

PACIFIC
TODAY
AND TOMORROW

The Pacific of today is a tribute to the vision and courage of those persons who founded the University in 1849 and the generations who have sustained it through the years. The Pacific of tomorrow depends upon us to nourish this basic concern for a quality educational program in the finest liberal arts tradition.





"I invite you to join me in the commitment to move ahead toward what this university can and ought to be: an even better environment for learning."



The three components of Pacific—the College of Arts and Sciences, the College of Optometry, and the School of Music—are oriented to the contemporary career needs of our students. Pacific offers an education that accents the development of values and helps encourage students to think in broad and creative ways.

We are proud of what has been achieved through the years and thank you for your part in shaping the University thus far. I commend to you the important forward steps outlined in this brochure. With your enthusiastic support the Pacific of tomorrow will be an even stronger institution than it is today.

William Hazlitt, the English essayist, said that "man is the only animal that laughs and weeps, for he is the only animal that is struck by the difference between what things are and what they ought to be." The Pacific founders' vision of this institution becoming a leading university of the West is still a worthy goal.

The theme, "Pacific Today and Tomorrow," is a forthright effort to meet some of the challenges of the '80s and to set the tone for a sound long-term development program.

I invite you to join me in the commitment to move ahead toward what this university can and ought to be: an even better environment for learning. With a confident outlook for the tomorrow we face together, I am

Sincerely yours,
Dr. James V. Miller
President

"We are excited about possibilities this four-fold program holds for Pacific University."
Albert Bullier, Jr.
Trustee

1. A NEW SCIENCE BUILDING

2. COMPLETE FUNDING FOR MARSH HALL

A four-fold program for

We are excited about possibilities the four-fold program holds for Pacific University. It is a timely response to both immediate and long-term needs, providing realistic goals while presenting basic challenges which we are sure we can meet. Pacific Today and Tomorrow is a three-year emphasis directed toward meeting the following four needs.

1. A New Science Building.

A challenge grant of \$750,000 by the M.J. Murdock Charitable Trust must be matched by an equal amount from other sources to make available \$1.5 million for Phase I of this project. Our immediate objective is to start this building by the spring of 1980.

NEW SCIENCE BUILDING (PHASE I) \$1,500,000

2. Complete Funding of Marsh Hall.

Although many gifts were received for the restoration of Marsh Hall, the total cost of this project exceeded gift income and insurance money by \$180,000. We must respond to this need and retire this debt at the earliest possible time.

MARSH HALL \$180,000

3. ENDOWMENT RESOURCES

"These four facets of Pacific Today and Tomorrow will enable the University to remain strong and to move into the '80s with confidence."

*Dr. Roy E. Lieuallen '40
Chancellor,
Oregon State System of
Higher Education*

4. OPERATING FUND FROM ANNUAL GIVING

TODAY AND TOMORROW

3. Endowment Resources

In the past no provision has been made for endowing the maintenance of new buildings. These costs become an additional burden on our students. It is wise to raise additional endowment to meet long-term maintenance.

ENDOWMENT RESOURCES \$320,000

4. Unrestricted Annual Giving Income

While student tuition meets the major part of Pacific's annual expenses, it cannot provide the margin of strength to make the difference between a good university and a great one. Unrestricted gift income by 1982 needs to rise significantly from that of 1979 if the quality of the Pacific experience is to be maintained. A goal of \$600,000 over the next three years is appropriate.

ANNUAL GIVING \$600,000

In brief, these four facets of Pacific Today and Tomorrow will enable the University to remain strong and to move into the '80s with confidence. This is not a shopping list to encourage designation of your gift but rather an outline of four aspects of genuine need at Pacific over the next three years. A gift to Pacific to achieve the campaign goals "Today and Tomorrow" will help achieve all of these objectives.

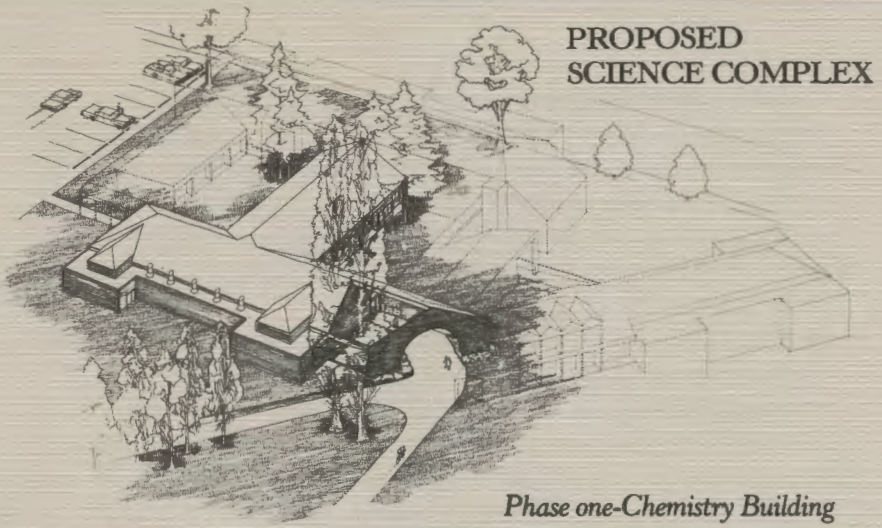
Roy Lieuallen
National Chairman
Steering Committee

Albert Bullier, Jr.
Executive Chairman
Steering Committee for "Pacific Today
and Tomorrow"

"This physical improvement to the campus holds the highest priority."
Lucia D. Taylor,
Trustee

"The potential for student involvement in basic and applied research will be greatly enhanced by the new structure."
Dr. Thomas Griffith, Chairman,
Division of Science and Mathematics

1. Phase I of a new science



"The Phase I chemistry structure will provide a first-class start for the total science facility."

*Dr. James O. Currie, Chairman,
Department of Chemistry*



building

"A Commitment to Science"

The Division of Science and Mathematics and the pre-optometry and physical therapy programs at Pacific University are integral parts of the University's career-oriented liberal arts program. The present facility, Warner Hall, was an Army building acquired in 1947 and reassembled to house biology, chemistry, mathematics, speech and drama. The building is inadequate to meet contemporary needs. Recommendations by the evaluation team of the Northwest Association of Schools and Colleges confirmed campus concern that, as trustee Lucia D. Taylor says, "this physical improvement to the campus holds the highest priority."

With the announcement of a \$750,000 "matching grant" by the M.J. Murdock Charitable Trust a unique opportunity was provided to move forward with the initial stage of this project. Dr. David R. Malcolm, dean of the College of Arts and Sciences, affirms, "A successful response to the Murdock Challenge will assure that Pacific has the resources to complete Phase I of a new science facility."





"The restoration of Marsh Hall is a tribute to the past and a promise for the future."

Viola McCready Lasselle, Trustee

2. Marsh Hall

"The restoration of Marsh Hall is a tribute to the past and a promise for the future," says

Viola McCready Lasselle, Pacific trustee. This historic building now stands as a landmark for the campus and serves classroom, faculty, office and administrative needs with functional beauty. Many contributed generously to this project so central to the Pacific campus and to the Pacific spirit. The remaining obligation of \$180,000 on Marsh Hall must be raised through capital gifts to complete the financing of this beautiful building.





"Future students should not bear a disproportionate share of campus upkeep."

Melissa Sui Mee Loui, '79

"The endowment goal is a step in the right direction. Our heritage is too precious for us not to provide increasing resources for the future."

Doris Burlingham

Trustee

3. Endowment resources



Provision for deferred physical plant maintenance and replacement is an integral part of Pacific's long-range plan. More adequate endowment resources will help meet this important need.

The \$320,000 goal for endowment is a modest start, with income designated to assure a base for the maintenance of Marsh Hall and Phase I of the new science building. While newly constructed and improved facilities do not require significant current attention, deferred maintenance requirements on all buildings steadily accrue.

Melissa Sui Mee Loui '79, student trustee, comments, "Future students should not bear a disproportionate share of campus upkeep." The long-term needs of Pacific in deferred maintenance must be met more fully through an accent on increased endowment income. As trustee Doris Burlingham concludes, "The endowment goal is a step in the right direction. Our heritage is too precious for us not to provide increasing resources for the future."

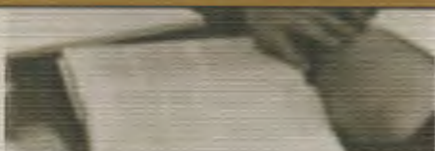
"I fully support this emphasis in Pacific Today and Tomorrow to lift our sights for increasing unrestricted annual fund income."
Virginia Caine Cooper '59
President,
Alumni Association



4. Operating fund income

Although the percentage of participation by Pacific alumni in the annual fund effort is above the national average we hope we can continue to increase the dollar amount over the years ahead. Pacific friends are also a key to a strong annual fund response.

Inflation is a crucial challenge for private higher education. Projections indicate that if Pacific does not set and achieve a significantly higher goal for unrestricted gift income by the mid-'80s we will have a difficult time maintaining our high-quality educational program. Tuition income does not provide the margin of excellence made possible only through additional gift and endowment income. The President of Pacific's Alumni Association, Virginia Caine Cooper '59, states, "I fully support this emphasis in Pacific Today and Tomorrow to lift our sights for increasing unrestricted annual fund income."



Capital Needs

1. A New Science Building (Phase I)	\$1,500,000
2. Completion of Funding for Marsh Hall	<u>180,000</u>
	\$1,680,000

Endowment Needs

3. Resources for Long-Term Maintenance	<u>320,000</u>
TOTAL CAPITAL AND ENDOWMENT NEEDS	\$2,000,000

Operating Fund Annual Requirements	<u>600,000</u>
1979-80 \$175,000 1980-81 \$200,000 1981-82 \$225,000	
TOTAL	\$2,600,000

How we can succeed

The Plan for Action

The task before Pacific is therefore to secure the \$2.6 million required to meet the priorities of the Pacific Today and Tomorrow campaign. The annual fund support of donors is an established major source of income for current operations. It affects all areas of the university's life. While most gifts to the annual fund will probably not be on a pledged basis, pledges to the capital and endowment aspects of the campaign are encouraged.

The ideal response to Pacific Today and Tomorrow by alumni and friends would be to provide an annual gift to support the operating fund requirements *and* to make a three-year commitment to help meet capital and endowment needs.

Certain tested principles hold true in every successful campaign of this size:

- We know that this campaign must be a united effort with widespread participation at all levels of giving. A few very substantial gifts build the foundation, but they cannot do the job alone.

- The following schedule of gifts to raise \$2 million in capital and endowment giving is helpful in emphasizing the importance of all levels of giving and as a guide to help each donor make a thoughtful commitment to the total program.

- All friends of Pacific, selecting the range that best fits their situation, will know that wide and dedicated participation within appropriate gift ranges is the best assurance that Pacific will reach the goal.

**SCHEDULE OF GIFTS NEEDED TO RAISE CAPITAL AND
ENDOWMENT GOAL OF \$2,000,000**

	<i>Number of Gifts Needed</i>	<i>In the Range of</i>	<i>Totaling</i>
Leadership	1	\$750,000	\$ 750,000*
	2	100,000	200,000
	2	60,000	120,000
	3	40,000	120,000
	4	25,000	100,000
	12	10,000	120,000
			\$1,410,000
Special	30	5,000	150,000
	30	3,000	90,000
	40	2,000	80,000
	85	1,000	85,000
			\$ 405,000
General	Hundreds	Under \$1,000	\$ 185,000
			\$2,000,000

*This challenge gift by M.J. Murdock Charitable Trust is contingent upon raising \$750,000 from other sources.

**SCHEDULE OF GIFTS NEEDED TO RAISE SUPPORT GOAL
OF \$600,000.**

Parallel with the \$2 million capital and endowment goal is the effort to raise a total of \$600,000 in unrestricted support over the next three years.

Acceptance of the following range of gifts and proportionate participation would assure Pacific of reaching this important goal. This campaign is directed to all sectors of our constituency: alumni, trustees, friends, churches, and other sources.

<i>Number of Gifts Needed</i>	<i>In the Yearly Range of</i>	<i>Total Annual Gifts on a 1-Year Basis</i>	<i>Total Annual Gifts over 3-Year Period</i>
1	\$10,000	\$10,000	\$30,000
1	7,500	7,500	22,500
3	5,000	15,000	45,000
5	3,000	15,000	45,000
5	2,000	10,000	30,000
10	1,000	10,000	30,000
15	250	3,750	11,250
100	100	10,000	30,000
100	50	5,000	15,000
Many	Under 50	26,250	78,750

Plus projected unrestricted gifts from sources other than alumni, friends, churches

80,000	240,000
<u>\$200,000</u>	<u>\$600,000</u>



Names that Live through Time

The Pacific campus is a lasting memorial to people of vision whose generosity played an important part in the development of the institution over the past 130 years. Their names, and/or the names of those whom they choose to honor, live through time in the University buildings, in its laboratories, classrooms, and halls. The trustees believe that a number of university friends will want to join this memorial tradition at Pacific.

Pacific Today and Tomorrow provides many opportunities to perpetuate the name of a family member, a friend, a business corporation, or someone whose life symbolized the best ideals of education and citizenship. There are a large number of opportunities for donors who may wish to associate their names or those of members of their family with the Pacific tradition. Separate leaflets offering details about various commemorative opportunities are available. Please address inquiries to the Vice President, University Relations, Pacific University, Forest Grove, Oregon 97116.

Planning Your Gift

Substantial gifts, the kind that will make Pacific University's campaign successful, require thoughtful consideration and careful attention.

Budget Gifts

By making budgeted gifts rather than lump sum cash contributions, most donors find that they can provide much greater support. To encourage this type of giving, Pacific trustees suggest a three-year payment period as a format for

capital and endowment pledges. Payments may be made in monthly, quarterly, semiannual, or yearly installments or according to any other preferred schedule.

Gifts of Capital Assets

One of the ways for donors to contribute substantial sums to Pacific is to transfer securities directly to the institution. In most cases, gifts of capital assets result in sizeable tax savings for the donor. It is recommended that donors consult their own financial adviser on individual tax consideration and opportunities.

Matching Gifts

If the firm for which a donor works has a matching gift program the impact of the gift will be doubled or in some cases tripled by the corporation.

Other Considerations

All gifts are tax deductible to the extent allowable under IRS regulations. Checks should be made payable to Pacific University. Securities should be registered: "Pacific University, an Oregon Corporation."

The Pacific Today and Tomorrow campaign offers many opportunities to shape the future of the University through your commitment. Representatives of Pacific will be pleased to work with donors and their own tax advisers in reviewing special situations, deferred giving plans, matching gift opportunities, closely-held business gifts and other ways of giving within tax deduction guidelines.

“An investment in learning and an investment in students create a living, enduring monument.”

***Ralph Shumm
Chairman
Board of Trustees***

I am delighted to see a comprehensive plan such as Pacific Today and Tomorrow presented to the Pacific constituency. It is a direct approach to help meet genuine needs. We are a fine university with a high quality faculty and student body. We have sizeable physical plant needs and annual operating requirements. A successful effort in achieving the goals of Pacific Today and Tomorrow can be the margin of difference between just getting by and a truly excellent university.

A meaningful commitment by each of us to meet this challenge will make a great impact upon Pacific today and tomorrow. Many have shared in Pacific's dreams through the years. We, too, can experience the same deep satisfaction in knowing that an investment in learning and an investment in students create a living, enduring monument. I commend the concept of Pacific Today and Tomorrow to you.

**Ralph Shumm
Chairman
Board of Trustees**

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Pacific University
Forest Grove, Oregon 97116