1967-68 Alumnae Annual Giving Report

Alumnae giving was UP fifty per cent this past year and all class fund agents, subagents and contributing alumnae have much of which to be proud!

However, among all the UP-things are costs—in both the operating costs of the College and those of the Alumnae Office. The only and the most effective thing we can do to help the College is to increase our gift each year to keep pace with the times. As for the Alumnae Office, we can bring about economies which would not affect our efficiency or our image.

One such economy, which we are implementing in this issue of the BULLETIN, is to keep our annual financial report as brief as possible. We have eliminated the individual listing of contributors by classes. Members of the Linden Leaf Society (contributors of $100 or more) will continue to be listed, however, as such substantial contributors should be recognized.

We may not have control over the price of paper, printing, cuts, etc., but we can control how much paper we use. We hope that you are in accord with our action in attempting to keep UP going cost DOWN.

All unrestricted gifts received in the Alumnae Annual Giving Campaign are used for current operating costs. Any other gifts directed to specific use such as the Library, Scholarships, etc., though counted in the total of alumnae giving during a fiscal year, do not show in the final figure of the Alumnae Annual Giving.

Alumnae Annual Giving is the life-blood of the present and future development of Lindenwood College. Because we, as alumnae, care about the quality of the development of our Alma Mater, we must show tangible interest by UP-ing our individual gifts to the Annual Giving Program, then supporting our specific interests by channeling other gifts into a chosen area.

The 1968-69 Alumnae Annual Giving, under the leadership of Julie and Ed Van Woert, will soon be under way. So it's UP with our gifts and DOWN with unnecessary costs.

REPORT ON SPECIAL FUNDS

The following special funds have received support from Alumnae and friends of the college.

THE ALICE PARKER CHAIR OF ENGLISH LITERATURE—The position is currently held by Professor Howard A. Barnett, Ph.D., Chairman of the English Department. Income from the fund is used to help underwrite the salary of the faculty member. Established in 1961 in memory of Dr. Alice Parker who served as Professor of English Literature at Lindenwood from 1928 to 1961. Contributions to the fund have helped it grow from $7,177.80 in 1936 to $7,959.30 on June 15, 1968.

THE GUY C. MOTLEY SCHOLARSHIP—Established by the alumnae in 1945 in memory of Guy C. Motley. Income from the fund is used to help deserving students. The balance in the fund at June 15, 1968, was $6,786.49.

THE DR. AND MRS. H. C. RITTER SCHOLARSHIP FUND—Established by the Ritter family and friends in 1966 in honor of this distinguished St. Charles couple. The income is used to help deserving students. The balance in the fund at June 15, 1968, was $4,631.

Linden Leaf Society '67-'68

Patricia Kirchherr Allen '52
Lenore Anthony '09
Dyke Steineck Barton '29A
Aimee Becker '08
Ellen L. Boyce '27B
Ernest Embry Bradfield '21
Doris Achelpohl Braemunget '28
Jean Louise Christensen '29
Elizabeth Clark '31
Mary Jean DuHadway Craig '41
June Tavlin Dean '61
Ruth Dolan '19
Betty Cragin Eckhart '40A
Jo Anne Beltzer Flory '41A
Ruth Neef Frederick '45
Helen Meyer Fuerboff '41
Jane Goldthwait Gerad '42B
Eulala Myers Gray '15
Annamae Ruhman Haines '42
Marguerite Metzger Hall '34B
Barbara Ringer Hamill '32
Olive Townsley Hare '20
Pauline Davis Hedgecock '27
Mildred Heye '40
Martha Day Higgins '27B
Elizabeth McInerney Hodgson '47
Margaret Ringer Howell '34
Virginia Hurn Johnson '29A
Helen Covell Johnson '26B
Jean Graham Johnson '43
Sara Shomberg Kears '25
Alden Pendarvis Keesen '47
Jane Brady Kewley '37B
Helen Chesbrough Kinel '16
Elsa Brechmitz Leiner '27B
Emily Knautson Lewis '53
Yu Li Lin '54
Barbara Beth Luchinger '52
Nancy Alvis McClanahan '56
Jessamine Hines McMullen '32B
Evelyn Wood Masters '36B
Patricia Merril '05
Joyce Omohundro Miller '53
Ruth Wertz Morten '27A
Janet Thomas Nilsson '43
Thelma Harpe Ogden '33
Nancy Montgomery Orr '35
Dorothy Ringer Paul '40B
Evelyn Knippenberg Pellet '33
Nancy Kern Peters '48
Dorothy Hennig Popham '41
Owanna I. Post '43
Betty Gray Proctor '43
Flora Cravens Quillian '42B
Mary Triebel Rahmel '38A
Paula Moore Ritter '54
Virginia C. Sodemann '35
Florece Tremain Springer '18
Helen Roper Stark '28
Josephine Russel Tarrant '18
Gwendolyn Lienhart Taylor '32
Carol Gardner Tronsen '58
Dorothy Jane Trump '43C
Julie Orr Van Woert '59
Dorothy DeQuin Warner '36A
Ruth Anne Weber '54
Dorrit Stumbo White '13
Eunice Holman White '14
If any name has been accidentally omitted, please let the Alumnae Office know.

Financial Data

Alumnae Gifts 1967-1968

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<tr>
<th>Unrestricted</th>
<th>$18,042</th>
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<tbody>
<tr>
<td>Restricted for specific use</td>
<td>$3,069</td>
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<tr>
<td>St. Charles Community Support (Alumnae)</td>
<td>$3,104</td>
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<tr>
<td>Capital Gifts</td>
<td>$14,915</td>
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<tr>
<td>Bequests</td>
<td>$42,437</td>
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<td>Total Alumnae Giving</td>
<td>$81,657</td>
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*Includes Alumnae Club Gifts and Corporate Matching Gifts.

Gifts in Memoriam

Vivian L. Becker
Jennie B. Lawing
Rebecca Cox Meyer
Irene Amos Phillips
Janet Harper Sline
Leota DeWolf Tuthill
Helen Yahr Winer
<table>
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<tr>
<th>Year</th>
<th>Total Amount</th>
<th>Total Donors</th>
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<tr>
<td>1892</td>
<td>1,055.00</td>
<td>18</td>
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<td>1893</td>
<td>1,303.58</td>
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<td>1894</td>
<td>1,065.00</td>
<td>18</td>
</tr>
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<td>1895</td>
<td>1,065.00</td>
<td>18</td>
</tr>
<tr>
<td>1896</td>
<td>1,065.00</td>
<td>18</td>
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</tbody>
</table>

*Includes Matching Gifts, but does not include bequests and capital gifts.
Let's Make Annual Giving Work
By Edwin Van Woert

Some years ago, while serving on the staff of a national voluntary health organization, I had frequent occasion to muse on the relationship of the "organization" to the volunteers who made it tick. Then the conclusion seemed inescapable that we as staff people didn't demand nearly enough in the way of general commitment and specific performance from our volunteers. After all, people volunteer for a cause because of their belief in its value. Now the relationships have changed. The "organization" is now Lindenwood, and I'm the volunteer. But, oddly enough, the conclusion remains the same.

Greater demands are going to be made on all of us. And if that isn't too startling an opener, please read on.

Last year, the most successful giving campaign in our history produced less than twenty-one thousand dollars from under eleven hundred users. For those who gave the average gift was about twenty dollars. But since only about twelve percent of the total alumnae actually gave, the average gift is really only about $2.35 per alum. No feat of public relations or self-delusion can convert this into anything other than the miserly performance it is. So we must begin by questioning why.

First, if we are to be realistic, we must grant that there is a small number of alumnae for whom Lindenwood did not represent a happy or stimulating educational or social experience. It is unreasonable to expect that these alums will extend their support. Let's arbitrarily call this group five per cent of the total (probably a high figure) and therefore eliminate 450 from our thinking as prospective contributors. Second, a significant group of recent alumnae are pursuing graduate study, or are married to graduate students (or both), and are simply not yet professionally or domestically established, and cannot afford to make significant contributions yet. To allow for the "weight" of larger recent graduating classes, we'll liberally call this figure ten per cent, and eliminate another 900 giving prospects. Third, are the "lost" alumnae for whom we have no current addresses and who are not receiving up-to-date information about Lindenwood and its financial need. These number about seven hundred.

So of something over 6700 "live" prospects, eleven hundred are givers. Needed: a new way to appeal to 5,600-plus alumnae who are too busy, forgetful, or disinterested.

You are the key to this "new way." You are, at this moment, demonstrating a degree of interest by having read this far. In all likelihood you are one of the eleven hundred. In all probability we can count on you to help solve our Alumnae Giving problem. How? First, by increasing your gift. Second, and just as important, be a center of influence for the campaign among other Lindenwood alums in your community or among your classmates, by discussing it in person, or via the mails. Third, keep yourself informed about the progress of the college and its growth through the alumnae office. The more personal this campaign becomes the bigger will be our Committee of the Eleven Hundred.

This is the only reason for assailing you with the above, less than positive view of alumnae giving—you are the only person who can do anything about it. Reams of mail from the alumnae office can make little impression in the din of promotional and fund-raising appeals constantly around us. Your personal interest and action can make a difference. Interest and action are always qualities of a small minority, so it's essential that you do your part.

After all, Lindenwood has always stood for an approach to higher education bespeaking a quality which has set it above the crowd. A growing faculty and student body—growing in numbers and qualification— isn't exciting simply because of an increased head-count. Rather, it is a recognition that today's specialized and compartmentalized world is in even greater need of the liberal arts institution capable of synthesizing this fragmentation into a meaningful whole. Most of all, it is in greatest need of the people this approach to education can produce.

To the Eleven Hundred the college is grateful. Toward the other 5,600 it remains hopeful. But you, an individual, are the key. Please help!
Two Can Give as Easily As One

If you contribute to Lindenwood and are associated with one of the companies whose names appear in this listing, you can arrange to have a second gift sent to your alma mater.

How do you arrange to have the contributions sent? Once you have made your gift to Lindenwood, just inform the appropriate persons at your company that you have done so. A matching check will be sent to Lindenwood thereafter, indicating that your gift made the matching gift possible.

Gift matching is one way in which businesses and corporations are assisting education. They would like to help Lindenwood as much as you. Please check the listing to see if the company you or your husband is associated with has a matching gift program.