

The  
Campaign  
for OSU

THIS  
AMAZING  
PLACE

THIS  
HISTORIC  
MOMENT

OSU FOUNDATION

The Campaign for OSU

July 1, 2004, to Dec. 31, 2014

# Historic campaign is just the beginning for **A university on the rise**

OREGON STATE UNIVERSITY'S first comprehensive campaign came to a roaring conclusion on December 31 with gifts totaling \$1.14 billion. More than 106,000 donors participated in The Campaign for OSU, doubling annual fundraising totals from pre-campaign levels. Foundation Trustees who had called on the university to "put an exclamation point on the end of the campaign" got their wish, with December being one of the best months in Oregon State's fundraising history.

"OSU has become an internationally recognized public research university that is providing solutions to some of the world's most pressing problems," said President Ed Ray. "The incredible momentum Oregon State has achieved today simply would not have been possible without this unprecedented support from Beaver Nation. Thanks to our supporters, OSU's impact is substantial and growing. The best is yet to come for this university and all those we serve."

While campaign gifts are having an immediate impact on Oregon State students, faculty and programs, the growth of OSU's donor community is even more important for the university's future, said OSU Foundation CEO and president J. Michael Goodwin. The campaign received remarkably broad-based support, engaging donors from every state and 58 nations. Almost 40 percent were new donors to OSU, and one of every five alumni made a campaign gift.

The campaign particularly increased Oregon State's philanthropic community at the highest levels. In the 136 years prior to the campaign, the university had received 54 gifts of \$1 million or more. During the campaign, donors made 201 gifts of this size, and more than 1,100 families and organizations gave at least \$100,000.

"We owe tremendous thanks to these generous alumni, parents, friends and partners who led the way in giving," Goodwin said.



"The campaign has helped develop a culture of philanthropy at OSU with a strong and engaged donor community. In addition, we are especially grateful to our outstanding volunteer leaders who helped us put into action new ways to engage and inspire supporters."

Campaign highlights include 28 major new and renovated facility projects, such as the Linus Pauling Science Center, plus gifts supporting the development of OSU-Cascades in Bend into a four-year university with its own physical campus. The number of endowed faculty position funds increased in the campaign from 47 to 126. These endowed professorships and chairs are allowing Oregon State to recruit and retain top faculty in fields from music and chemical engineering to viticulture and forestry. The construction of modern facilities and recruitment of high caliber faculty are directly linked to the university's increased ability to attract research awards and contracts. OSU



A bird's-eye view of campus, above — photographed in October 2014 — shows striking changes from the 1920s painting at left. While new state-of-the-art facilities are the most visible result of The Campaign for OSU, the advancements and opportunities made possible by donors are far greater. (Painting courtesy OSU Archives; photo by David Bassett)

has seen a 50 percent increase in private-sector research support over the past five years.

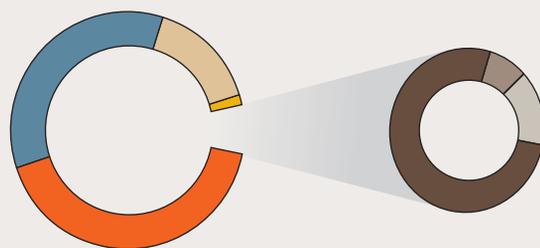
Donors contributed more than \$400 million for programmatic support for students and faculty as well. Examples include programs such as the Moore Family Center for Whole Grain Foods, Nutrition and Preventive Health; the Marine Mammal Institute; and funds to support a range of student activities from undergraduate research opportunities and internships to leadership development programs and study abroad.

Donors also gave generously to help OSU attract diverse, high-achieving students. More than 600 new scholarship and fellowship funds were created in the campaign, representing an increase of 45 percent. Oregon State offers more undergraduate grant and scholarship dollars than any other university in Oregon and is the university of choice for the state's top students.

What comes next? "We have no plans to slow down," said Shawn L. Scoville, executive vice president of the foundation who served as campaign director. "This remarkable donor community the campaign helped build shares a vision for our university. We're excited about working together to develop more transformative learning experiences for students and to advance the institution's areas of greatest strength and potential impact."

## A Community Inspired

MORE THAN 106,000 CAMPAIGN DONORS



**INDIVIDUALS: 99,873**

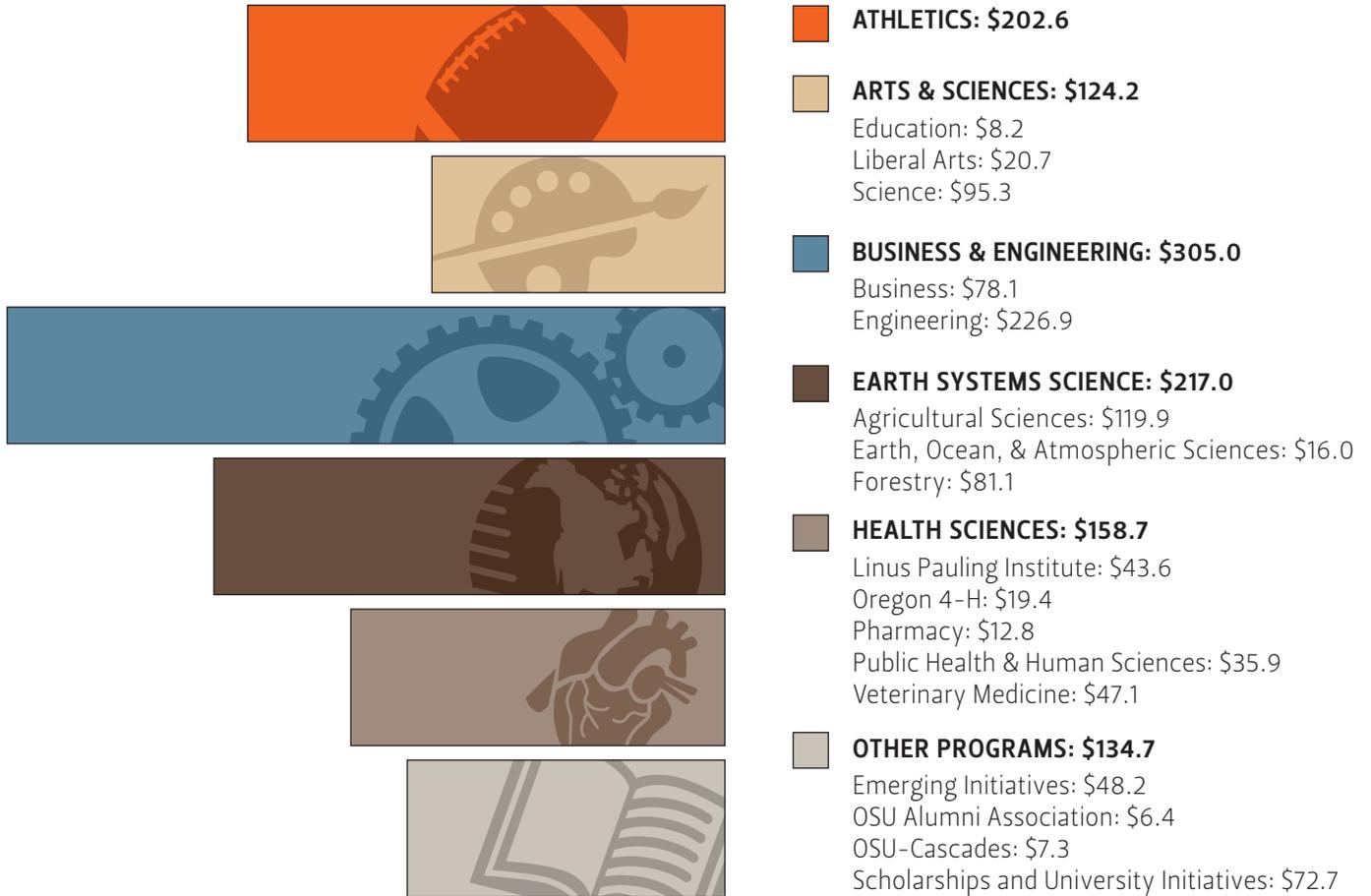
- Alumni: **44,758**
- Friends: **37,082**
- Parents: **16,348**
- Faculty & Staff: **1,685**

**ORGANIZATIONS: 6,837**

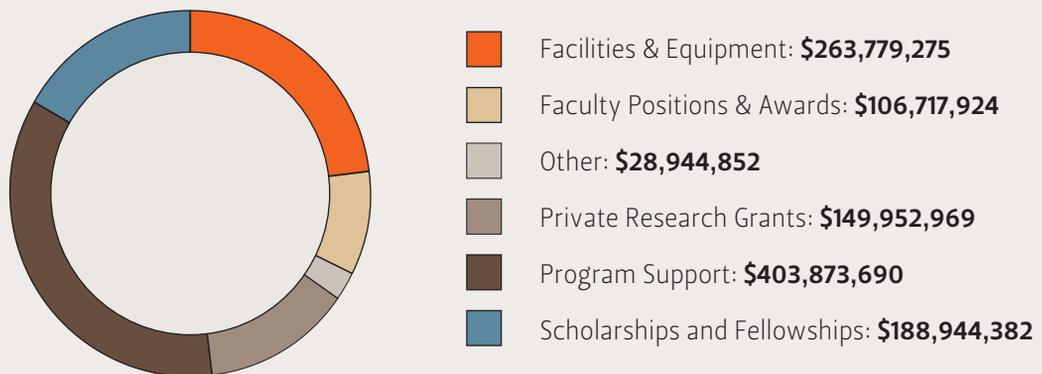
- Corporations: **5,259**
- Foundations: **568**
- Other: **1,010**

# Dollars Raised, **By Division**

(IN MILLIONS)



# Dollars Raised, **By Area of Support**





Physics professor Janet Tate was named the inaugural Dr. Russ and Delores Gorman Faculty Scholar, one of 79 faculty position endowment funds created by campaign donors. (Photo by Karl Maasdam)

Top right: Co-chairs Jim Rudd, Pat Reser, and Patrick Stone provided strategic leadership throughout The Campaign for OSU. They helped set the initial campaign goal of \$625 million and, with their fellow steering committee members, modeled generosity and commitment to take the campaign past its final \$1 billion goal.



Austin Hall, the new home of the College of Business, is one of more than two dozen campus facilities now buzzing with activity, thanks to donor investments combined with state bonds and other funds. Most recently, the Asian and Pacific Cultural Center opened, along with the Bud and Maxine Ossey Golf Center in Gill Coliseum. Other campaign-funded buildings include the Hallie Ford Center for Healthy Children and Families, Joyce Collin Furman Hall, Kearney Hall, the OSU Basketball Center, Whyte Track and Field Center, and a cornerstone campaign initiative, the \$62.5 million Linus Pauling Science Center. (Photo by Laura Swimmer, THA Architecture)



## Campaign Steering Committee

**Patricia Valian Reser '60, Co-Chair**  
Chair, Reser's Fine Foods

**James H. Rudd '06 (Hon.), Co-Chair**  
CEO and Principal  
Ferguson Wellman Capital Management

**Patrick F. Stone '74, Co-Chair**  
President and CEO  
Williston Financial Group

**Richard J. Campo '76**  
Founder, Chair and CEO  
Camden Property Trust

**Kim Martin Casale '83**  
Retired Area Director  
Bristol-Myers Squibb Company

**Jon S. DeVaan '85**  
Retired Corporate Vice President, Microsoft

**Lee Kearney '63**  
Retired Director and Division Manager  
Peter Kiewit Sons'

**Paul G. Lorenzini '70**  
Former CEO, NuScale Power;  
Retired President, Pacific Power & Light

**Robert W. Lundeen '42**  
Retired Chair, Dow Chemical  
Former Chair and CEO, Tektronix

**Duane C. McDougall '74**  
Chair, Boise Cascade

**Joyce N. Furman '64 (in memoriam)**  
Civic and community leader

EX OFFICIO  
**J. Michael Goodwin**  
President and CEO, OSU Foundation

**Edward J. Ray**  
President, Oregon State University

**Sabah Randhawa '81**  
Provost and Executive Vice President  
Oregon State University