

in touch

Salisbury University FUND

www.salisbury.edu/univfund/



During 2001-02, alumni, parents, faculty and staff, corporations and foundations, and other friends invested in the bright future of Salisbury University by contributing through the Salisbury University Fund. These gifts directly assisted students by providing scholarships, supporting academic programs, enhancing campus facilities and sustaining important student-centered programs and activities.

The Alumni Campaign continued to enjoy tremendous growth. For the fourth year in a row, the total number of alumni making a gift to their Alma Mater increased. The total number of alumni donors increased by 15 percent. The overall alumni campaign continued to be more comprehensive through direct-mail, Internet broadcasts, personal solicitations and the annual "Call-A-Gull" phonathon.

The Class of 2002 continued a tradition, started by the Class of 2001, of the Senior Class Gift Campaign. The seniors designated the funds raised toward scholarships. The Senior Class Web site continued to grow and become a useful resource for the Class of 2002. Through mailings, e-mails, book sales (*On Your Own for the First Time*), advertising and special events, the class not only raised funds but raised awareness of the importance of giving to Salisbury University.

Three Reunion Class Gift Campaigns were held during 2001-02. The Class of 1951 raised money toward the purchase of teak lawn and patio furniture for the George and Anne Miller Alumni

Garden. The Class of 1961 designated its gift to the Seidel Challenge, a campaign to raise endowment dollars for teacher scholarships. The Class of 1976 directed its donations to the Scarborough Student Leadership Center, a facility built through a generous donation by The Scarborough Group, whose president is Michael Scarborough '76.

The Varsity Club continued to provide needed financial resources for the Sea Gull Athletic Program. The total number of members/donors increased by 21 percent.

Salisbury University wishes to thank all our thoughtful donors for their continued support and involvement. We look forward to your ongoing support during the 2002-2003 Salisbury University Fund Alumni Campaign as we strive toward improving our position as one of the best USM institutions in terms of alumni giving.