

# FOREVERGOLD

AN EXTRAORDINARY LEGACY

NEWSLETTER / No 6

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

SUMMER 2017



Brenau Trustee Carole Ann Carter Daniel, WC '68, provided the funds for the construction of Daniel Pavilion on the front lawn of Brenau University's Gainesville historic campus to commemorate the university's future direction guided by its strategic vision to become an internationally recognized leader in innovative higher education. Daniel's gift was among the earliest to Brenau's \$40 million *ForeverGold* campaign. (AJ Reynolds/Brenau University)

## Forever is upon us

### Brenau nears \$40 million goal

At every commencement, I peer out into the audience and remark something akin to, "I don't know who you are. I don't know where you sit, but I do know someone is sitting here today who is going to change the world, and I wonder who that person will be." I also take great satisfaction in knowing that whoever that person is, he or she in all likelihood received financial



Ed L. Schrader

support through the generosity of many.

Support for each student is at the heart of our *ForeverGold* campaign. I am justifiably proud of how, together, we are on the cusp of realizing our \$40 million campaign goal. In doing so, we are securing the future of Brenau for another generation. We are strengthening the foundation to allow our students to pursue, as H.J. Pearce noted in the Brenau Ideal, "the limitless reaches of the human endeavor."

You may ask, "What exactly have we accomplished together?" Here is a summary:

• **Health Care and Science Initiative:**  
\$13 million

- **Women's Education Support:** \$2.85 million
- **Student Access and Experience Initiative:** \$14.72 million
- **Additional Gifts for General Support:** \$6.38 million
- This combined generosity places us near our goal with \$36.95 million pledged and received.

In tangible, meaningful ways, what do the numbers mean? We have raised significant scholarship support. We have created new facilities for our physical therapy program that are second to none. We have enhanced

*Continued inside*



(AS OF MAY, 18, 2017)

## CAMPAIGN GOAL: \$40 MILLION

### REMAINING CAMPAIGN PRIORITIES

#### Women's Education Initiative

- \$25,000-250,000

#### Named Endowed Scholarships and Fellowships

- \$50,000 each

#### Named Endowed Scholarships for International Experiences

- \$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 simulator \$50,000
- Observation room \$30,000
- Medical supplies room \$15,000

#### Brenau University Downtown Center

##### Naming Opportunities to Fund Health Sciences

- Brenau Downtown Center \$3,500,000
- Main Lobby and Upper Galleria \$500,000
- Clinical Skills Neuro Room \$250,000
- Corridor Lobby Parlor (2) \$100,000 each
- Main Entrance and Board Room \$50,000
- Faculty Office (9) \$40,000 each
- Office Room (6) \$25,000 each

Contributions of any size are welcomed to fund existing opportunities. Please visit [forevergold.brenau.edu](http://forevergold.brenau.edu) for more naming opportunities.

## VOLUNTEER Spotlight



Jim Southerland chronicles his most rewarding experiences during nearly 50 years at Brenau in his upcoming book that will be published by Brenau University Press.

From occasional stints as a painter and groundskeeper to head academic officer, Jim Southerland has filled many roles during his nearly 50-year association with Brenau University.

“Being affiliated with Brenau through these decades has been one of the most rewarding experiences of my life,” said Southerland, who retired in 2013. “I entered the teaching profession believing it to be one of the most noble and rewarding careers one could pursue, and all these many years later, I still believe that to be the case. Through lean times and times of enough, the one constant has been the caliber of our students.”

Southerland vividly recalls his early Brenau days as financially challenging ones. Ever the historian, Southerland placed this temporal event in historical context as he remembered how in the early '70s, universities and colleges hit an enrollment slump due to a drop in birth rates back in the mid-'50s. The birth rate dip was the first hiccup in what is known as the U.S. baby boom period that lasted from 1946 to 1964. “Of course, it’s one thing to recognize historical context,” he said, “and it’s quite another to adequately address the financial concerns the occurrence spawned.”

As has been the case throughout the history of Brenau, the faculty gathered to discuss ways they might increase revenue for the institution as well as save money – thus, the all-hands-on-deck approach to taking care of the buildings and grounds. Southerland said one lasting idea from those trying days was the birth of the professional school that primarily attracted working adults

for evening and weekend classes. Similar programs today are among the signature academic offerings by the university. “I guess the old adage that necessity is the mother of invention is true,” he said.

“And I would be remiss if I didn’t mention the unwavering and entrepreneurial leadership of the Brenau trustees during those days and, indeed, over the life of this institution, as well as the outpouring of support from the surrounding community and alumni.”

Southerland is chronicling his days at Brenau and other life events in a book that will be published during the 2017-18 academic year through Brenau University Press.

Candidly, Southerland says he is not at all surprised by the ongoing success of Brenau’s \$40 million *ForeverGold: An Extraordinary Legacy* campaign. “Year after year and decade upon decade, I have seen the momentum building toward this moment. We have graduated thousand of students who have become leaders in their professions and in their communities, many of whom have remembered how Brenau helped prepare them for their chosen paths, and they have given generously to this cause. As a longtime Gainesville resident, I have seen that as the city has prospered, so has Brenau, and many understand that these go hand in hand.

“Although historians loathe predicting the future, I will go out on a limb and say that as rich and rewarding as Brenau’s past is, its future is full of promise, and I encourage our alumni and friends to join us in this bold endeavor.”

## INITIATIVES AND SCHOLARSHIPS SUSTAINED THROUGH MANY GIFTS

The *ForeverGold* campaign affords the opportunity for individuals and organizations to make contributions of any size that have an everlasting impact on the life of the university and its students. Below is a sampling of initiatives that were made possible through the support of many gifts, large and small.

**Clara Martin Endowed Journalism Scholarship:** Longtime journalism professor Clara Martin in 2000 rounded out her three-decade-long career at Brenau by establishing this scholarship for students interested in journalism. Since then, more than 30 individuals and organizations have made about 200 gifts totaling almost \$33,000 for this fund, which in 2016-17 provided \$1,300 in scholarship support for two students.

**Kitty McKenna Brothers Endowed Scholarship:** This endowed scholarship was established by classmates of **Katherine “Kitty” McKenna Brothers, WC '72**, who died after a valiant battle with breast cancer in 2000. A trio of friends including **Gloria Ann Aaron, WC '71**, **Mary Pat King, WC '72**, and **Jane Patterson Suggs, WC '74**, along with some of Kitty's family, started the fund in 2000 with a goal to build the endowment to \$100,000. They contacted friends and family, held silent auctions at May Day, sold tickets to a dinner at May Day featuring Kitty's brother Quito McKenna's barbecue, prepared and sold a cookbook, and

enlisted multiyear pledges to the scholarship. During the life of the endowment, 160 people and organizations have made 331 gifts for a total of \$79,868. As of June 30, 2016, market valuation was \$101,915, and the fund generates an annual award of about \$4,500 for students in the Women's College.

**Augusta and William Schrage Endowed Scholarship:** Established by longtime Gainesville communitarians Gussie and Bill Schrage, this endowed scholarship is earmarked for students majoring in science, math or technology. The Schrages' son Lorry and his wife Sherrie continue to support this endowment along with about two dozen other individuals and organizations. Today the fund is valued at close to \$200,000. It provides \$5,100 in scholarship support annually.

**Amy Andrews Endowed Scholarship Fund:** Amy was a Women's College student when she died in a car accident in 1983. A native of Columbus, Georgia, her parents, Patti and Mote Andrews, established the scholarship to be awarded to full-time Women's College students with preference given to students from the Columbus area. By June 30, 2017, about 200 gifts to the fund from 30 individuals and a foundation had added about \$13,000, which brings the fund's current value to around \$18,000. It provided \$800 in scholarship support for 2016-17.



**MARIJAYNE WARD BEGGS TERRACE:** Brenau Trustee Anna Jacobs, left, and Lynn Frye, both 1986 Women's College graduates, pose for a photo in the Marijayne Ward Beggs Terrace at Brenau University's Ernest Ledford Grindle Athletics Park. Jacobs and Frye were among 52 alumnae and friends who gave more than \$15,000 to name the comfortable vantage point for watching ball games in memory of Beggs, WC '86, who died in 2006 at age 42 after a long and courageous battle with cancer. (AJ Reynolds/Brenau University)

**Academy Corner:** 85 former Brenau Academy students and friends contributed almost \$10,000 to the project known as "Academy Corner," which includes a bronze plaque on Brenau's Gainesville historic campus honoring former academy dean C.B. Branham.

## Forever is upon us, continued

and economically strengthened the Gainesville city square through the location of the Downtown Center, as it has become a catalyst for continued office, housing, small business and restaurant growth. We have established a campus in Jacksonville, Florida. We have built a new student dorm and sorority houses. We have expanded learning resources for our nursing program. We have greatly enhanced international studies, strengthened opportunities for leadership, expanded our support for the visual and performing arts and completed Phase I of Ernest Ledford Grindle Athletics Park.

You have to look for it. The words are not easily noticed, but on the outside of the Pearce Building are words that mean much to me. The stone simply reads, "Planted 1905." Brenau was not even 30 years old when this

declaration was etched. Yet some people were confident enough in Brenau's future that they gave of what they had in hopes of something larger than themselves in a future they could sense, even if they could not fully see it. Their legacy now calls us. Planted 2017. Scholarships that started small now are endowed and will forever support students. Buildings constructed long ago and not so long ago now will forever serve many. Estate gifts given by Brenau faithful will collectively forever help sustain our mission.

Out of concern of committing what they used to call in my childhood church in rural Mississippi "the sin of omission," I won't list the generosity of so many who have made so much good happen. We will do that at a later date. However, I will note that there is still time to have your name

etched in the proverbial cornerstone that sustains Brenau's continued growth. On the eve of our great accomplishment, I say thank you to those who have supported our campaign. I invite others who have yet to join our mighty endeavor to give. We appreciate your generosity. We equally appreciate counting you among this effort, regardless of the gift size.

To all, I close by saying *Forever* is upon us. Brenau's good spirit continues to beckon. I invite you to read this newsletter to discover what opportunities we still must address. I invite you to join our good cause in pursuit of *ForeverGold*.

Cheers,

A handwritten signature in black ink that reads "Ed".

*Make your online gift today at [forevergold.brenau.edu/form](http://forevergold.brenau.edu/form)*

## WHY I support *ForeverGold*

“As a teacher and a wife and mother of physicians, education and public health always have been passions of mine. Brenau University is a wonderful example of an institution that marries these two priorities beautifully. My older sister **Evelyn Halprin Daniel, WC '41**, attended Brenau, so I have been familiar with the university's long tradition of academic programming that serves its students, as well as the surrounding community. A recent excellent example of this is the Brenau Rehabilitation Practice at the Downtown Center, where doctoral candidates in Brenau's physical therapy program work directly with patients under supervision of experienced faculty members. Often these patients either have no insurance or their coverage has expired, yet they still require additional physical therapy. My daughter and son-in-law, Sherrie and Lorry Schrage, and I chose to support the development of Brenau's Downtown Center and the physical therapy program because we know that when we support Brenau University's health sciences we are also investing in the health of people wherever Brenau students live. ”

Muriel H. Nathan



Muriel Nathan, along with her daughter and son-in-law, Sherrie and Lorry Schrage, are among the earliest generous supporters of Brenau Downtown Center, home to the university's physical therapy program and the Manhattan Gallery, which features a perennial display of Permanent Collection works. Many naming opportunities for the Downtown Center, a cornerstone of Brenau's \$40 million *ForeverGold: An Extraordinary Legacy* campaign, are available. Contact Matt Thomas, vice president for external relations, at [mthomas@brenau.edu](mailto:mthomas@brenau.edu) or 770.718.5309 for more information.