

ENDOWMENT

Continued from Page 1

we will be looking at ways to add money to the women's sports and bring us in better stead, in a quicker fashion, to balance our gender-equity equation," he said.

Before the beginning of the 1993-94 academic year, all endowed gifts to the athletic department in the history of the University totaled \$2.1 million, Brooks said. In September 1993, Harold and Margaret Taylor of Milwaukie pledged \$1 million for athletic scholarships.

The athletic department has intensified its fundraising efforts since 1992, when the State Board of Higher Education asked universities to rely more heavily on private contributions to pay for college athletics, Brand said.

Brooks re-emphasized the point. "Any time you look at what's happened in the state of Oregon with funding for education ... and the funding problems that intercollegiate athletic programs have had in this state, I think it becomes apparent that we can't sit around and wait for someone else to solve our problems," he said.

Brand emphasized that the athletic department's work to find increased private support parallels efforts by the University as a whole.

"The important point here of course is that the athletic fund raising is within the context of the entire University," Brand said. "Private support for universities, especially public universities, has become increasingly necessary to provide a margin of excellence."

Brooks was asked if the donor was a quarterback or played while Brooks has coached at Oregon, questions that Brooks declined to answer. "He made a decision to remain anonymous. We urged him not to but he chose for he and his family but this is the way he wanted to do it and I certainly want to honor that."

The \$2.15 million will be invested and will draw interest. Five percent of that annual interest, about \$100,000, will

Foundation gets help it needs from donors

By Jim Davis
Oregon Daily Emerald

Imagine asking your boss for a raise. Imagine asking your boss for three times your present salary. Now imagine getting it.

The University of Oregon Foundation did just that. Foundation workers asked donors to help improve the University in connection with the University's strategic plan. And it worked.

Brodie Remington, vice president of public affairs and development, said the Foundation will raise nearly \$50 million dollars in the initial phases of an upcoming fundraising campaign.

To put \$50 million dollars in perspective, consider that that number is \$34 million dollars more than was donated last year. And six times the amount raised five years ago.

More money was raised just last December than has been raised in any previous year in the history of the Foundation.

Remington said he believes the enormous growth in funds is hard work on the part of the Foundation.

"I don't want to sound trite," Remington said, "but we're just trying a lot harder.

We're getting more people involved, and we're raising funds more creatively."

He also credited the donors as "people who believe and care about the future of the University."

This fundraising is the informal beginning of a major campaign that will be formally announced with a public celebration in October.

"The best thing that we can do is to get alumni to come to campus," Remington said, "and we need to get those alumni to go class, meet with professor and talk with students."

The fundraising drive will have a goal of raising between \$120 million and \$150 million dollars in a five year span.

The money raised in this drive will specifically be geared toward improving the quality of the University, Remington said.

He cited undergraduates, professors and extracurricular groups such as the Museum of Art and intercollegiate sports as the main beneficiaries of the donations.

Undergraduates will receive a better education with more freshmen seminars, expanding FIG's, increasing smaller classes and student scholarships, Remington

said.

A major thrust of the campaign will be to secure endowed professorships and endowed chairs for the University's individual departments.

An endowment is a large amount of money set aside by the University where the Foundation only uses the interest. The money is invested and the endowment grows with inflation.

Thus, an endowed professorship is half a million dollars set aside to pay for the salary of one professor. The endowment for a chair is one million dollars.

Remington said he predicts the University will gain \$20 million dollars in endowments by the end of this fiscal year which is June 30. The University only had \$60 million dollars in endowments prior to this fiscal year.

Donations will also help the University by increasing technology such as the new union catalog that links the University's library with the libraries of the state's regional colleges.

The University receives on average of 25,000 gifts a year. These gifts range from one dollar to millions of dollars.

pay the football coach's salary, Brooks said.

Interest earned above that five percent will be added to the principal investment and will be used to increase annual payments as the value of the current \$100,000 a year depreciates through inflation, Brooks said. The endowment is established for perpetuity, he said.

Christopher Simpson, director for the University's Office of Communications and Marketing, said the University has checked with the National Collegiate Athletic Association to see if other universities have received similar donations.

"The NCAA was not aware of anybody else that has made a donation of this magnitude, but it has not kept records," Simpson said.

However, endowments made to athletic programs are not uncommon in the Pacific-10 Conference or elsewhere in the country. The University of Southern California has a program to establish an endowment for each playing position on its football team.

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