



Birmingham-Southern announces national comprehensive campaign; \$30 million in gifts and pledges already received

BIRMINGHAM-SOUTHERN COLLEGE HAS RECEIVED MORE THAN \$30 MILLION IN GIFTS AND PLEDGES TOWARD A NEW COMPREHENSIVE FUNDRAISING CAMPAIGN that seeks to raise well in excess of \$100 million, in two phases, over the next several years.

Destiny: Delivered, The Campaign for Birmingham-Southern College was publicly announced at an on-campus celebration March 1 attended by some 400 alumni, faculty, staff, students, friends, and community leaders.

At the launch event, BSC President Dr. David Pollick announced that the \$30 million level had been surpassed during the silent portion of Phase I of the comprehensive campaign, which began on June 1, 2006. The three-year first phase has a goal of \$50 million.

"In this campaign, we've been told to secure our legacy and this we will do," Pollick said in kicking off the campaign. "Therefore, this is a milestone campaign in the history of this national liberal arts college. In the coming years, and with the success of this fundraising effort, Birmingham-Southern will fully realize its rightful place among the elite liberal arts colleges in the nation."

Phase I of the *Destiny: Delivered* campaign will support initiatives that will help the college increase enrollment from 1,339 to about 1,800 and support programs and structures that will grow the institution in national stature.

Money raised during Phase I will support student scholarships; faculty professorships; religious life initiatives, including an endowed chaplaincy, ongoing program support, and scholarships; an Admission Welcome Center that is already funded and completed; faculty and student collaborative research opportunities; the new Urban Environmental Studies program, including ongoing programmatic support for the Urban Environmental Studies major, an endowed professorship, and the under-construction Urban Environmental Park; service and advocacy initiatives, including the recently endowed Bunting Center for Engaged Study and Community Action and support for the Hess Center for Leadership and Service and the Hess Fellows summer leadership program; international study and travel opportunities for students; and intercollegiate athletics facilities.

Phase I also will target contributions for the college's Annual Fund and unrestricted gifts for use in those areas that the college deems most important.

Phase II will begin at the completion of Phase I and focus on growing the college's endowment and on new and reconceived facilities that further support the increased student population and new programs secured through Phase I.



BSC President Dr. David Pollick (center) at the campaign launch event with Destiny. Delivered co-chairs Ed Hardin '62 (far left) and Mike Atchison '65.

Priorities for Phase II will be established as the institution continues to grow prior to the completion of Phase I.

Edward L. Hardin Jr. of Nashville, a 1962 BSC graduate and retired executive vice president, general counsel, and director for Caremark RX Inc., and W. Michael Atchison of Birmingham, a 1965 BSC graduate and attorney and partner with Starnes and Atchison, are serving as campaign co-chairs and as leadership for a National Campaign Steering Committee composed of alumni, faculty, staff, students, trustees, and community leaders.

"A national network of campaign volunteers has been established in cities not only in Alabama but across the nation, including New York City, Washington, D.C., Atlanta, and others," said Atchison. "Such a national campaign network is a new way of doing business for Birmingham-Southern. Birmingham remains a major concentration of Birmingham-Southern alumni and supporters, but we are truly a national liberal arts college and our alumni are making a difference all over the world. We are meeting them where they are now.

"A leading national liberal arts college must have a truly national alumni network."

Many generous contributors have supported Destiny: Delivered thus far. For a list of major donors to date, please check the Campaign Web site at www.bsc.edu/destinydelivered. A list of donors also will be published in the next issue of 'Southern magazine.



"We have remembered the past—and it has been honored. We are paying attention to the present—and we have no illusions. And we are looking forward to the future—in fact, it already exists in the mind's eye of every one of us in this room."

*Dr. G. David Pollick, president of Birmingham-Southern,
in his State of the College Address, August 25, 2006*

Our destiny is not a question of chance; it is a matter of choice. It's not a day in the future that we wait for, in hope. Our destiny is a goal to achieve. We have a long and proud history, but Birmingham-Southern cannot stand on the past. To fulfill our destiny, we must choose to move forward, building on our beliefs and our strengths.

OUR DESTINY IS CLEAR. In the coming years, Birmingham-Southern will fully realize its place among the elite liberal arts colleges in the nation. This is our destiny: to be what we've always been, but in greater proportion; to serve as we've always served, but in greater numbers. Because our destiny is rooted in our past. It is grounded in more than 150 years of this simple truth—that the proper end of a liberal arts education is the advancement and betterment of the human condition. We prepare men and women to make this world better for all people.

OUR DESTINY IS CLEAR. To fulfill our destiny, we must look to the future with confidence, but we must work today in earnest. We must unite our creative talents and deepest resources. It is for us, today, to give the college the means to expand its reach and ensure its mission. We are all called to service, just as our students have been called since the college's founding. We must collaborate—alumni, students, faculty, parents and friends—to deliver that destiny in which we all believe.

OUR DESTINY IS CLEAR. It is up to us to make it a reality.

Alex Masterson is promise; Dr. Natalie Davis, the proven wisdom of experience. And Birmingham-Southern is precisely where both are realized.



ALEX MASTERSON '11,
POLITICAL SCIENCE MAJOR
FROM TOWN CREEK, ALABAMA



DR. NATALIE DAVIS, BIRMINGHAM-
SOUTHERN PROFESSOR OF POLITICAL
SCIENCE AND NATIONALLY RECOGNIZED
POLITICAL EXPERT



Dr. G. David Pollick, president of Birmingham-Southern College

"The legacy of Birmingham-Southern College lives in its generations of sons and daughters. They bring us to this moment, and when we search our mind's eye for what is now expected, we see not only our future, but our destiny."

History brings us to this moment. Thousands of lives, whose hearts and hands have touched others with their knowledge and their unique combination of wisdom and compassion, bring us to this moment. From the halls of the United States Congress, to great venues for the performing arts; from international stages for journalism, literature, medicine and research; from powerful boardrooms and courtrooms, to schools, churches and places of profound human need—the legacy of Birmingham-Southern College lives in its generations of sons and daughters. They bring us to this moment, and when we search our mind's eye for what is now expected, we see not only our future, but our destiny.

When I was first welcomed to 'Southern, those around me wanted to hear of my 'vision' for the years ahead. I responded with, "The genius can be found in the place." Out of its history, year after year, young gifted minds appear on the Hilltop carrying our legacy into another unfolding. And year after year, out of our history of great educators, an extraordinary faculty awaits them, eager to discover the genius within each student. Our vision for the years ahead is to be found in our place and in our students—in their destiny delivered.

So it is that we have turned to our alumni, our faculty and our friends, together the caretakers of our legacy, to set our College's priorities for the era ahead. There was little surprise. At the heart of our success is 'Southern's uncompromising commitment to a liberal arts education of the highest caliber. Rooted in a powerful and deeply personal faculty, this is the education that gives meaning and voice to a life of genuine purpose. Foundational to a life of courage and service, educational life on the Hilltop has always reached beyond professional success, setting its sights on what is expected and what must next be imagined. Truly, our students learn in order to serve. As a consequence, the world is better because of each of our graduates—and it is our destiny that this be so.

In this campaign, above all else, we have been told to secure this legacy. This we will do. Both campaign phases will be uncompromising in this regard. The campaign priorities reflect the importance of ensuring that the genius within our place not only remains safe, but flourishes; that the lives of those we hold up before us continue to reach back to those who aspire to follow. In such a moment, legacy and destiny converge—and the promise continues.



Dr. G. David Pollick

Demetrius Foy is faith; Bishop Bob Morgan, a testament to the power of a life lived in service. And Birmingham-Southern is the place where one begins to become the other.



**DEMETRIUS FOY '10, RELIGION MAJOR
FROM GAINESVILLE, ALABAMA, AND PASTOR
OF SPRING VALLEY BAPTIST CHURCH**



BISHOP BOB MORGAN '56, BISHOP-IN-RESIDENCE AT BIRMINGHAM-SOUTHERN AND 2000 PRESIDENT OF THE WORLDWIDE COUNCIL OF BISHOPS OF THE UNITED METHODIST CHURCH



*Ed Hardin '62 and Mike Atchison '65 serve as co-chairs of Destiny: Delivered,
The Campaign for Birmingham-Southern College.*

"All of us are guardians of the College's legacy and debtors
to those who made it possible. Together we are the
shepherds who can lead the way to a destiny delivered."

It wasn't much to look at back in the early 1960s. The buildings around the quad were showing their age and badly needed face-lifts of plaster, paint and mortar. Spreading patches of bald earth pushed against the sad little tufts of receding grass and weeds. The dorm rooms were dated, the showers down the hall, the classrooms dingy, the food barely tolerable and campus activities outside the classroom almost nonexistent. There were no state-of-the-art science labs, or fountains surrounded by colorful flowers, or a bell tower, or an apartment village, or Saturday afternoon football games.

BUT WE LOVED IT.

We were in a special place surrounded by bright and engaging new friends and a most marvelous group of teachers. For four wonderful years, we listened, we talked, we studied, we argued and we solved the world's problems with our newfound wisdom. Those incredible professors invited us into their homes and to their dinner tables, checked on us when we were sick, gently chided us when we slept in, consoled us in times of trouble and disappointment and counseled us in the mysteries of post-graduate life. Our English professors motivated us to read and challenge what we read. Our religion and philosophy classes taught us responsibility and respect for ourselves and others. Our studies of political science and sociology instilled in us a sense of urgency to participate in the world around us, in meaningful and constructive ways. Our lives were changed by the unfailing efforts of those dedicated scholars to open our minds to the beauty of a liberal arts education.

AND WE LOVED THEM.

But the story didn't begin and doesn't end with us. BSC graduates have succeeded in every conceivable profession and job throughout the nation. They can be found in the Houses of Congress, on the mastheads of newspapers and magazines, as presidents of leading colleges and universities and in hospitals, courthouses and boardrooms. All because they were challenged to excel at a tiny school whose priceless gift to the world has been its thousands of graduates.

AND WE LOVE IT STILL.

Some years ago, several friends joined us in giving the late Dr. Henry Randall a retirement party. Brought together by our affection for Dr. Randall, we each gave him a small present. Dr. Randall, a lifelong bachelor with no family, began to cry saying the gifts were especially meaningful because he rarely received any. We cried with him. Dr. Randall had given us so much and sought so little in return. So, too, has our Alma Mater, our "fostering Mother." We now have the opportunity to help ensure that 'Southern's cherished legacy remains untarnished and that destiny, indeed, is delivered. There is an inspiring and shared excitement on campus about innovative new programs, a beautiful park under construction, the Hilltop Village and other improvements. All of us are guardians of the College's legacy and debtors to those who made it possible. Together we are the shepherds who can lead the way to a destiny delivered. We have every confidence you will join us in this most worthy campaign for Birmingham-Southern College.

WE KNOW YOU LOVE IT TOO.



Edward L. Hardin, Jr. '62



W. Michael Atchison '65

Sarah Garrett is hope; Scarlett Singleton, the relentless pursuit of justice. And for more than 150 years, Birmingham-Southern has nurtured both.



**SARAH GARRETT '11, URBAN
ENVIRONMENTAL STUDIES MAJOR
FROM HOMEWOOD, ALABAMA**



SCARLETT SINGLETON '01,
GRADUATE OF HARVARD LAW
SCHOOL AND ATTORNEY AT LAW,
BIRMINGHAM, ALABAMA



The price of greatness is responsibility.



OUR DESTINY IS CLEAR. It falls to each of us to ensure that Birmingham-Southern stands with the greatest liberal arts colleges of our time. It falls to us to champion her causes and her people. It falls to us to deliver the resources and the strength she needs to graduate new generations of men and women who will, in turn, give of themselves and their talents for the betterment of the world.

The following pages introduce *Destiny: Delivered, The Campaign for Birmingham-Southern* and highlight our priorities for Phase I. You will also find some interesting thoughts from a few of our alumni who are living their lives and changing the world—and what the world thinks of them.

So continue reading. But more importantly, join us. Become involved in the *Destiny: Delivered* campaign. With your help, all that exists in our mind's eye will be delivered.



The Campaign for Birmingham-Southern

PHASE I



BSC

Birmingham-Southern College



Defining Birmingham-Southern as a National Liberal Arts College

Every president in Birmingham-Southern's 150-year history has sought to achieve broader national recognition for the college as a truly great liberal arts institution. While significant strides towards this goal have been made by every generation, the journey must continue. Standing still is not an option. We either move forward or we move back. *We choose to move forward.*

OUR DESTINY IS CLEAR. The means by which we achieve that destiny are also clear. Over the next several years, Birmingham-Southern College will raise in excess of \$100 million. We will ensure the college's excellence through two distinct campaign phases. The first phase focuses on growing the college. The second phase enhances our ability to care for our increased student population and expand our programs through upgraded facilities and an increased endowment.

Birmingham-Southern is, and will remain, a small liberal arts college. We face a simple truth, though, that it's possible for a school to be too small. To be effective, we have to reflect the larger world into which we send our students. We desire a student body that brings a rich collection of ideas, experiences, cultures, socioeconomic backgrounds, races and religious beliefs to the campus life and the classroom. And each student must possess the academic ability that is required to succeed here.

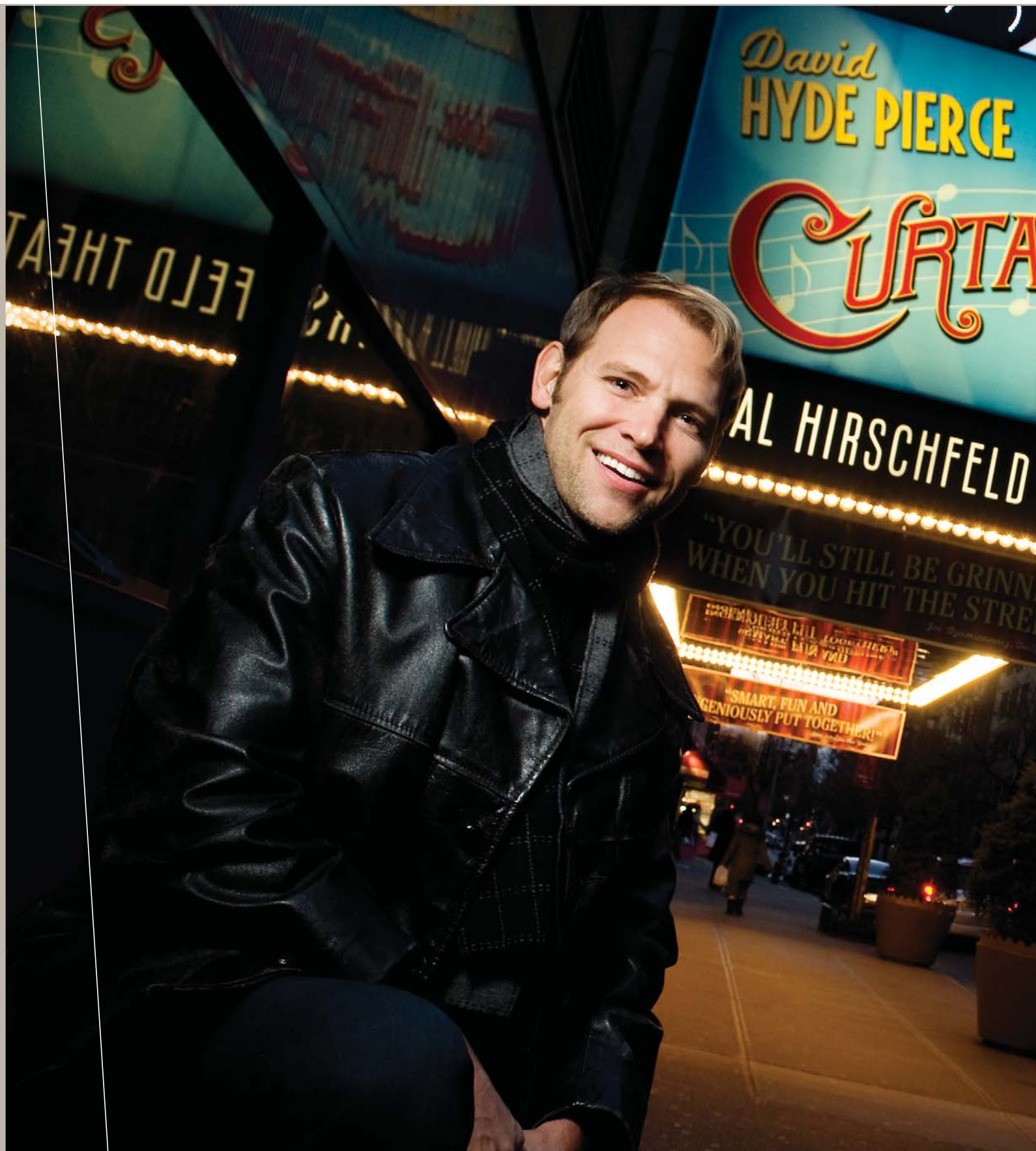
PHASE I

GROWTH: THROUGH PEOPLE AND PROGRAMS Our first goal is to raise \$50 million in three years. We will use these resources to support increased scholarships, additional faculty and expanded and enhanced programs to grow enrollment from roughly 1,200 students to about 1,800. We will also devote these funds to increasing the college in stature, focusing on programs and structures that directly affect enrollment and national distinction.

PHASE II

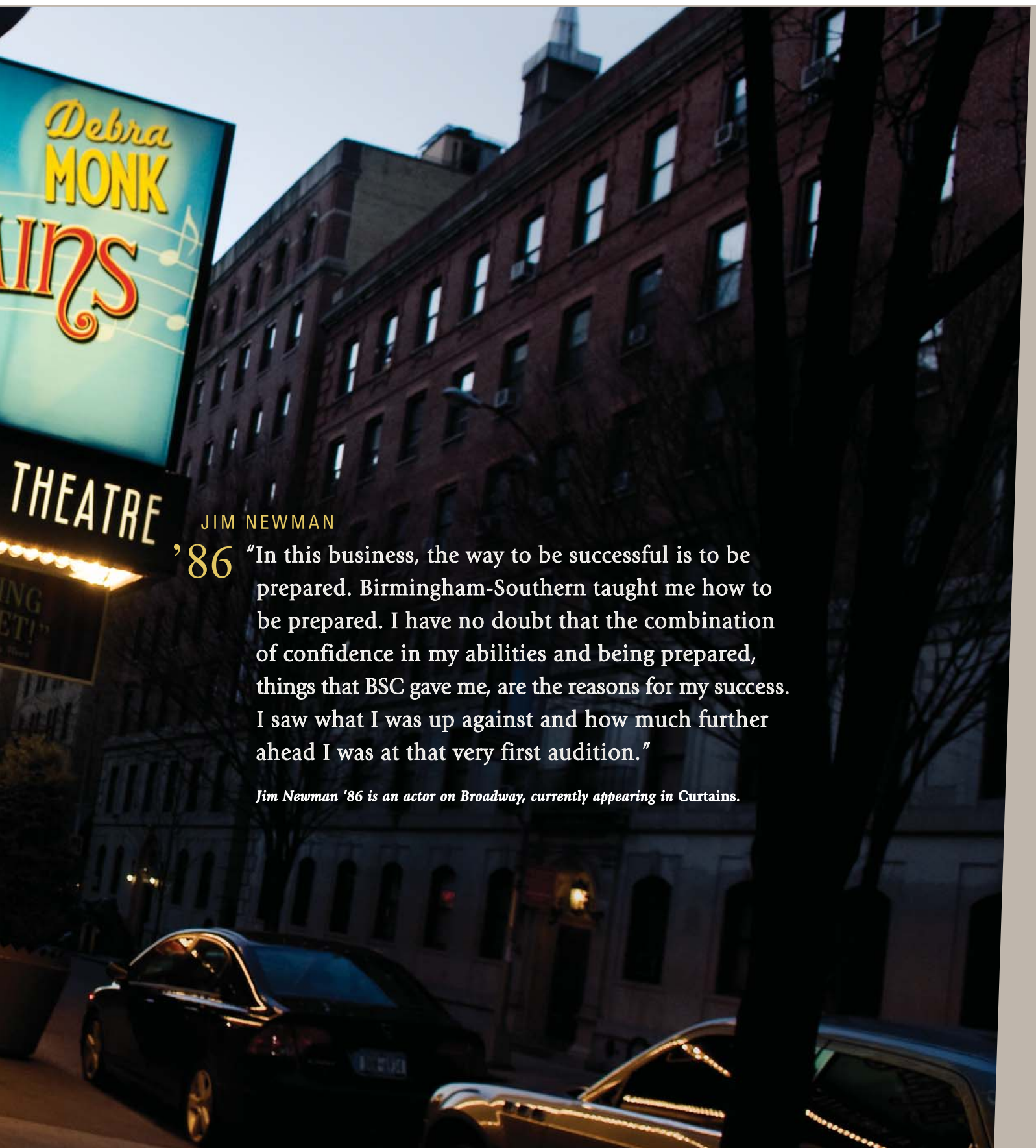
CARING FOR PEOPLE: THROUGH PLACES AND PROMISES As our student population grows and we add new programs, we will need new and reconceived facilities, in conjunction with significant endowment growth. We will use the resources from Phase II to build new buildings and to rethink and remodel existing structures. Of equal importance, we will build our endowment to an appropriate level. Specific priorities for Phase II are yet to be determined. As we grow, we will establish firm goals for Phase II and aggressively begin pursuing them.

Growth is essential to our future; it is as simple as that. In the pages that follow, you will hear the stories of Birmingham-Southern people and their effect on the world. You'll also find details on the priorities we've set for Phase I of the Destiny: Delivered campaign.



"JIM NEWMAN IS A BRILLIANTLY TALENTED MAN. HE'S AN INCREDIBLE DANCER, AN INCREDIBLE SINGER, A WONDERFUL ACTOR AND A TERRIFIC COMEDIAN. HE'S 100 PERCENT ALL THE TIME—ON STAGE AND OFF. HIS COMMITMENT TO THE PART, TO THE SONG, TO EVEN ONE LINE IS 100 PERCENT. HIS RANGE OF TALENTS MEANS THAT HE'LL BE ABLE TO PERFORM AS LONG AS HE WANTS. BUT, I ALSO THINK THAT BECAUSE OF HIS CREATIVITY AND HIS INGENUITY, HE COULD DIRECT. HE'S ALL HEART."

—David Hyde Pierce, Tony and Emmy award-winning actor of *Curtains* and *Frasier*



JIM NEWMAN

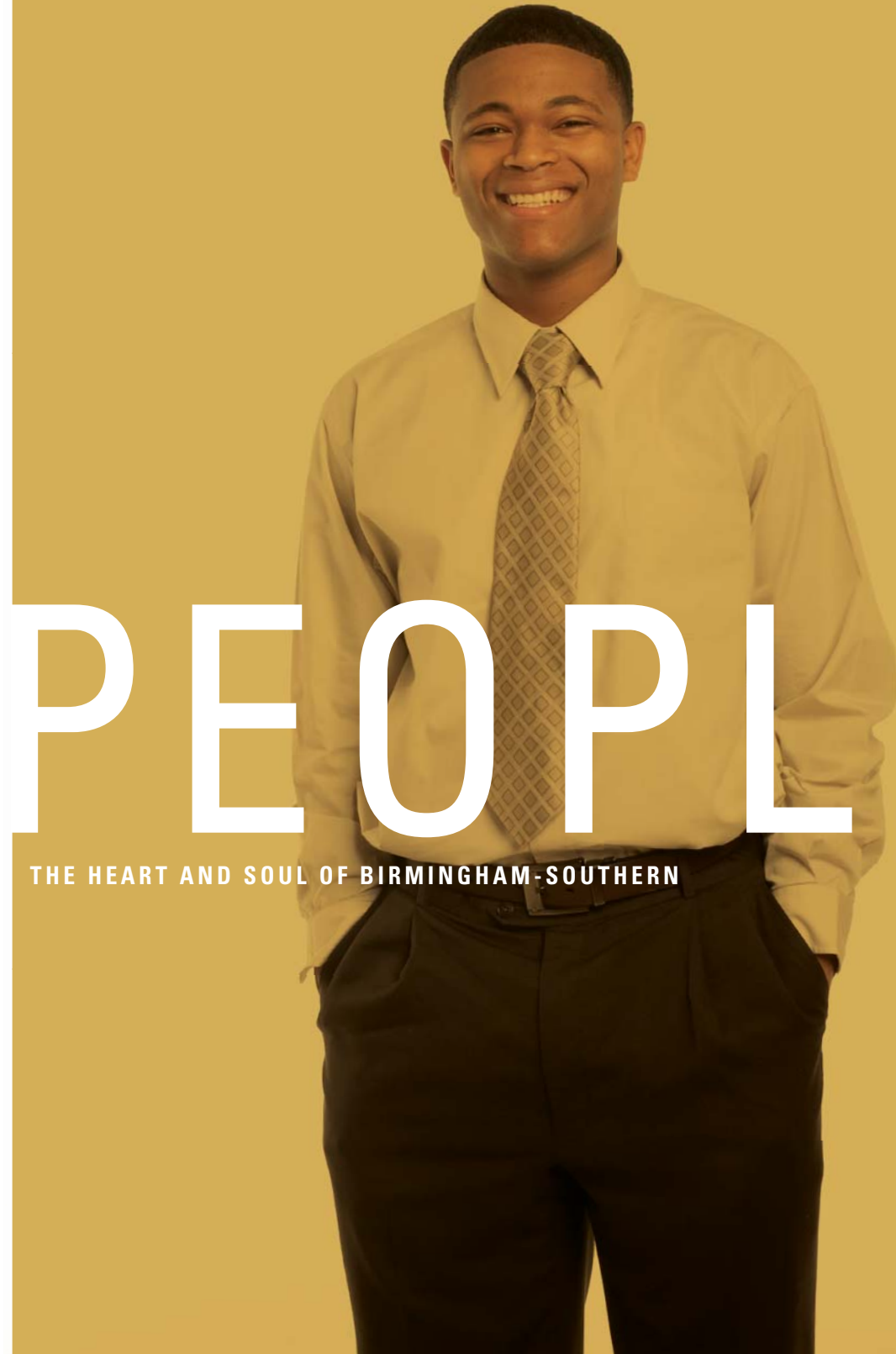
'86

"In this business, the way to be successful is to be prepared. Birmingham-Southern taught me how to be prepared. I have no doubt that the combination of confidence in my abilities and being prepared, things that BSC gave me, are the reasons for my success. I saw what I was up against and how much further ahead I was at that very first audition."

Jim Newman '86 is an actor on Broadway, currently appearing in Curtains.

"THERE ISN'T ANYBODY LIKE JIMMY NEWMAN. HE IS UNIQUE. YOU CAN GIVE HIM A WORD AND IT TAKES ON MORE MEANINGS THAN YOU EVER INTENDED. AND JIM'S CAREER IN THE FUTURE IS UNLIMITED. THERE'S NOT ANYTHING HE CAN'T DO OR TAKE ON. BECAUSE HE IS SO MULTI-TALENTED—A SINGER, A DANCER, AN ACTOR—HE IS EMPLOYABLE IN MORE SITUATIONS THAN ALMOST ANY ACTOR I KNOW."

—John Kander, Tony, Emmy and Grammy award-winning composer of Curtains, Cabaret, Chicago and others




PEOPLE:

THE HEART AND SOUL OF BIRMINGHAM-SOUTHERN

STUDENT SCHOLARSHIPS / \$15,000,000 Competition for the best students each year is intense. Even state schools are offering more than ever before, attracting students who have traditionally chosen Birmingham-Southern. Providing competitive merit-based scholarships will help us continue to draw the premier students to our campus. But we must offer more competitive need-based scholarships as well. No student with the skills and the desire to succeed at Birmingham-Southern should be forced elsewhere because of financial limitations.

FACULTY EXCELLENCE / \$5,000,000 The faculty is the lifeblood of this college. Students consistently point to our professors as one of the primary reasons they choose BSC. And, year after year, alumni tell us what they remember most about their time in school are their relationships with the faculty. Attracting new professors to campus, and keeping the fantastic people we have today, is an increasingly challenging task. If we truly believe that our faculty is our greatest asset, we must do more to ensure its excellence. We must endow more professorships. We must offer more competitive compensation to professors across the college. This campaign allows us to do precisely that.



ANSLEY COLLINS
'01

“Birmingham-Southern was more than just a place to get a degree for me. It was a place where I learned about myself. I learned how to look at the bigger picture, how to think for myself. Birmingham-Southern is a place where I felt like I was more than just a student on a roster—I was, and still am, a member of a community that cared for me and helped shape the person I am today.”

Ansley Collins '01 is a trajectory operations and planning officer for the International Space Station at NASA's Johnson Space Center in Houston.

“ANSLEY COLLINS IS A TREMENDOUS ASSET TO US HERE IN MISSION CONTROL. IF I COULD DESCRIBE HER IN ONE WORD, IT WOULD BE 'EXCEPTIONAL.' SHE IS NOT ONLY A FANTASTIC ENGINEER, SHE IS ALSO A WELL-ROUNDED INDIVIDUAL WHO GIVES 150 PERCENT IN EVERYTHING SHE DOES. WE TRULY TREASURE HER WORKING HERE AT NASA.”

—Cathy Koerner, a flight director for both the Space Shuttle and International Space Station at NASA's Johnson Space Center in Houston





PEOPLE:


THE HEART AND SOUL OF BIRMINGHAM-SOUTHERN

RELIGIOUS LIFE / \$2,000,000 Our connection to the United Methodist Church remains strong, rooted in the early days of our founding. This relationship is core to our central mission, and the source for the strong commitment to service that is a hallmark of a Birmingham-Southern education.

Through this campaign, we will support interdenominational work, interfaith programs and ongoing outreach and education through the Chapel and the Office of Church Relations. This will support an endowed chaplaincy, complete the Denson N. Franklin Professorship and provide ongoing program support and scholarships.

ADMISSION WELCOME CENTER / \$3,000,000 - FUNDED

There is an old adage that states that people don't always remember what you say, but they never forget how you make them feel. Our recently completed Admission Welcome Center is a manifestation of this belief, as we ensure that prospective students, their families and other visitors to our campus feel the warmth of our 'Southern hospitality. It's an area of our campus that has been neglected for too long, as our admission staff worked for years around inadequate facilities. With this Admission Welcome Center, we now have the resources to make an impression equal to the overall Birmingham-Southern experience. Already, interest in the college from prospective students has begun to reflect the value this facility brings to the college.



FATHER DAVID LOWELL
'71

"This is a lifetime of direct service, since I have lived and worked here for more than 22 years. What makes it possible to live this kind of life is a healthy faith in God complemented by a strong intellectual life, a good sense of humor and irony and a love of people. My young adulthood was formed in that milieu at Birmingham-Southern, and I am doing the best I can to live that way today."

Father David Lowell '71 is the executive director of Raphael House, San Francisco's oldest homeless shelter for families, and a priest in the Orthodox Church in America.

"THE THING THAT STANDS OUT MOST WHEN I THINK OF FATHER DAVID'S IMPACT ON MY LIFE IS HIS COMMITMENT TO EDUCATION. HE ALWAYS MADE IT CLEAR THAT THE MORE YOU KNOW AND THE MORE YOU LEARN ABOUT WHAT YOU'RE INTERESTED IN, THE BETTER YOU CAN IMPACT YOUR LIFE. HE ENCOURAGED ME TO ATTEND THE RHODE ISLAND SCHOOL OF DESIGN, EVEN THOUGH IT IS VERY EXPENSIVE. TWICE I'VE HAD TO COME BACK TO SAN FRANCISCO TO WORK AND SAVE MONEY FOR ANOTHER YEAR OF TUITION AND HE'S HIRED ME BACK AT THE



RAPHAEL HOUSE. HE HAS SUCH AN OPEN MIND TO HELPING PEOPLE. IT IS INTERESTING TO KNOW HIS PASSION FOR SERVING OTHERS WAS MOST LIKELY FOSTERED AT BIRMINGHAM-SOUTHERN COLLEGE."

-Victoria Crichlow-Debro, former resident of the Raphael House and a senior illustration major at the Rhode Island School of Design



PROGRAMS:

ENHANCING THE BEST OF BIRMINGHAM-SOUTHERN

FACULTY AND STUDENT COLLABORATIVE RESEARCH / \$1,500,000

Large research institutions boast about the research in which their students are active partners, but small liberal arts colleges are often unsung heroes in this arena. Birmingham-Southern currently supports about 16 such collaborative opportunities annually, giving students research experiences early in their careers, not later. To be a leader among our peers, we need to increase those opportunities to as many as 40, not only in the sciences but also across the curriculum in true liberal arts style. Genuinely collaborative research relationships often result in co-authorships for journal articles and presentations for professional conferences, which are huge assets in a student's undergraduate portfolio. Additionally, Birmingham-Southern ensures that students make on-campus presentations about their research experiences, offering the chance for other faculty, fellow students and even alumni and donors to hear of the importance of their work and the promise it provides.

URBAN ENVIRONMENTAL STUDIES / \$6,000,000 Birmingham is one of the South's most environmentally diverse cities, teeming with woodlands, wetlands, nature reserves, rivers and streams. The city is actively expanding its parks system. As the academic leader in the city, we are perfectly positioned to offer one of the leading Urban Environmental Studies programs in the nation; in fact, we currently have the only such program in the Southeast.

The Urban Environmental Studies program will leverage the college's relationship with the Southern Environmental Center, located on campus. The new Urban Environmental Park on the west end of the campus will serve as an environmental laboratory, giving students and faculty hands-on experience. Ultimately, the program will provide uniquely qualified human capital to Birmingham and cities across the South. Funding for the program will provide start-up support, a sustaining endowment for a new professorship, money for the ongoing program and the resources needed to complete the campus lake and park as a living classroom.



“DOWD RITTER IS NOT ONLY A VISIONARY BUSINESS LEADER WHO HAS RISEN TO THE TOP OF HIS PROFESSION, HE IS A WARM AND FRIENDLY MAN WHO CARES ABOUT HIS EMPLOYEES AND THIS STATE. HE HAS TAKEN THE TIME TO MENTOR YOUNGER PROFESSIONALS AND NURTURE THEIR CAREERS, AND HE HAS TAKEN A LEADERSHIP ROLE IN COMMUNITY AFFAIRS. BIRMINGHAM—



DOWD RITTER

'69

"Birmingham-Southern is a special place. Personally, I think you realize the true value of a liberal arts education years after you graduate. You leave Birmingham-Southern having attained the ability to communicate well and to think through any subject matter with which you are confronted, not to mention the lifelong relationships that develop as a result of those four years."

Dowd Ritter '69 is chairman, president and chief executive officer of Regions Financial Corporation, headquartered in Birmingham.

REALLY ALL OF ALABAMA—IS VERY FORTUNATE THAT DOWD RITTER NEVER LEFT OUR STATE TO PURSUE OTHER OPPORTUNITIES. DOWD HAS MADE A TREMENDOUS IMPACT IN THE QUALITY OF LIFE IN HIS HOMETOWN AND THE STATE OF ALABAMA."

—The Honorable Bob Riley, Governor of Alabama

A woman with long brown hair, wearing a dark blazer and a pearl necklace, stands against a solid yellow background. She is smiling and has her right hand on her hip.

PROGRAMS:

ENHANCING THE BEST OF BIRMINGHAM-SOUTHERN

SERVICE AND ADVOCACY / \$2,000,000 We call our students to more than excellence—we call them to lives of meaning and purpose in the service of others. Our Service-Learning Program made formal the rich history of community involvement that has long distinguished a Birmingham-Southern education; it broadened our definition of community to mean the world. Thanks to a transforming gift from Dr. Peter Bunting '66 and Mrs. Derry Brice Bunting '69, Service-Learning now takes the next formal step, becoming The Bunting Center for Engaged Study and Community Action, adding a powerful academic component.

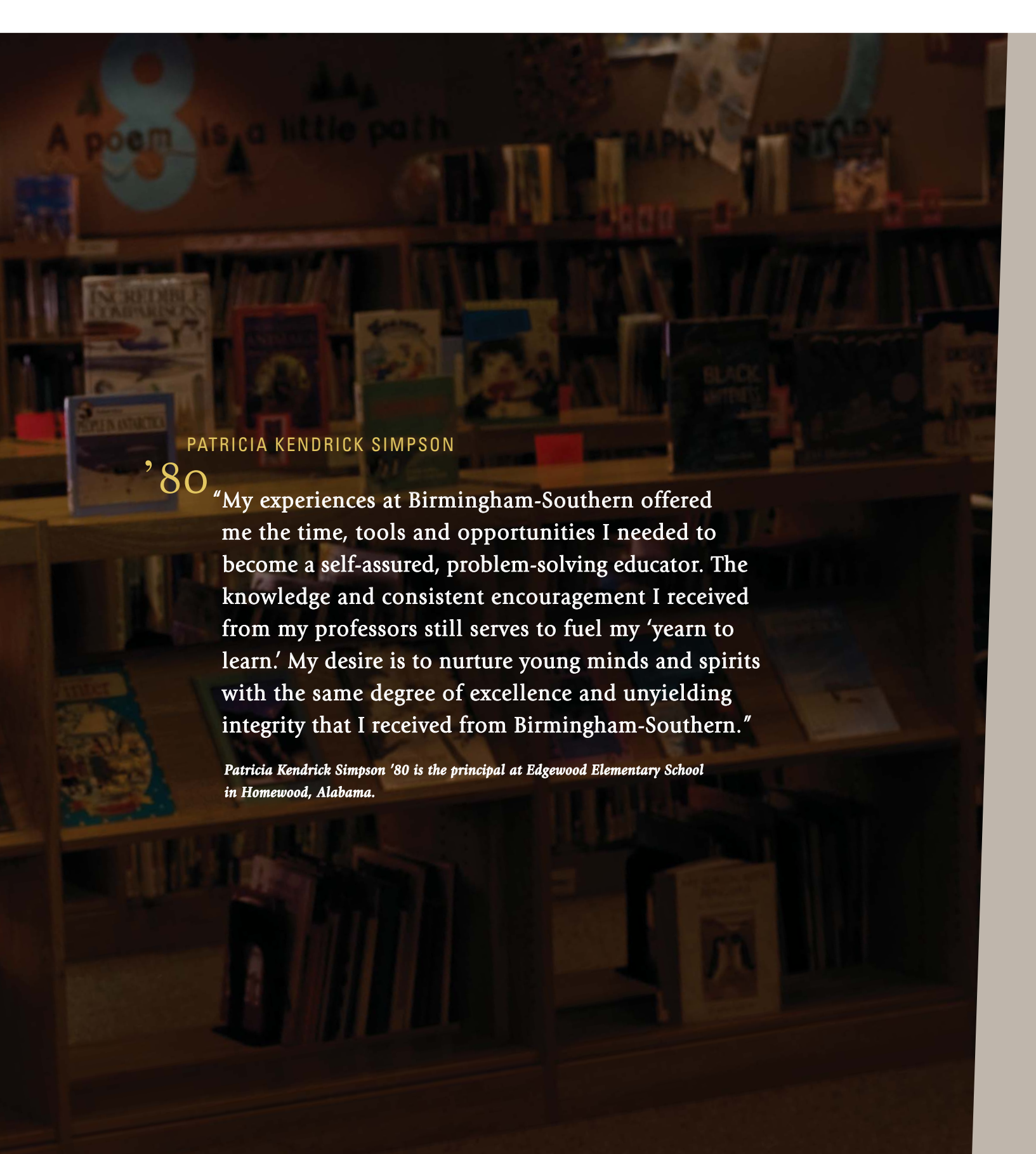
Based in the Academic Affairs Division of the college, The Bunting Center will challenge faculty and students to intentionally incorporate the call to service into the rigorous curriculum for which the college is so well known. Future funding will increase support for faculty development and grow an endowment to sustain the program, allowing it to expand its reach and deepen its impact.

Additionally, the Hess Center for Leadership and Service will continue to challenge students to see advocacy as service, and to see leadership as a responsibility that is born of a servant heart. The Hess Center, especially the Hess Fellows, will grow to offer more Birmingham-Southern students powerful experiences in advocacy work—to better understand the responsibilities of leadership.

HONORS PROGRAM / \$1,000,000 The Honors Program is unique because Birmingham-Southern is, by its very nature, an “honors college.” For BSC, Honors is a rigorous program that takes a classic liberal arts education and goes one step further. Our program is interdisciplinary, not focused on a student’s major course of study. The result of the program is a collection of intellectually curious graduates with the skills, the experiences and the willingness to make a significant difference in the world.



"TRICIA SIMPSON WOULD BE A SUCCESS IN ANY PROFESSION. IT IS A BLESSING TO EDUCATION THAT SHE CHOSE TO USE HER SPIRIT, INTELLECT AND STRONG WORK ETHIC TO SERVE CHILDREN. TRICIA HAS THAT MAGIC THAT MAKES A SCHOOL A UNIQUELY WONDERFUL PLACE TO LEARN. SHE HAS BOUNDLESS ENERGY AND HIGH EXPECTATIONS, AND PORTRAYS HER LOVE FOR CHILDREN AND SCHOOL COMMUNITY IN EVERY ACTION. BEYOND BEING AN INCREDIBLE SCHOOL ADMINISTRATOR,



PATRICIA KENDRICK SIMPSON

'80

"My experiences at Birmingham-Southern offered me the time, tools and opportunities I needed to become a self-assured, problem-solving educator. The knowledge and consistent encouragement I received from my professors still serves to fuel my 'yearn to learn.' My desire is to nurture young minds and spirits with the same degree of excellence and unyielding integrity that I received from Birmingham-Southern."

Patricia Kendrick Simpson '80 is the principal at Edgewood Elementary School in Homewood, Alabama.

TRICIA IS A REMARKABLE PERSON. ONE KNOWS THAT HER DEDICATION AND SUCCESS HAS LITTLE TO DO WITH SELF AND MUCH TO DO WITH SERVICE. SHE SERVES HER SCHOOL AND ITS CHILDREN AS IF IT WERE NOT HER JOB, BUT HER MISSION."

-Dr. Jodi Newton, superintendent of Homewood City Schools, Homewood, Alabama



PROGRAMS:

ENHANCING THE BEST OF BIRMINGHAM-SOUTHERN

INTERNATIONAL STUDY AND TRAVEL / \$3,000,000 In our general education goals, we state: "Understanding one's place in an ever-widening circle of contexts is one of the most traditional goals of liberal learning and continues to be so." It is important that our students study and experience, firsthand, cultures different from their own. Traveling and studying abroad helps students understand and appreciate the importance of cultural difference; it also affords a new perspective on one's own culture, and one's self. Increasing the opportunities for students to study and travel internationally—regardless of a student's financial capability—is critical for us to deliver on our promise of providing the best in liberal arts education.

Gifts here will provide immediate funds for increased international study and travel opportunities, as well as endowments to ensure these opportunities are sustained as our student population grows.

ATHLETICS / \$6,500,000 We have a long and proud tradition of athletics at Birmingham-Southern. That tradition continues to grow today with new sports, new facilities and an injection of excitement to life on campus. Birmingham-Southern is an attractive option for students who are passionate about the sports they play, and equally passionate about the studies they pursue. We have added five new sports to our men's and women's athletics offerings. In fact, with the addition of men's and women's lacrosse, we become one of only a handful of colleges in the South to compete in the sport.

Sporting events bring people to our campus and increase our visibility both locally and nationally. A portion of this campaign will go to ensuring that we have the athletics facilities that meet the high standards of quality and competition that live at Birmingham-Southern.



"THE FIRST TIME I MET DON HARRISON, HE WAS SERVING AS PRESIDENT OF THE AMERICAN HEART ASSOCIATION. I WAS IN AWE OF HIS COMMITMENT TO THIS LEADERSHIP POSITION, IN ADDITION TO HIS ROLE AS CHIEF OF CARDIOLOGY AT STANFORD UNIVERSITY HOSPITAL. HE IS A GIFTED HEART DOCTOR, AND HE IS A PERSON WITH A BIG HEART. HE IS COMMITTED TO ADVANCING MEDICINE ON ALL FRONTS; HE'S ALSO COMMITTED



DR. DONALD HARRISON

'54 "Birmingham-Southern introduced me to an expanded world. My liberal arts experience gave me the desire to excel in science and medicine, and also honed my ability to write, which helped me publish six books and more than 500 articles. Birmingham-Southern had my best interests at heart from the first day I stepped on campus and propelled me to a long and rewarding career."

Dr. Donald Harrison '54 is senior vice president and provost for Health Affairs, emeritus, for the University of Cincinnati Medical Center; he is a world-renowned cardiologist and past president of the American Heart Association.

TO CARING AND REACHING OUT TO PEOPLE ON A PERSONAL BASIS. IT IS THAT CARING AND OUTREACH TO PEOPLE THROUGHOUT SOCIETY THAT SPEAKS SO WELL OF HIM."

—M. Cass Wheeler, chief executive officer, American Heart Association, Dallas

UNRESTRICTED GIVING:

ESSENTIAL SUPPORT FOR BIRMINGHAM-SOUTHERN



ANNUAL FUND Growing the Annual Fund is one of the highest priorities of the *Destiny: Delivered* campaign. The Annual Fund is a vital resource that touches every aspect of life on campus. It's also the easiest way for the majority of our alumni to participate in this campaign and in the lives of the current students. Gifts to the Annual Fund ensure that the college has the resources and the people necessary to deliver the Birmingham-Southern experience. The Annual Fund helps us offer scholarships to attract the most talented students, and salaries to attract and keep the most gifted professors. And participating in the Annual Fund allows everyone to remain connected to the college that has done so much for us all.

UNRESTRICTED CAMPAIGN GIFTS In addition to the Annual Fund, many people are interested in making a one-time, unrestricted gift to the college in response to this campaign. These gifts are available for the college to use where and when it deems they will be most effective. Unrestricted gifts, in particular, give Birmingham-Southern the ability to act quickly on new initiatives and to enhance effective programs.

The price of greatness is responsibility.

OUR DESTINY IS CLEAR. And it falls to each of us to ensure that Birmingham-Southern takes its rightful place among the greatest liberal arts colleges in this country. It falls to us to champion her causes and her people. It falls to us to deliver the resources and the strength she needs to graduate new generations of men and women who will, in turn, give of themselves and their talents for the betterment of the world.

Each of us who has spent time on the Hilltop knows we are changed by it—and better for it. Today it falls to each of us to give back, in proportion, all that she has given to us. If we don't, who will?

Join the *Destiny: Delivered* campaign. Because when you join the thousands of other alumni, faculty, parents and friends who make up the Birmingham-Southern family, there is absolutely nothing that we cannot accomplish. Join us and help deliver Birmingham-Southern's destiny.



**Office of Institutional Advancement
Birmingham-Southern College**

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Birmingham-Southern College

Destiny: Delivered

NATIONAL CAMPAIGN STEERING COMMITTEE

NATIONAL CAMPAIGN CO-CHAIRS:

***W. Michael Atchison '65**
Attorney and Partner, Starnes & Atchison

***Edward L. Hardin, Jr. '62**
Retired Executive Vice President, General Counsel & Director, Caremark RX, Inc.

BSC GENERAL OFFICERS

G. David Pollick
President

Lane Estes
Vice President for Administration

Kathleen Murray
Provost

Sheri Scholl Salmon '85
Dean of Enrollment Management

Camille Spratling '98, '07 MPPM
Executive Assistant to the President

Adelia Patrick Thompson '86
Vice President for Institutional Advancement

Kim Thrasher
Vice President for Finance

Bill Wagon
Vice President for Communications

BSC TRUSTEES

***Ann Evins Adams '65**
Owner, Ann Adams & Company

***Carl F. Bailey**
Retired President South Central Bell/Bell-South and Co-Chairman BellSouth Telecommunications

***Peter Douglas Bunting '66**
Plastic Surgeon (retired), Peter Douglas Bunting M.D.

Wayne W. Killion, Jr. '72
President and CEO, Shook & Fletcher Insulation Company

***John J. McMahon, Jr. '65**
Chairman, Ligon Industries

***William B. Morgan, Jr. '70**
Senior Minister, Canterbury United Methodist Church

***H. Craft O'Neal '84**
Chairman, O'Neal Steel, Inc.

***C. Dowd Ritter '69**
Chairman, President, and Chief Executive Officer, Regions Financial Corporation

***Bruce F. Rogers '80**
Attorney and Partner, Bainbridge, Mims, Rogers & Smith

George B. Salem '75
President and Founder, Proxsys, LLC

***Herbert A. Sklenar**
Chairman Emeritus, Vulcan Materials Company

David M. Smith '79
Attorney and Partner, Maynard, Cooper & Gale, P.C.

***James T. Stephens**
Chairman of the Board, EBSCO Industries, Inc.

John Preston Watts, Sr. '86
Managing Director, Evans, Watts & Schrimsher Wealth Management

ALUMNI AND COMMUNITY LEADERS

John Hudson Burton, Jr. '85
Member and Attorney, Presley Burton & Collier, LLC

Karen McElroy Carroll '87
Vice President and Editor in Chief, *Southern Accents*

Chervis Isom '62
Attorney and Shareholder, Baker, Donelson, Bearman, Caldwell & Berkowitz, P.C.

Sandra R. Killion
Principal, Vulcan Insulation Company, LLC

Sheryl Kimerling
Community Leader

James C. Pennington '87
Attorney and Shareholder, Ogletree, Deakins, Nash, Smoak & Stewart, P.C.

***J. Kevin Tucker '86**
Assistant Professor of Medicine, Harvard Medical School, and Nephrologist, Brigham and Women's Hospital

Richard B. Yeilding '73
Senior Vice President Retail Development,
Colonial Properties Trust

DeLynn M. Zell '86
Partner, First Financial Group of the South

REGIONAL CAMPAIGN LEADERS

Atlanta, Georgia

Preston Barnett '68
Vice President and General Tax Counsel,
Cox Enterprises, Inc.

D. Boyd Johnson '81
Principal, Johnson Hailey Investments, LLC

Birmingham, Alabama

Wayne W. Killion, Jr. '72
President and CEO, Shook & Fletcher
Insulation Company

David M. Smith '79
Attorney and Partner, Maynard, Cooper &
Gale, P.C.

DeLynn M. Zell '86
Partner, First Financial Group of the South

Huntsville, Alabama

Wanda Stubblefield McNeil '71
Of Counsel, Sirote & Permutt, P.C.

John Preston Watts, Sr. '86
Managing Director, Evans, Watts &
Schrimsher Wealth Management

Mobile, Alabama

Joe E. Basenberg '67
Attorney, Hand Arendall, LLC

Emily Bell Wirtes '90
Community Leader

New York City

Byron B. Mathews, Jr. '70
Retired Attorney

Anne Beadle Meyercord '62
Referral Agent, ERA Burgdorff Realtors

Champ Meyercord '62
Director of Institutional Marketing, Stralem
& Company

Washington, D.C.

Rodney K. Ferguson '86
Managing Director & Principal, Lipman
Hearme, Inc.

Joab M. Lesesne, III '87
Vice President of Government Affairs, Cox
Enterprises, Inc.

BIRMINGHAM-SOUTHERN COLLEGE FACULTY REPRESENTATIVES

Stephen Craft '88
Associate Professor of Marketing

Natalie Davis
Professor of Political Science

Guy Hubbs
Associate Professor of Library Science

Bernadette Mullins
Associate Professor of Mathematics

Sandra Sprayberry
Professor of English

John Tatter
Professor of English

BIRMINGHAM-SOUTHERN COLLEGE STAFF REPRESENTATIVES

Kathryn Banks
Facilities and Events Assistant

Joe Dean, Jr.
Athletics Director

Kristin Harper '92
Director of The Bunting Center for Engaged
Study & Community Action

Ronald Hazelhoff
Director of the Southern Environmental
Center

Renie Moss
Dean of Students

Laura Boyer Sisson '79
Director of Church Relations

BIRMINGHAM-SOUTHERN COLLEGE STUDENT REPRESENTATIVES

Jonathan Henson '08
President, Interfraternity Council

Joanna Philip '08
Panhellenic President

Peter Starr '09
President, Student Government Association

Tanesha Williams '10
'Southern Diversity Delegate

INSTITUTIONAL ADVANCEMENT STAFF

Pat Anderson-Flowers
Director of Major Gifts

Martha Hamrick Boshers
Director of Gift Planning

Susan Smith Ellard '88
Director of Annual Giving

Lisa Sims Harrison '85 MPPM
Director of Alumni Affairs

Bambi Ingram
Director of Corporate & Foundation
Relations & Sponsored Projects

Maggie McDonald
Donor Relations Manager & Campaign
Administrator

Keith D. Thompson '83
Associate Vice President for Institutional
Advancement

**Denotes Campaign Leadership Council members*



Birmingham-Southern College

Destiny: Delivered Campaign Priorities
GIVING AND NAMING OPPORTUNITIES

PEOPLE: \$25,000,000

SCHOLARSHIPS / \$15,000,000

MERIT-BASED ENDOWED FUNDING OPPORTUNITIES

Endow full tuition, room, board and stipend	\$ 800,000
Endow full tuition, room and board	\$ 600,000
Endow full tuition	\$ 400,000
Endow a merit scholarship (minimum)	\$ 25,000

MERIT-BASED CURRENT USE FUNDING OPPORTUNITIES

Provide full tuition, room, board and stipend*	\$ 175,000
Provide full tuition, room and board**	\$ 150,000
Provide full tuition***	\$ 125,000

*\$35,000 per year for 5 years

**\$30,000 per year for 5 years

***\$25,000 per year for 5 years

NEED-BASED ENDOWED FUNDING OPPORTUNITIES

Endow five scholarships offering partial tuition	\$ 500,000
Endow one 1/2 tuition need-based scholarship	\$ 200,000
Endow student life stipends*	\$ 175,000
Endow a need-based scholarship (minimum)	\$ 25,000

*Supports the whole college experience including social and athletics activities

NEED-BASED CURRENT USE FUNDING OPPORTUNITIES

Provide partial tuition for five students**	\$ 125,000
Provide one 1/2 tuition need-based scholarship***	\$ 60,000
Provide student life stipends****	\$ 50,000

**\$25,000 per year for 5 years

***\$12,000 per year for 5 years

****\$10,000 per year for 5 years

FACULTY EXCELLENCE / \$5,000,000

ENDOWED FUNDING OPPORTUNITIES

Endow a professorship (minimum)	\$1,500,000
Endow faculty compensation support*	\$1,000,000
Endow faculty research fellowships**	\$ 250,000
Endow funds for faculty development (minimum)	\$ 25,000

*Builds competitive compensation packages for faculty recruitment and retention

**Supports expanded research opportunities with competitively awarded grants

CURRENT USE FUNDING OPPORTUNITIES

Provide faculty research fellowships***	\$ 50,000
Provide funds for faculty development****	\$ 25,000

***\$10,000 per year for 5 years

****\$5,000 per year for 5 years

ADMISSION WELCOME CENTER / \$3,000,000 - FUNDED With the Admission Welcome Center, we now have the resources to make an impression equal to the overall Birmingham-Southern experience. Already, interest in the college by prospective students has begun to reflect the value this facility brings to BSC.

RELIGIOUS LIFE / \$2,000,000

ENDOWED AND CURRENT USE FUNDING OPPORTUNITIES

Endow the chaplaincy (FUNDED)	\$1,000,000
Fully endow the Denson N. Franklin Professorship	\$ 750,000
Endow or provide scholarships and program support*	\$ 250,000

**Supports interdenominational work, interfaith programs and ongoing outreach and education through the Chapel and Office of Church Relations. Gifts can be structured in varying amounts and types.*

PROGRAMS: \$25,000,000

HONORS PROGRAM / \$1,000,000

ENDOWED FUNDING OPPORTUNITIES

Endow the program	\$1,000,000
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**Honors students will receive a one-time \$3,000 stipend to be used during their college career.*

***Renovation with expansion, refurbishing and space maintenance*

****\$6,000 per year for 5 years*

CURRENT USE FUNDING OPPORTUNITIES

Provide student stipends*	\$ 500,000
The Honors Commons**	\$ 250,000
Provide funds for course development***	\$ 30,000

ATHLETICS FACILITIES / \$6,500,000

Athletics Complex	\$3,500,000
Field House	\$1,500,000
Competition Field	\$1,000,000
Competition Track	\$ 500,000
Practice Field	\$ 300,000
Individual Lockers*	\$ 300,000

Weight Room	\$ 250,000
Locker Room	\$ 250,000
Hospitality Tent**	\$ 150,000
Training Room	\$ 75,000

**120 lockers at \$2,500 per locker*

***Corporate Sponsorship of \$30,000 per year for 5 years*

SERVICE AND ADVOCACY / \$2,000,000

ENDOWED FUNDING OPPORTUNITIES

Endow the service-learning program (FUNDED) (The Bunting Center for Engaged Study and Community Action)	\$1,000,000
Endow faculty and student travel fund	\$ 100,000
Endow one internship	\$ 50,000
Endow one Hess Center Fellowship	\$ 50,000
Endow one Bunting Center Fellowship	\$ 50,000

CURRENT USE FUNDING OPPORTUNITIES

Provide faculty and student travel funds*	\$ 50,000
Provide one internship per year**	\$ 15,000
Provide funding for course development**	\$ 15,000
Provide one Hess Center Fellowship per year**	\$ 15,000
Provide one Bunting Center Fellowship per year**	\$ 15,000

**\$10,000 per year for 5 years*

***\$3,000 per year for 5 years*

FACULTY AND STUDENT COLLABORATIVE RESEARCH / \$1,500,000

ENDOWED FUNDING OPPORTUNITIES

Endow the program	\$1,000,000
Endow one research partnership	\$ 50,000

CURRENT USE FUNDING OPPORTUNITIES

Provide for equipment needs	\$ 250,000
Provide one research partnership per year*	\$ 15,000

*\$3,000 per year for 5 years

URBAN ENVIRONMENTAL STUDIES / \$6,000,000

ENDOWED FUNDING OPPORTUNITIES

Endow the program and professorship	\$3,000,000
Endow the program	\$1,500,000
Endow the professorship	\$1,500,000

CURRENT USE FUNDING OPPORTUNITIES

Provide equipment*	\$ 300,000
Van	\$ 50,000
Provide summer study stipends**	\$ 15,000
Provide for faculty and student travel	\$ 10,000

*Multiple equipment needs with various funding requirements

**\$3,000 per year for 5 years

URBAN ENVIRONMENTAL PARK

Park	\$3,000,000
Entrance (FUNDED)	\$1,000,000
Lakes	\$1,000,000
Amphitheatre (FUNDED)	\$1,000,000
Walkways*	\$ 750,000
Promenade	\$ 500,000
Overlook	\$ 500,000
Wetlands (FUNDED)	\$ 250,000

*May be funded in segments with corresponding reduction in funding requirements

INTERNATIONAL STUDY AND TRAVEL / \$3,000,000

ENDOWED FUNDING OPPORTUNITIES

Endow a leadership fund supporting any length term	\$1,000,000
Endow a fund supporting semester or year abroad	\$ 500,000
Endow a fund supporting summer abroad	\$ 250,000
Endow a fund supporting Interim term grants	\$ 100,000
Endow a fund supporting any length term (minimum)	\$ 50,000

*\$25,000 per year for 5 years

**\$10,000 per year for 5 years

***\$5,000 per year for 5 years

CURRENT USE FUNDING OPPORTUNITIES

Provide a fund supporting semester or year abroad*	\$ 125,000
Provide a fund supporting summer abroad**	\$ 50,000
Provide a fund supporting any length term**	\$ 50,000
Provide a fund supporting Interim term grants***	\$ 25,000

UNRESTRICTED GIVING: \$5,000,000

THE ANNUAL FUND / \$4,000,000 Growing The Annual Fund is one of the highest priorities of the *Destiny: Delivered* campaign. The Annual Fund is a vital resource that touches every aspect of life on campus. It's also the easiest way for the majority of our alumni to participate in this campaign, and in the lives of our students.

STRATEGIC UNRESTRICTED FUNDING / \$1,000,000 Many people are interested in making a one-time, unrestricted gift to the college in response to this campaign. These gifts are available for the college to use in the areas of greatest need.

Note: The naming and giving opportunities offered for each priority are examples and are not intended to total each corresponding goal.



Birmingham-Southern College

Destiny: Delivered Giving

PLANNING YOUR GIFT TO THE CAMPAIGN

MULTI-YEAR PLEDGES

Most donors to each phase of the campaign will choose to make a commitment that is completed over three to five years. These pledges can provide greater flexibility to the donor and can maximize allowable tax deductions. Campaign commitments are typically custom-designed with the assistance of a gift officer and completed with a campaign pledge form or a letter of intent.

CREATIVE WAYS TO SUPPORT THE CAMPAIGN

We recognize that commitments to the campaign require important decisions by our donors. Gifts to the campaign may be designed to meet each donor's needs and preferences and be beneficial to Birmingham-Southern College. Gifts may take the form of cash or cash equivalents, be fulfilled through a wide variety of planned or deferred instruments, or be in the form of real estate or personal property.

Below we have highlighted some of the more common methods that may be utilized, but this information is meant only as a guide. Donors are encouraged to contact the Office of Institutional Advancement for detailed assistance from one of the gift officers. Further, your own attorney and financial advisor should be consulted in order to incorporate gifts to the campaign into a personal and family financial plan.

WAYS OF GIVING

CASH

Donors can make cash gifts and pledge payments in the form of a check made payable to Birmingham-Southern College or by using VISA, MasterCard or Discover. The college will also help the donor facilitate regular gifts and pledge payments through electronic funds transfer.

SECURITIES

Many donors fulfill commitments by gifting stock or securities to the college. BSC will credit securities to the donor at the mean value between the high and low on the date the donor relinquishes dominion and control of the assets to BSC. Neither losses nor gains realized by the college after delivery of securities will affect the value credited to the donor. Donors and their brokers should take care to inform the college that a stock transfer is imminent to ensure that the transaction is completed in a timely way. Donors with appreciated securities should strongly consider gifting the stock to BSC prior to a sale in order to reduce capital gains liability.

REAL ESTATE OR PERSONAL PROPERTY

Gifts of real estate or other personal property must be reviewed in advance by the college and may require approval by the Board of Trustees. Donors considering such a gift should contact a gift officer for assistance. BSC will credit major gifts of real estate or personal property (typically art, jewelry or furniture) at the full fair-market value placed upon them by an independent appraiser, usually contracted and paid for by the donor. Should real estate be sold, losses or gains will not affect the gift value credited upon receipt of the property. The college will not furnish an appraisal for IRS purposes, regardless of the gift value.

INSURANCE POLICIES

BSC must be both the beneficiary and owner of an insurance policy before the policy can be counted as a campaign gift. The college will determine the gift amount of an insurance vehicle at its cash surrender value as the amount of the gift. Fully paid-up, or otherwise vested, life insurance policies may be counted in one of two ways:

- The cash surrender value, counted as a current outright gift; or,
- The death benefit value, counted at both the face value and the discounted present value.

BEQUESTS

Bequests received during the campaign will be counted at full value. BSC will include bequest intentions toward the campaign goals under the following circumstances:

- The donor is at least 65 years of age;
- The commitment is for a single life, or if a double life, the second donor also meets the above age limitations;
- The will states a specified amount or percentage of the estate, based on a credible estimate of the future value of the estate; and,
- A copy of the relevant portion of the instrument accompanies the commitment.

Bequest expectancies are accepted and counted at a discounted amount for ages 40 to 64 years.

LIFE INCOME GIFTS

BSC will accept charitable gift annuities, charitable remainder unitrusts, deferred payment charitable gift annuities and similar life income agreements at the full market value at the time the assets are transferred to the college.

TRUSTS ADMINISTERED BY OTHERS

Where the college is the irrevocable beneficiary of a trust administered by another fiduciary, the campaign credit will be for the full market value and the net present value of the principal at the time the trust is established.

CHARITABLE LEAD TRUSTS

BSC will count the income received from the trust during the campaign period at the full face value in combination with the net present value of the remainder of the income that exceeds the life of the campaign.

CORPORATE MATCHING GIFTS

All matching gifts will follow the donor's gift designation—unless corporate policy indicates otherwise—and be included toward the donor's gift commitment and recognition.



The Campaign for Birmingham-Southern

**Office of Institutional Advancement
Birmingham-Southern College**

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