



Message from the Vice President for Institutional Advancement



Barry Nickelsberg,
Vice President
for Institutional
Advancement

Remarkable! That seems to be the best word to sum up our fund raising for 2005. The year began with Americans (and others) providing their discretionary dollars for the victims of the Tsunami and ended with an outpouring of support for the victims of Hurricane Katrina. That left administrators of about one million not-for-profits throughout the United States wondering if, generosity and support aside, there would be any money left for hospitals, colleges, social service organizations, cultural institutions and other important organizations.

In response to concerns that those giving to Hurricane Katrina victims would not give to local charities, I wrote a letter to the editor of the *Spartanburg Herald Journal* in late September saying that American philanthropy knows no limits. Happily, I was right. Yes, collectively, we gave hundreds of millions of dollars to the American Red Cross and others for disaster relief, but then we did not forget those organizations nearest to our hearts.

In 2005, contributions to the Annual Fund at Sherman College were up 25 percent over 2004 and our planned giving program yielded more than \$3 million. We had our first charitable gift annuity (see page 23), and several people informed us that Sherman College is named as a beneficiary in their wills, which will yield several million more (but we trust that will take a very, very long time).

In addition, late last year the Brook J. Lenfest Foundation in Philadelphia provided funding for five \$10,000 scholarships with the likelihood that the program will increase to eight scholarships by 2009 (see page 26).

In 2005, the number of alumni contributing to Sherman increased by 12 percent. Speaking of alumni, we instituted the Class Steward Program (see page 20) to help reach out to all alumni. No, our Stewards are not asking for money, but they are helping to keep alumni up-to-date on what's happening on campus.

Corporate support was up, individual support was up and special projects (Poetry Slam in downtown Spartanburg, Hit 'Em Straight Golf Tournament and Lyceum) had more support than ever before. Of course, having alumni from 49 states and 54 foreign countries helps enormously in our fund-raising efforts and proves not only Sherman's viability but also its philosophy and commitment to bringing straight chiropractic to the world.

The year 2005 also saw stability on the staff of the Office of Institutional Advancement. With the exception of Gregg McCullough, our administrative/research assistant who joined us in the spring, the rest of the staff — Marggi Roldan, director of alumni relations; Sarah Bush, assistant director of alumni relations; Anje Hawkins, director of development and I were here and in place throughout the year. As we cultivated new donor relationships and came up with new ideas, our team worked together as one and we had fun in the process.

Yes, dear friends, fund raising can be fun...and you made it that way for us throughout the year. The success we enjoyed in 2005 is due in great part to a wonderful staff and wonderful focus and direction from the president and Board of Trustees. That made all the difference. Together we found ways to communicate the potential of the college, and donors stepped forward.

Our plans for 2006 build on the achievements of 2005. You will see new fund-raising initiatives, new alumni initiatives and new programs that will make Sherman College even stronger and more able to meet the needs of our students and society. Our base of support is strong and increasing each month, and nothing breeds success like success.

For your support and encouragement, the words "Thank You" don't come close. We are thrilled to have you as part of our team, our family really, and look forward to sharing many more successes in the months and years ahead. Yes, this is fun and it is also "remarkable."

Looking forward to working with you again, I remain

Sincerely yours,

Barry Nickelsberg
Vice President for Institutional Advancement