

FOREVERGOLD

AN EXTRAORDINARY LEGACY

NEWSLETTER / N° 5

THE \$40 MILLION CAMPAIGN TO HONOR BRENAU'S PAST AND SECURE ITS FUTURE

SPRING 2017

Whole new ballgame

Athletics park moves into second phase

Phase I of the Ernest Ledford Grindle Athletics Park is a reality thanks to the generous support of alumni and friends. Named for a former resident of the New Holland community and located less than two miles from Brenau's residential campus, the initial phase of the 16.75-acre project included the site development, a softball field and bleachers, parking and a field house.

The completion of Phase II will help round out the university's \$40 million *ForeverGold: An Extraordinary Legacy* campaign. As funds are secured, the second phase will address Brenau's soccer and other field sports through the creation of a traditional field surrounded by a track. The full development of the park will support the growth of the university's athletic program. Brenau's student-athletes now number approximately 180 and constitute a significant portion of the Women's College student body.

"The completion of the athletics park will enhance our ability to recruit top student-athletes, while also providing them with facilities worthy of their competitive successes," says Brenau Athletic Director Mike Lochstampfer.

"The park will benefit all in this region as the green space created by this project will facilitate numerous community-use possibilities such as films on 'The Green' providing evening entertainment and family recreational opportunities for those in the surrounding area," says Brenau University President Ed Schrader. "The public programs will be organized and supervised by Brenau interns and professional staff, ensuring the quality of these community events and openness of participation."

With the recent addition of the new Golden Tigers lacrosse team and the budding competitive shooting program, both slated to roll out in the 2017-18 season, the Women's College will compete in 12 sports with 16 teams.



Brenau's MacKenzie Oliver Mullis slides into home plate to score the first run at Pacolet Milliken Field at Ernest Ledford Grindle Athletics Park. The Golden Tigers swept Talladega College in the Feb. 10 doubleheader. (Photo by AJ Reynolds)

ATHLETICS PARK NAMING OPPORTUNITIES

Phase I

Softball Stadium Press Box	\$75,000
Home Dugout	\$50,000
Away Dugout	\$25,000
Stands on First Baseline	\$20,000

Fieldhouse

Naming of Fieldhouse	\$120,000
Coaching Office	\$50,000
Home Locker Room	\$25,000
Men's Public Facilities	\$10,000
Women's Public Facilities	\$10,000

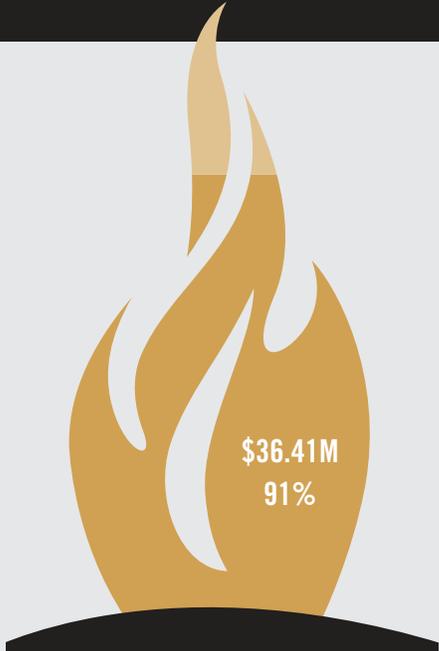
Phase II

Entire Track & Field Complex	\$1 million
Field	\$500,000
Track	\$500,000
Track Press Box	\$250,000
Grandstand	\$100,000

FOREVERGOLD

AN EXTRAORDINARY LEGACY

Visit forevergold.brenau.edu for additional naming opportunities.



(AS OF FEB. 18, 2017)

**CAMPAIGN GOAL:
\$40 MILLION**

REMAINING CAMPAIGN PRIORITIES

Certificate in Women's Leadership

- \$50,000 named endowments

Women's College Summer Leadership Institute

- \$50,000 named endowments

Women's Leadership Colloquium

- \$50,000 endowed named lectures
- \$25,000 one-time named sponsorship

Annual Extraordinary Women Speaker Series

- \$500,000 named endowment
- \$250,000 named one-semester endowment
- \$15,000 one-time named sponsorships

Project for Southern Women and the Arts

- \$200,000 named endowed curating arts fund
- \$100,000 named sponsorship to launch the project
- \$50,000 named endowments for related projects

Named Endowed Scholarships and Fellowships

- \$50,000 each

Health Care Simulation Center

- Naming of center \$600,000
- Named endowment \$250,000
- Nursing station \$100,000
- Simulated treatment rooms (7) \$75,000 ea.
- iStan (2) \$75,000 ea.
- Infant sim \$50,000
- Observation room \$30,000
- Medical supplies room \$15,000

Please visit forevergold.brenau.edu for more naming opportunities.

MESSAGE from the President

ForeverGold response amazing, but work yet to be done



Brenau President Ed L. Schrader, Ph.D.

What we have done is truly amazing. Because of the generous support from a blend of alumni, staff, faculty, board members, foundations, corporations and friends, we stand on the brink of completing our *ForeverGold* campaign.

Because of your efforts, we have been able to build much-needed student housing, provide nursing scholarships, build out the physical therapy school at the Brenau Downtown Center, add to our phenomenal art collection, refurbish campus facilities, provide resources for international experiences, expand our coeducational and graduate degrees and strengthen programs in the Women's College. However, there still is work to be done and still many worthy projects, programs and students that deserve our generous support.

Ernest Ledford Grindle Athletics Park is now home to our softball team. The complex is outstanding, but until financing is secure we cannot break ground on Phase II of the park that will be a new soccer/lacrosse field and a surrounding track. The Mary Inez Grindle School of Nursing has enabled our nursing students to learn in a truly first-rate facility, but we still need to complete the state-of-the-art simulation lab that will provide them training experiences equipping these students to serve every facet of health care. The soul of our university is our Women's College, and we still need scholarships to assist our students along with funds to help build the Center for Women's Leadership and Service.

So, I am justifiably proud of what we have done together, even as I remain assured that we will accomplish the worthy opportunities almost, but not quite yet, realized.

Sincerely,

NEWS in Brief

William L. Wells of Mayfield, Kentucky, continues to honor his mother through the Elizabeth Lochridge Wells Endowed Music Scholarship Fund he established in 1999. **Elizabeth Wells, WC '26**, was recognized as a musical prodigy, giving piano concerts as early as age 12. She also attended the Mount Ida School for Girls in Newton, Massachusetts, Columbia University in New York City, and Bush Musical Conservatory in Chicago. After completing her formal education, she returned to Mayfield and taught music privately with her mother. William Wells said the endowed scholarship, to which he has provided \$58,000, is an ideal testament to his mother's enduring love of music. William also recently entered into a gift agreement with Brenau University to bequeath his collection of a dozen rare coins, most of which were struck at the Dahlonega Georgia Mint from 1838-1861.



Karen C. Kulp, BU '91, for the past few years has supported Brenau University's All-Steinway Initiative through IRA contributions. For those who are age 70 1/2 or older, a gift to Brenau through an IRA is an ideal way to support the university and reduce income-tax obligations. There is still time to maximize your 2016 IRA contribution before the April 15 deadline. Please take care to note whether you want the contribution to be applied to the 2016 or 2017 tax year. The process is easy. For more information, contact Matt Thomas, 770.718.5304, mthomas@brenau.edu, or Ben McDade, 770.534.6173, bmcdade@brenau.edu.

VOLUNTEER Spotlight

When in conversation with **Frances “Shay” Stafford, WC ’69**, it’s readily apparent that family, faith, community and Brenau University are the foundations of her life.

“I felt so blessed to grow up in Hendersonville, North Carolina, and then go to school at Brenau University in Gainesville, Georgia. Both towns are wonderful places that truly nurtured me, and Brenau thoroughly prepared me for life,” says Stafford. Shortly after graduation, Stafford moved to Washington, D.C., where she worked for then-U.S. Rep. Roy A. Taylor of North Carolina. She continued her career with the Environmental Protection Agency as governmental coordinator for the Southeastern states.

When Stafford arrived in Washington, she immediately had an advantage because of her education over many of the young women who flocked to the nation’s capital. “Not only did I have a college degree, I had a Brenau education,” she says with pride. “The academic preparation and leadership skills I gained during my days at Brenau immediately helped me as I navigated the early days of my career, and these skills continue to serve me well today in my volunteer efforts.”

A lifelong Presbyterian who has been an elder since the age of 35 and worked in many roles in the church through the years, one of her most heartfelt accomplishments was to help start Covenant House



Frances “Shay” Stafford, WC ’69

Georgia, which serves homeless and at-risk youth. Stafford served 15 years on its board and was board chair for 10 years. Stafford also attributes her success to her strong family roots in Hendersonville. “My family always has been service oriented,” she says. “It was important that we were active in helping to make our community a better place.” Although her father died when she was 16, she recalled that both of her parents, as well as her grandparents, instilled in her the importance of showing appreciation and gratitude for those who

help guide and nurture others. They all were active in the Hendersonville community and served their state and country.

Stafford is in her fifth term on the Brenau Board of Trustees and serves as chair of the external relations committee. “My Brenau board service has kept me connected to the institution and many people that I love and admire, and I am grateful for that opportunity,” she says.

“Brenau has an amazing administrative staff led by Dr. Ed Schrader. I appreciate the vision that Ed has brought to Brenau. The faculty is strong and cares deeply about their students. The board members are committed and supportive of Brenau, and it has been a pleasure to serve alongside them during these exciting days in the life of the university.”

Stafford says these are the reasons that she and her husband, Connell, support the university’s \$40 million *ForeverGold: An Extraordinary Legacy* campaign. Her confidence in Brenau is so strong that as a trustee she was among the first to give to the campaign, even before many of its elements were solidified. “Whether in capital improvements, strengthening programs or expanding our academic offerings in the health sciences, we knew that Brenau was on the cusp of explosive growth,” Stafford says. “It is one of the highest honors of my life to be a part of this and I invite others to join in this bold endeavor.”



Doris Beidenmiller “Buttermilk” Whitaker, WC ’45, of Charleston, South Carolina, died last summer at 92. An avid supporter of Brenau University and a trustee from 1998 to 2004, Doris appreciated her Brenau education. Her classmate and

lifelong friend Betty Rose Hutson said that Brenau was especially important to Doris. “Her mother was a widow, and she did not have that many relatives around, so I think Brenau meant more to her than it did to the rest of us because Brenau became family for her and, to some extent, home for her.” Doris also invested much of her time with her beloved Alpha Chi Omega sorority, serving in a variety of alumnae leadership roles. She informed Brenau years ago of her intent to include the university in her estate planning. Upon her death, Brenau received a gift of almost \$30,000 earmarked for Women’s College student scholarships so future generations can earn world-class educations. For information on ways you can leave a legacy through a planned gift, contact Ben McDade at 770.534.6173, bmcdade@brenau.edu, or visit Brenau’s planned giving website at brenau.giftlegacy.com.



Hilda Bagwell Taylor, WC ’60, died last spring at age 78. She was a lifelong Democrat, a loyal Baptist, a first-generation feminist and an avid traveler who never met a stranger – with a deep-rooted passion for education and learning. The first of her family to attend college, the Gainesville native valued education, not to mention the full scholarship she received to Brenau. She enjoyed a 30-year career as a special-education teacher. Although her travels often took her to distant lands, Hilda never lost sight of

how Brenau helped prepare her for her life’s work and wanderings. She let the university know that she had included Brenau in her estate planning through a life insurance policy. Upon her death, Brenau received a \$10,000 estate gift tagged for the university’s Annual Scholarship Fund. For information on ways you can leave a legacy through a planned gift, contact Ben McDade at 770.534.6173, bmcdade@brenau.edu, or visit Brenau’s planned giving website at brenau.giftlegacy.com.

Jill Mansfield, BU ’15, recently was honored by her husband John E. Mansfield Jr. when he established the \$50,000 Jill Ramsey Mansfield Opportunities Fund for Interior Design. The endowed fund benefits the Brenau program from which Jill received a master’s in 2015. Jill is a consistent contributor to the Ramsey-Chester Scholarship Fund, a permanent endowment established by Jill’s parents, Wilbur and Dixie, that provides scholarship support for full-time nursing students at Brenau. Dixie Chester Ramsey also attended Brenau University.



FOREVERGOLD

AN EXTRAORDINARY LEGACY

500 Washington Street SE, Gainesville, Georgia 30501

Make your online gift today at forevergold.brenau.edu/form

WHY we support *ForeverGold*

“We support Brenau University and the *ForeverGold* campaign efforts because we have seen what a difference having a university of Brenau’s caliber has made in our community and how it has personally enriched our lives. We especially enjoy the arts, from Brenau’s wonderful art collection to its annual theater productions that are consistently as good as any we’ve seen anywhere. As part of the Gainesville medical community for decades – Wiley as a surgeon and Judy as a nurse – we have seen up close the high caliber and professionally prepared students that Brenau has graduated from its health sciences areas. Our medical practices and hospitals are better places because of the Brenau students that now serve as nurses, occupational therapists and clinical psychologists. We are so pleased that the health sciences tradition continues to grow through the new physical therapy program. We encourage others to participate in the *ForeverGold* campaign as we all benefit through its success.”

Dr. Wiley S. Black and Judith S. Black



Wiley and Judy Black are consistent supporters of Brenau’s Annual Scholarship Fund, an essential fund that aids many students each year. The Blacks also recently made a generous gift to help fund Brenau’s planned Health Care Simulation Center that will provide vital training to nursing students and realistic scenarios to occupational therapy and physical therapy students in their fields of study. For information on ways you can join the Blacks in supporting *ForeverGold*, contact Matt Thomas, vice president for external relations, at 770.718.5309.