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University Foundation moves forward

By Paul Coughlin
Of the Emerald

Cliff Cole is optimistic about
the University Foundation's
current situation.

Cole is the acting executive
director of the Foundation,
which was established in 1957
by the Oregon Legislature to
solicit and manage private fund

donations for the University.

Earlier this year, Larry Large,
a successful fund-raising ad-
ministrator from Portland's
Reed College, took over as
University Foundation presi-
dent, a position that was vacant
for much of the last year.

Cole believes the appoint-
ment of Large as Foundation
president will greatly
strengthen the organization.

Large was in charge of
developing a \$45 million Cam-
paign for Reed College. And a
major private fund-raising cam-
paign for the University is being
planned now, Cole said.

In January, Large said he was
looking forward to beginning
the campaign for the Universi-
ty, and he emphasized the im-
portance of private donations to
fill the "unfunded gap" for
public universities.

The University receives
roughly one-third of its funding
from the state, another third
from tuition, and the rest from
federal research grants and
private gifts, Cole explained.

"For example, the University
is interested in recruiting
students, and one of the pro-
grams we have developed at the
University is the Presidential
Scholarship Program," Cole
said. "Basically what it does is
fund the best scholars in the
state of Oregon with \$1,000
scholarships, not based on
need, but on ability. . . there are
196 of those students here at the
University, out of a potential
200."

Two-hundred-thousand
dollars was put up for this pur-
pose, he said.

"That money normally brings
the student to the University. It
also becomes \$200,000 in tui-
tion money, so you can see the
aspects joining there in the
utilization of that funding,"
Cole said.

The new tax reform laws
enacted by Congress will not af-
fect the amount of gifts given to
the University, said Cole. He
cited 1986 as the best year ever

for private donations.

"Giftgiving is done to the
University because number one,
the excellence of the University
programs; and two, because
people have an affection for the
University based on their own
education, or based on
something they (philan-
thropists) perceive at the
University, even if they aren't
alumni," Cole explained.

"People are going to give
anyway, even if they are non-
itemizers (on tax forms), who in
1987 cannot utilize a gift as a
tax deduction," he said.

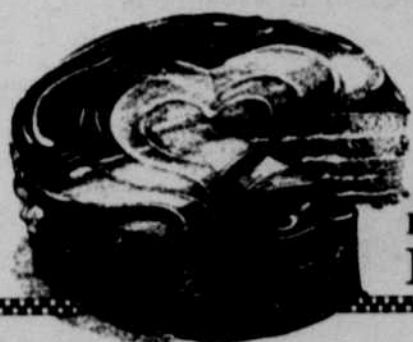
When the University provides
quality education for its
students, which creates a
stronger bond between the stu-
dent and the University, the
alumni are more inclined to
donate gifts, Cole said.

"Private donations are
becoming more and more im-
portant every year from the
standpoint that the economic
condition has decreased the
budget," Cole said. "Especially
in the areas where a little extra
money can create a special op-
portunity, whether it be
through a professorship or
travel money for architecture
students, or something of that
nature."

"Because of the growth of the
Foundation, more of this type of
funding is becoming available
each year," he said.

The Foundation solicits funds
via a process called "cultiva-
tion," where philanthropic
alumni are recorded on com-
puter and are asked to donate
through direct mail, tele-funds,
and one-on-one talks.

People can donate either
money or personal property and
real estate to the University via
two major systems. The central
system allows philanthropists
to donate gifts to the University
as a whole. The other system,
which is more popular, operates
by allocating philanthropic gifts
directly to a specific school or
department within the
University.



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