

‘Bunting Challenge’ helps boost college’s Annual Fund, reunion giving

A generous challenge gift from Birmingham-Southern alumnus Dr. Peter D. Bunting has helped boost the college’s Annual Fund for fiscal 2005, including increased giving by reunion classes.

Bunting, a 1966 BSC graduate and a plastic surgeon with Bunting Plastic Surgery Clinic in Birmingham, announced at the college’s Sesquicentennial celebration during Alumni Reunion Weekend May 6 a dollar-for-dollar challenge match of up to \$50,000 to all alumni who made new or increased gifts to the Annual Fund before the end of the fiscal year May 31.

The longtime BSC Trustee specifically challenged those alumni celebrating reunions during Alumni Reunion Weekend May 5-7.

“Our college rises to challenges—we jump on board to do the right thing,” said Bunting at the time he announced the challenge. “The media told our story to the world in recent weeks. I am proud of my college. Now is the time to show that pride. In reunion years, alums at other colleges step up in amazing numbers to make a statement with their gifts to the annual fund. As a trustee, I know we are behind our competitors in Annual Fund giving and reunion gifts. I know we need to grow fast. I wanted to find a way to share my urgency and get others to jump on board. This Sesquicentennial year is the time to begin.”

And join him is just what BSC alumni did. From May 5 to May 31, more than 650 alumni made new or increased unrestricted gifts to the Annual Fund totaling \$124,606 to successfully meet the Bunting Challenge. The contributions also raised the alumni giving percentage for the year by 5.5 percent in only one month’s time.

“Giving to the Annual Fund is the most powerful way to support the college,” said Maggie McDonald, director of annual giving. “Rankings such as those by *U.S. News & World Report* look at annual alumni giving when factoring their rankings each year. We are extremely pleased with how our alumni responded to Dr. Bunting’s tremendous challenge and we know this enthusiasm and support of Birmingham-Southern will boost our giving to the Annual Fund to even greater levels during this current fiscal year.”

The Bunting Challenge also helped increase reunion class giving this year, said McDonald. “Reunion gifts are a major driver in any successful college annual fund program,” she said.

Birmingham-Southern exceeded its goal of \$305,000 in total giving for all reunion classes this year. In addition, the classes of 1941, 1966, and 1971 exceeded their unrestricted class goals, and the classes of 1936, 1941, 1966, and 1981 exceeded their total giving class goals. The 50th reunion class—the Class of 1956—reached 97 percent class participation. Overall, reunion class participation was 49 percent.

Gifts from BSC parents result in record-breaking year

Parents of Birmingham-Southern students have made a huge gesture of support during the past several months about the education their sons and daughters are receiving.

Gifts to this year’s Parents Fund at BSC have resulted in the most successful campaign in recent years with more than \$48,000 committed or pledged toward general college support and scholarships.

“We’re extremely pleased that so many parents were willing to ‘dig a little deeper’ this year to support the Parents Fund,” expressed Jim and Rasie Miller of Vestavia Hills, co-chairs of BSC’s 2005-06 Parents Fund and the parents of Ellen Miller, a sophomore undecided major and the college’s yearbook editor.

The Millers worked with parent volunteers who, through telephone solicitation and written appeals, asked fellow parents to join them in making a gift to BSC.

“As parents, we are truly blessed to be able to say, ‘My child attends Birmingham-Southern College,’” said Rasie. Bert and Carolyn Eichold of Mobile, parents of Samuel Eichold, a junior undecided major, also served as co-chairs of this year’s campaign.

The Parents Fund was established at Birmingham-Southern more than 25 years ago to give parents of current students an opportunity to assist annually with needs of the college and to directly support their child’s educational experience. All students benefit from the Parents Fund.

The largest amount previously raised for the Parents Fund was just over \$27,000 in 2004 with 102 families participating. Some 258 families participated in this year’s fund drive, which was started with a goal of raising \$25,000 (or approximately 150 families @ \$150 each in honor of Birmingham-Southern’s 150th anniversary) and ended with more than \$48,000 raised.

Gifts to the Parents Fund over the years have supported a wide range of programs and facilities, including the campus installation of blue light assistance phones, the Speech Center, construction of the Elton B. Stephens Science Center, the Foreign Languages Lab, library technology, and the Writing Center. The campaign takes place annually from October through mid-spring.

Gifts to this year’s Parents Fund were designated for the Annual Fund and unrestricted use.

“Beginning with the 2005-06 academic year, the college placed a new emphasis on building the Annual Fund program at Birmingham-Southern,” said Maggie McDonald, director of annual giving at BSC. “The Annual Fund provides unrestricted income to support all operations of the college, mainly student scholarships and faculty support. Therefore, the money raised by the Parents Fund and designated to the Annual Fund will have an immediate impact upon current BSC students. This also appears to be a more attractive option for parent donors since this year’s campaign raised more money than ever before.”

For more information about the Parents Fund, contact the Office of Institutional Advancement at 205/226-7737 or toll-free at 800-523-5793, extension 7737. Some employers have matching gift programs which could at least double contributions to Birmingham-Southern and the Parents Fund.

Parents interested in volunteering should contact the Millers at 205/942-6701.

That's the Power of *ONE*...

We've always heard you change the world one step at a time, one gift at a time. The power of one gift that you make changes not only the institution where you give, but it changes you.

- Remember that *ONE* class that challenged the way you think?
- Remember that *ONE* professor who spent countless hours helping you grasp a new idea?
- Remember that *ONE* service-learning project that helped you realize your gifts and how you can share them with the world?
- Remember when you met that *ONE* friend who still holds your heart?

What if there was *ONE* thing *you* could do to ensure BSC continues changing the world? Your unrestricted annual contribution provides Birmingham-Southern with the flexibility to meet the needs of our students, faculty, and programs, including scholarship assistance and faculty salaries. Your *ONE* gift truly makes a difference.

Over the course of the year, we are going to be sharing with you the power of *ONE* school—your school. Birmingham-Southern's students, alumni, parents, faculty, staff, and friends are changing the world one person at a time, and have been doing so for 150 years. We invite you to rethink the impact of *ONE* gift—your gift—to BSC.

Never underestimate the power of *ONE*.



To give to the BSC Annual Fund, give online at www.bsc.edu/egiving. For more information, contact **Maggie McDonald**, director of annual giving, at 205/226-7737 or mmcdonal@bsc.edu.

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