

#### Missouri State University Foundation

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Sex discrimination encompasses sexual barassment which includes sexual violence and is strictly prohibited by Title IX of the Education Amendments of 1972. I DEV 12-07-2018

## WHEN YOU GIVE BACK, WE ALL MOVE FORWARD.

Thank you for joining us as we aspire to take Missouri State





Make your gift or follow our progress throughout the campaign:

MissouriState.edu/OnwardUpward

## JOIN THE CAMPAIGN FOR MISSOURI STATE UNIVERSITY

You have helped Missouri State become a university on the rise.

We are doing inspiring, impressive things on campus — and beyond. This is in part because of support from dedicated Bears like you.

Missouri State is a force for good, for change, for making our world a better place. Our supporters, students, alumni, faculty, staff and friends are making their **Missouri State**ments. And we're being heard, loud and clear, in our state and far beyond.

Now, we're coming together to keep the momentum building.

Join us at this pivotal moment. Be part of a bold, historic campaign that will lead us into a new era.

It's time to lift Missouri State onward, upward, together.





## Greetings from your CAMPAIGN CHAIR

JOHN GOODMAN, 1975 ALUMNUS

### I'M GOING TO START OFF BY SAYING THANK YOU. I CAN'T SAY IT ENOUGH.

I've been given so much in this world, and it all started because I was in the right place at the right time at Missouri State.

I came here in the 1970s to play football. It didn't work out.

Instead, I got cast in a small role in a play. I was smitten. I lost myself in a passion I didn't know I had.

I was so fortunate to find that passion at Missouri State, where there were great, caring people to teach me. They opened doors for me. They guided me to use my eyes and ears. I learned to observe life honestly so I could apply it to my craft and, later, my life.

I grew up without a father. I found a father figure in the late Howard R. Orms, my theatre professor. He had a

lot of answers to a lot of questions I had. If he didn't have the answers, we'd look into it together.

I'm also grateful for the friends
I made. These were friendships
forged out of hours of rehearsals,
study and work — except it really didn't
feel like hard work, because we were
having so much fun. We were growing
and learning.

The nights in Springfield, in the summer doing Tent Theatre, for me are unmatched anywhere else on Earth.

So why am I so grateful for what happened to me here? Because this is where I found what I wanted to do, and the people to support me. If I weren't an actor, I'd be sunk. I don't know what else I would be doing.

When I went to New York City after my time on campus, all I wanted in the world was to make a living by doing what I love. One day, I looked around and I realized that's exactly what happened. I got what I wanted. I was a successful actor. And it wasn't good enough. I wanted more. I went through a troubled time in my life.

I finally realized what I needed to do was be thankful for the small blessings we are given every day. Life is so much easier when you're grateful.

I stay connected to Missouri State because it's one of my blessings. It's great when I come back and discover campus all over again. I just love it here. It's such a great place. It really is.

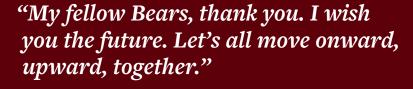
I owe this school so very much. That's why I am the chair of this campaign.

I often wonder what's next for Missouri State. How can we, together, help today's students — our Citizen Bears — reach their wildest dreams? How can we help them make a better world for tomorrow? How can we build the best future for this place that matters to all of us?

I want to be a part of what's next for Missouri State, and I encourage you to join me.

My name is John Goodman. I'm a Citizen Actor.

And this is Onward, Upward: The Campaign for Missouri State University.







# Why the time is right to move ONWARD, UPWARD

A MESSAGE FROM
MISSOURI STATE UNIVERSITY PRESIDENT
CLIF SMART

#### THERE HAS NEVER BEEN A BETTER TIME TO BE A BEAR.

In the last decade, Missouri State University has celebrated some major milestones.

We have had record enrollments. We've updated buildings and changed the look and feel of campus.

Thanks to your support, we have set several records for private contributions to the Missouri State University Foundation.

Our national reputation is on the rise, and you can feel optimism and energy.

But we do face challenges:

Our student body continues to change.

We have increased the number of graduate, international and dual-credit students who attend MSU. Meanwhile, the number of first-year, new-in-college students and transfer students have both declined. That's because there are fewer college-age people in the U.S., and because community college enrollment has declined significantly.

MSU is well-positioned to compete in this new reality. We are expanding high-demand programs, including nursing, criminology and hospitality. Your support will grow and strengthen our academic offerings, helping us recruit even more Bears.

- We have been able to build or renovate many facilities in recent years. However, we still have buildings that have waited years for improvements.
- Modernizing these facilities is a critical ingredient in our growth. It will help us remain competitive with other universities. It will also give students and faculty members the tools, technologies and state-of-the-art classrooms they need and deserve.
- Though Missouri State offers a great value, some students still can't pay for school.

Nothing is more important to us than student success. It's why we exist. That's why we have kept costs low while universities throughout the country have raised tuition. We vow to keep education affordable so students can enter and stay in college.

We're Bears, so we will never let challenges like these get in the way of progress. We're moving ONWARD, UPWARD with the help of this new comprehensive campaign.

If we meet our goals, the impressive thing won't be the numbers. It will be the impact your gifts will have. When you give, you:

- Change students' lives, removing financial barriers and allowing the best and brightest to attend college.
- Create more leaders who are Missouri State graduates, from teachers to scientists, health care providers to business owners, artists to not-for-profit CEOs.
- Help us educate the next generation of good citizens, strengthening our community and building the future of our state and nation.

If you haven't been back in a while, come visit. We know you will be proud of our friendly, hard-working students, our campus and our progress.

You will also see for yourself the next steps we need to take to keep our momentum going.

I'd like to give my heartfelt thanks as you champion higher education.

Thanks to your support, we will be able to show prospective Bears that we have prestigious academic programs, top-quality faculty members and second-to-none student experiences and campus life.

We cannot thank you enough for your investment in Missouri State University!





THE CAMPAIGN FOR MISSOURI STATE UNIVERSITY

#### Thank you to the members of the campaign cabinet!

John Goodman, '75, chair, New Orleans
Tim Foote, '72, Littleton, Colorado

Matt Harthcock, '77, Sun City Center, Florida

Gordon Kinne, '75, Springfield

Bryan Magers, Springfield

Mark McQueary, Springfield

Mike Minor, '80, Overland Park, Kansas

Anna Marie Presutti, '86, San Francisco

Mary Schrag, Springfield

Dr. Susan Sims-Giddens, Springfield

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### **MOVE MISSOURI STATE** INTO THE FUTURE

We have a long history of educating students to become successful global citizens.

ONWARD, UPWARD — a line from a historic version of the Missouri State fight song — reflects our pride in our past. It also reflects the knowledge that we must always push forward to elevate our performance, our profile and our people.

This fundraising campaign, the largest we have ever undertaken, will support and transform the university in four priority areas.



#### **Students**

A Missouri State education opens up a world of opportunity. Yet despite our affordable tuition, it's still out of reach for too many aspiring learners. Strong scholarship support attracts talented, diverse undergraduate and graduate students and propels them ONWARD, UPWARD in their studies, future careers and lives.



Missouri State's passionate teachers and researchers serve as mentors on campus. They are also leaders who tackle local, national and global challenges. Endowed chairs and professorships draw accomplished faculty who drive our academic reputation ONWARD, UPWARD and change lives in the classroom and beyond.

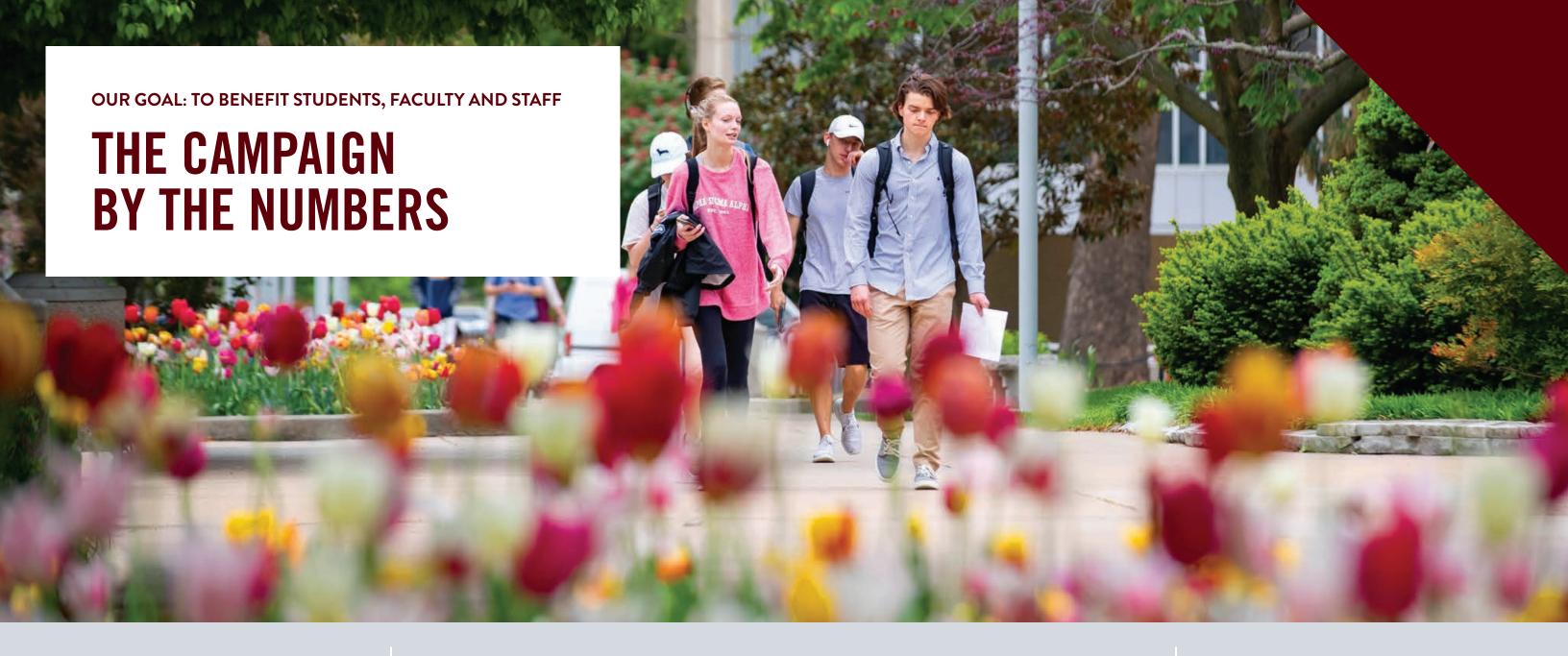


Our scholars, scientists, actors and athletes deserve to pursue their dreams in places that inspire creativity, collaboration and ever higher levels of performance. New and renovated facilities will accelerate their progress ONWARD, UPWARD and make our campus a more attractive destination for tomorrow's Bears.



#### **Programs**

Our programs give students an enriched university experience. Bears can be part of so many things: study-away trips, athletics, performance groups, academic clubs, volunteer organizations and a huge list of other extracurricular activities. Our programs increase our national prominence, broaden our appeal to students and extend our impact ONWARD, UPWARD.



The kickoff event for the campaign was held

OCT. 26, 2019

on campus

We have a goal of raising

\$250 MILLION 26,000+

students are enrolled across the MSU system

The Missouri State University Foundation has raised nearly

\$346 MILLION since operations began in 1981 There are about

128,000

Missouri State graduates living and working around the world

1,400+

scholarships have been established through the Missouri State University Foundation In 2018, the annual total of our tuition and fees was more than

\$2,600

below the national average

#1

Missouri State enrolls more students who are eligible for a Pell Grant or Access Missouri\* than any other four-year university in the state

\*These are the primary need-based aid programs used by students.

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"This scholarship meant a lot, because I paid for school myself with help from my parents. I also worked multiple jobs. With financial aid, I was able to graduate debt-free with my bachelor's. How do you thank someone for making that big of an impact on your life? It's hard to find the words."

#### ALEXA ROGERS, 2018 ALUMNA

Recent recipient of the Bob Weekley Memorial Endowed Scholarship, which helps students from Crawford and Gasconade counties in Missouri **STUDENT SUPPORT:** 

# EXPAND POSSIBILITIES FOR FUTURE BEARS

You know an education from Missouri State can foster purpose and build integrity. Maybe earning a degree changed your life, or the life of someone you love.

We understand college is a major investment. Our philosophy: A quality education should be within the financial reach of all students. We do all we can to control costs. But we still know the monetary burden of attending university is just too much for some students.

You can empower Bears by supporting scholarships. These gifts help us enroll the most talented and promising students, regardless of their ability to pay.

Your gift is an investment in a student's success.

#### 

# IF I ESTABLISH A SCHOLARSHIP, WHO WILL RECEIVE IT?

You establish the criteria for the scholarship. Some donors have created scholarships for students from their own high schools or hometowns. Others have criteria based on leadership skills, academic performance, financial need or community service. You will work with our professional staff to establish the right criteria for your scholarship fund.

About

90%

of full-time, first-time undergraduate MSU students receive some form of financial aid



ccounting senior
Kamran Choudhry
knows the value of
a dollar.

He grew up in an immigrant family who built a business from the ground up.

When he came to Missouri State as a first-generation student, his goal was to graduate debt-free.

Because of people like you who support MSU, he will.

#### LEARNING A LOVE FOR BUSINESS, SEEING A STRUGGLE

Choudhry was born in New York. His parents had emigrated from Pakistan in 1997.

After they moved to the Kansas City area in 2002, his dad owned a few gas stations.

"We'd usually visit him while he was working and see that he was dealing with a lot of management and a lot of money," Choudhry said. "As a young boy I wanted to help my father, so I've always wanted to do something business-related."

The recession hit in 2008, and his family lost all but one of their businesses.

Choudhry saw his father work hard and drive many miles to regrow his holdings.

"Seeing the dedication toward getting those businesses, and making sure he had money to provide for us, really pushed me forward."

In 2013, Choudhry's father passed away. He left the family businesses to Choudhry's mother.

It took the family six years of struggles to get back on their feet.

"It was a hard time financially."

#### MSU SCHOLARSHIP LEAVES RESOURCES FOR SIBLINGS

Choudhry, the eldest of six children, is careful with money.

"My mentality has always been that if I draw from a limited pool, there's less for my other siblings to draw from," he said. "If you can remove one from the pool and split five ways, there is more for everybody. That drives me every day."

This drive, along with the goal of graduating debt-free, has pushed Choudhry throughout his education at Missouri State.

He holds the Bernice Gabriel Memorial Scholarship, as well as another business scholarship. These lower his stress about finances.

"They allow me to focus less time and energy on how to pay for school."

Choudhry has used that time and energy to get involved on campus. He is a resident assistant, and has served with the Association of International Students and Student Activities Council.

He credits the generosity of supporters for these experiences.

"If you've given to student scholarships, you've given a recipient time. This time lets them further their studies, get more involved on campus and essentially have a more fruitful life."



r. John Schmalzbauer, a professor of religious studies, is an expert in Protestantism in America and religion on college campuses.

For a recent book, he spent years researching and collaborating with experts from around the nation.

In 2018, he and a co-author published "The Resilience of Religion in Higher Education."

"It's an overview of all the work that's been done on the heightened role of religion in higher education," he said.

The book documents an openness to religion in collegiate communities. It challenges the notion that religion on campuses has declined or disappeared.

Schmalzbauer was able to conduct this notable research because he holds a faculty endowment as the Blanche Gorman Strong Chair in Protestant Studies.

#### "PEOPLE AROUND THE COUNTRY KNOW ABOUT MSU"

Schmalzbauer first came to Missouri State in 2004.

His endowed position was created thanks to a private donation from a university supporter.

This chair is a special role within his department.

With the extra funding he receives, Schmalzbauer is able to prioritize his research, create projects like his book and pursue global collaborations.

He brings his expertise into the classroom as he teaches and advises students.

"It's been very rewarding to see these scholars in the making," he said.

"People around the country know about MSU's department of religious studies. Our students go to prestigious graduate programs and become part of the field."

#### THESE GIFTS SHOW "WE'RE A PLACE ON THE MOVE"

Faculty endowments enrich many aspects of university life, Schmalzbauer said.

"They call attention to Missouri State in the landscape of American higher education," Schmalzbauer said. "They show that we're a place on the move, doing serious hiring in several different areas. They show that MSU allows faculty members to be part of conversations around the country."

Schmalzbauer is thankful his endowed position brought him to the Ozarks 15 years ago.

"I wouldn't have been able to come to this part of the world without it," he said. "It is a privilege to live here. It's so fascinating, complex and diverse."

He encourages potential donors to consider supporting endowments because they benefit future generations.

"It's a way to put tangible resources into an area of study you are passionate about." **FACULTY SUPPORT:** 

# ELEVATE TEACHING AND RESEARCH

When did you first know what your future could be? Did a mentor inspire you during a class, in a lab or on a study-away trip? Maybe your favorite instructor gave you the tools and confidence to go after your dreams.

The best faculty members change lives, in the classroom and beyond. They motivate students. They make discoveries and create knowledge, and are known nationally and internationally. They raise the profile of their departments and the entire university.

You can endow a fellowship, professorship or chair to help us attract and retain incredible faculty members.

#### 

## WHAT IS A FACULTY ENDOWMENT?

These gifts help Missouri
State attract and retain
outstanding educators.
You can endow a fellowship,
professorship or chair.
These are among the
highest academic awards
Missouri State can grant
to faculty members. The
endowment provides faculty
members with additional
resources for research or
teaching. You may support
any academic area of your
choice with an endowment.





"Earning the chair not only allows me to conduct important research in the field of psychology, it also allows me to be mentored by Dr. Shealy. He has allowed me to develop research ideas and studies that would not be possible without the endowed chair and his support."

DR. AMBER
ABERNATHY,
ASSISTANT
PROFESSOR OF
PSYCHOLOGY

Holds the Mary-Charlotte Bayles Shealy Chair in Conscientious Psychology, established by Dr. Norm Shealy

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"We have taken great strides to improve facilities over the past several years. Our work is not done, and we will continue to enhance the campus. But the real story is the people behind the buildings. We are thankful for the supporters who believed in Missouri State enough to ensure the university's future. The entire campus community now enjoys amazing facilities made possible by generous support. We hope more progress is to come, and that you want to be a part of our next vision for

CLIF SMART, MISSOURI STATE UNIVERSITY PRESIDENT

Missouri State."

**FACILITIES SUPPORT:** 

# PURSUE HIGHER-LEVEL PERFORMANCE

You know universities must change and adapt to meet the needs of future students.

In recent years, we have had the goal of creating a destination campus. Thanks to amazing private support, we have been able to build, renovate and update facilities. These spaces will enhance the student experience for years to come. They help us recruit the best and brightest students and faculty.

We are excited to do more. We believe Missouri State can create a campus that is second-to-none. We dream of giving all Bears the spaces they deserve for learning, teaching, research and student life.

When you invest in facilities, you help our scholars and athletes reach the highest possible levels of performance.





n 2014, Missouri State had a problem: A study showed our health and wellness center was on track to quickly outgrow its facility.

That meant soon, the MSU community might not be able to access care in a timely way.

#### PEOPLE STEPPED UP TO HELP — ESPECIALLY ONE FAMILY

In October 2015, students voted in favor of a fee to pay for a larger center. Gifts and grants came in from supporters.

One family decided to name the center, creating a legacy while helping us build a new medical home for students and employees. The Bill and Lucille Magers Family Health and Wellness Center was dedicated in 2018.

Brothers Bryan and Randy Magers and their wives, Chris and Ellen, supported the center in honor of the brothers' late parents, Bill and Lucille.

Bryan Magers was influenced by seeing his parents give their time and resources to their favorite causes.

"They would have wanted to be involved in this," he said, because of how much the center helps students. "Fewer than 5% of the state universities in this country have a facility like this on campus. That's just amazing to me."

#### UNIQUE CLINIC NOW HAS A HOME IN A "LEGACY BUILDING"

Now, at the Magers Health and Wellness Center, Missouri State students and employees can receive primary care.

Other amenities include a pharmacy, a laboratory, mental health care, radiology (including on-site X-rays) and many other specialized services.

Caitlin Schaefer, who graduated in 2018, was the student body vice president at the time of the building's dedication. She served as a student leader for MSU orientations, so she heard comments from family members.

"The most common concern:

Will my student be safe, healthy and happy? This building gives that sense of relief that there is a warm, welcoming and convenient resource to get your student back on track," she said.

Dr. Frederick D. Muegge is Missouri State's director of health and wellness services. He said the staff at Magers wants to give the highest quality, most convenient care at the lowest possible cost.

"This is a unique clinic, which is now in a legacy building," he said. "The finest clinical staff in southwest Missouri now has the finest building in which to serve. We will always strive to make you proud of your generous support."



hen the Pride
Marching Band
is performing,
you can guarantee MSU spirit
is soaring.

You see this group at major events and athletics contests on campus and across Springfield.

They also raise the national and international profile of MSU when they perform at events like the London New Year's Day Parade.

Many aspects of the Pride Band — uniforms, equipment, the state-of-the-art Wehr Band Hall and even the performers themselves — are possible thanks to your support.

"We wouldn't be able to do

what we do without private funding," said Brad Snow, director of the Pride Band.

#### "IF WE HAVE AN OPPORTUNITY To play, we are there"

The Pride Band, with about 330 members, is one of the most visible organizations at MSU.

"The students do it because they love it," Snow said. "They have so much energy and so many ideas."

This group takes Missouri State's public affairs mission seriously.

"We love community engagement," Snow said. "When people call and ask if we can provide a group to perform at an event, if we're able to do it, we do it. If we have an opportunity to play, we are there."

#### SUPPORT GOES TO SCHOLARSHIPS, UNIFORMS AND MORE

In 2017, the band started a crowdfunding campaign for new uniforms.

Through the online campaign and other private donations, the band raised \$110,000 in just six months.

They first donned their new uniforms during the 2018 football season.

But your support goes far beyond making sure the band members look sharp.

"We wouldn't have our

building, including furniture, without the help of donors," Snow said. "We've also been able to award many scholarships to our talented students through the years."

But the best part of private support, Snow said, is that it eases the financial burden for students.

"What we do takes a lot of time. If we can give band students any additional financial assistance so they don't have to take a second job or a loan, that's a big help," he said.

"Private support not only makes a difference to them during their time here. It benefits them for the rest of their lives." **PROGRAM SUPPORT:** 

# HEIGHTEN OUR IMPACT ON STUDENTS AND SOCIETY

When you support this campaign, your support goes way beyond Missouri State.

We are dedicated to giving all of our students a full, rewarding university experience. That's why we offer Bears so many extracurricular activities and programs.

We also enrich our community. We award degrees that lead to an educated workforce. We promote economic development and form productive partnerships. We support championship-level athletics teams. We offer arts and culture events.

One area of importance: Giving you ways to engage with our public affairs mission. This mission is part of everything we do. We connect Bears to real-word issues and prepare them to be ethical leaders.

Just as the benefits of MSU extend beyond academics, the benefits of this campaign will not stop at the university's boundaries.

**≈420,000** 

hours of volunteer service provided by our campus community each year

375+

student organizations

NCAA Division

NCAA Division I athletic teams

70+

countries students can experience through our study-away programs



"To all the people who support athletes, I want to say thank you. You make everything we do possible. I put in work every day knowing people like you are always going to be there to support me. Being a Missouri State Lady Bear is something really special. There's a family environment and feeling of home here."

**ALEXA WILLARD** 

Member of Lady Bears team that went to the Sweet 16 in 2019

# INVEST IN THE FUTURE OF MISSOURI STATE UNIVERSITY

Your participation strengthens us and drives our success. Private support has never been more important to the growth and progress of Missouri State. Any gift you make, no matter its size, will make a difference. Thank you!

#### Ways to give

We accept gifts in many forms, including:

- Bonds and mutual funds.
- Cash and credit cards.
- Life insurance.
- Matching gifts.
- Personal property.
- Real estate.
- Stocks and securities.

#### Talk to us about a future gift

Considering a substantial gift, or planning your legacy? We're happy to answer your questions and help you along the way.

#### Make a gift today

#### GIVE ONLINE

The online giving process is fast, safe and secure. You can choose which areas you'd like to support and complete a simple form.

You can even make payments or make this a recurring gift.

#### **CALL OR EMAIL US**

We're happy to communicate with you if you have questions or need help.

#### MAIL A CHECK

Send checks to:
Missouri State University Foundation
Kenneth E. Meyer Alumni Center
300 S. Jefferson Ave., Suite 100
Springfield, MO 65806

#### **CONTACT US!**

WE'RE HERE TO HELP YOU FIND THE WAY TO GIVE THAT FITS YOU BEST.



MissouriStateFoundation.org



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