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LAUREN WIMER | SENIOR PHOTOGRAPHER

University alumna Sandy Barnett and University of Oregon Foundation emeritus trustee Norm Walker socialize during the gala cocktail party Saturday. The gala marks the beginning of the second phase of Campaign Oregon.

Building a foundation

Campaign Oregon illustrates an emerging national trend — a decrease in state funding and an increase in private donations

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The biggest party in Oregon on Saturday was held in a building constructed with \$16 million in private funds, next to another structure erected with the help of \$1.5 million in donations and a stone's throw away from a stadium expansion propped up with \$60 million in gifts.

Donors and University alumni, many who have helped build the University with their funds, court top-ranking faculty and finance outstanding students, congregated at an unprecedented Hollywood premier-style gala to usher in the second phase of an unprecedented campaign designed to raise more than \$600 million in donations.

Even before the gala, that campaign, called Campaign Oregon: Transforming Lives, raised \$300 million in private donations for the University.

But that total inched even higher Saturday night after University President Dave Frohnmayer announced another \$16 million in gifts that will go toward

scholarships, the University's first two Presidential Chairs and a journalism program in Portland.

The gala was a celebration of alumni philanthropy that has yielded scholarships, endowments and enormous buildings on the University campus.

But it also underscored and represented a trend emerging both here and at flagship public universities across the nation, a decrease in state dollars and an ever-increasing thirst for private gifts to supplement budgets, both to retain the institutions' quality and to climb the ladder to join the ranks of elite public universities. Universities are asking for more, and donors are giving more, but in the usually amiable world of donorship a few hiccups have forced universities across the nation to closely watch benefactor relations.

To Presidential Scholars, law and business students, the advantages to getting these monies are clear — money for college and new state-of-the-art classrooms —

but the process is not as easy as shaking hands and handing over a check.

Private funding increases

In the 2003-04 school year, less than 14 percent of the University's total revenue came from the state, while students shelled out more than 33 percent of the University's budget in the form of tuition and fees. Nearly two decades ago, in 1985-86, more than 32 percent came from the state, and 22 percent came out of students' pockets.

Private gifts to the University have also increased, eating away at the percentage of the University's budget that comes from the state.

University Senior Vice President and Provost John Moseley said in his 25 years

at the University he's seen the amount of gift dollars increase tenfold. In fact, in terms of raw dollars given, the University received more private money than it did state money last year, he said.

The University does not get all of the raw money, however, because much of it is given as endowments. Those monies are invested, and the University gets a percentage of them over a long period to use for a specified purpose, he said.

"My expectation will be that sort of over the next five years or so you'll see the revenue from total gifts getting up to close to the revenue from state appropriations," Moseley said.

And Oregon is not alone. There is a strong trend nationwide of fewer state appropriations and more private monies.

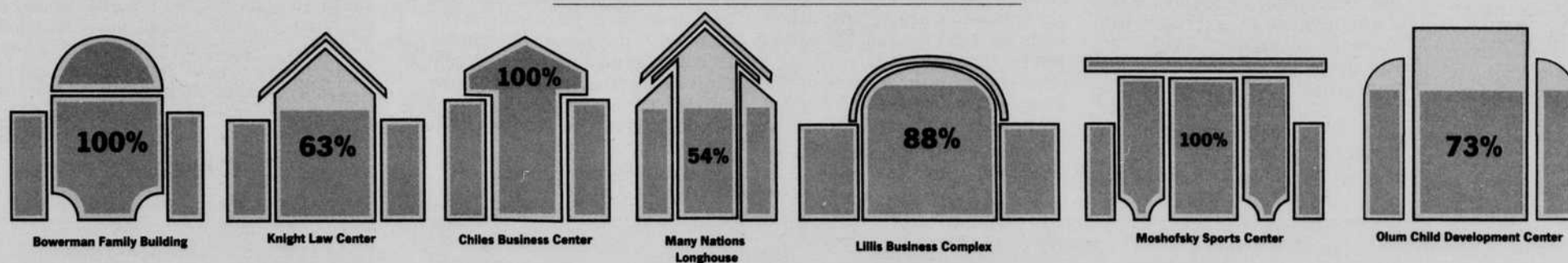
John Lippincott, president of the

FUNDING, page 12

MORE INSIDE: PAGES 6 AND 7

At the gala, University President Dave Frohnmayer announces a \$15 million gift to the UO, which will help fund scholarships and an extension of the School of Journalism in Portland.

BUILDINGS FUNDED WITH GIFT DOLLARS



These University buildings had construction budgets with at least 50 percent of funding coming from private gifts. The shaded area represents the percentage of the total cost paid with gifts.