-on-Taos, new facilities include a campus center, new or renovated housing and a chapel.

Among the most visible campaign projects is the addition of five new residence halls and dining center as part of SMU’s new Residential Commons system, including on-site classes and Faculty in Residence. Six other halls have been renovated as Commons, enabling all first- and second-year students to live on campus.

The largest single gift to the campaign was $45 million made in March 2015 by The Meadows Foundation to support the Meadows Museum and the Meadows School of the Arts. The gift also was the largest ever given by The Meadows Foundation, and it came during the 50th anniversary year of the Museum.

Construction funded by the campaign is a major contributor to the Dallas economy. Since 2011, SMU has spent $390 million on renovation and construction projects. These are employing about 270 service providers, including architects, engineers, contractors and suppliers.

CEMETERY YOUR LEGACY

Make a $100 gift to help build the centennial promenade with an etched paver for you and your loved ones. Act today – time is running out! TO ORDER A PAVER AND OTHER ITEMS, VISIT SMU.EDU/100/GIFTS

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CAMPAIGN Q&A

Gerald J. Ford ’66, ’69

Gerald J. Ford is a former chair of the SMU Board of Trustees, Convening Co-chair of The Second Century Campaign and has served on numerous other SMU boards and committees. He was honored with SMU’s Distinguished Alumni Award in 1995 and the Mustang Award in 1997. One of the nation’s most accomplished financial services executives, Mr. Ford currently is chair of Diamond A Ford Corporation. This Campaign Q&A is the fourth of six interviews with campaign co-chairs appearing in the final editions of Campaign Update.

Campaign Update: How would you characterize the impact of The Second Century Campaign upon SMU thus far?

Ford: First and foremost, it is important in terms of the sheer size of the amount raised and what those funds can be used for in furtherance of the University’s goals, whether with regard to academic programs, students, faculty or the campus experience. Second, when a University achieves something as large and successful as this, it provides additional energy moving forward. Finally, the goal of the previous campaign – A Time to Lead – was at one level, and the goal of The Second Century Campaign was at a significantly higher level. The compounding effect of those successes is tremendous for the University.

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CU: How does achieving the goal position SMU for future growth?

Ford: I think reaching the campaign goal is a real harbinger of future success. It raises the bar for any future development initiatives, and that is significant. It also creates a kind of synergy with the University’s respective constituencies that bodes well for the future.

CU: How do you see the SMU of the future?

Ford: Success breeds success, and I am very optimistic about the University’s future. SMU’s progress during the past 10 years has been truly astonishing. I believe that momentum will only continue to build in every way. Those who have supported The Second Century Campaign have set the stage for even greater things to come.