

## A Campaign for Princeton

A Campaign for Princeton is designed to meet essential needs, to build on Princeton's strength, and to support faculty and students and the programs that serve them. The Campaign is a comprehensive, five-year effort to raise \$275 million in capital and Annual Giving funds. These funds will be sought from private sources, including corporations and foundations, but the largest source of gifts by far will be individuals—the alumni, parents, and friends of the University. Annual Giving is an integral part of the Campaign, and the five-year time span will allow each undergraduate class to celebrate a major reunion while the Campaign is underway. Official bookkeeping for the Campaign began on July 1, 1981 and will end June 30, 1986. The Campaign was publicly launched on February 19, 1982 with \$63 million in advance contributions.

## By Area of Need

Faculty and Academic Programs	\$ 97,000,000
Academic Facilities	47,000,000
Student Aid	35,000,000
Residential Life	32,000,000
Athletics	9,000,000
Annual Giving	55,000,000
<b>TOTAL</b>	<b>\$275,000,000</b>

## By Source of Gift

### Capital Gifts from Living Donors

<i>Gifts in the range of</i>	<i>Number of gifts needed</i>	<i>Total</i>
\$10,000,000	1	\$ 10,000,000
5,000,000	3	15,000,000
2,500,000	6	15,000,000
1,000,000	25	25,000,000
500,000	30	15,000,000
250,000	50	12,500,000
100,000	180	18,000,000
50,000	370	18,500,000
25,000	540	13,500,000
		<b>\$142,500,000</b>

Gifts from Annual Giving	55,000,000
Realized Bequests	32,000,000
Gifts from Foundations	27,000,000
Gifts from Corporations	18,500,000
<b>TOTAL</b>	<b>\$275,000,000</b>

## By Type of Funds

Endowment	\$105,500,000
Capital for Buildings and Equipment	76,500,000
Term Funds (including Annual Giving)	93,000,000
<b>TOTAL</b>	<b>\$275,000,000</b>

## Campaign Goals

### Faculty and Academic Programs \$97 million

The largest single Campaign goal is \$57 million for direct faculty support in the form of professorships, preceptorships, and a \$2 million fund to meet special needs. In addition, \$26 million will reinforce a broad range of academic programs, and \$14 million is allocated to library materials, scientific research support, and Art Museum endowment.

### Academic Facilities \$47 million

This goal includes \$17.2 million for expanding and renovating library space (including \$11.2 million for Firestone); \$20 million for major improvements in research and teaching space in the life sciences (including \$11 million for a new laboratory module for the biochemical and biological sciences); \$7.5 million for the Art Museum, Alexander Hall, and the creative/performing arts facility at 185 Nassau Street; and \$2.3 million in classroom renovations.

### Student Aid \$35 million

As substantial as they are, Princeton's existing resources are not adequate to meet projected needs for student assistance. The Campaign seeks \$20 million to establish additional need-based scholarships and fellowships; \$10 million for merit fellowships in the Graduate School; and \$5 million to augment student loan funds.

### Residential Life \$32 million

The largest component of this goal, \$14 million, will help create three new residential colleges, primarily for freshmen and sophomores, largely out of existing space. An additional \$4 million will be used to improve the two existing residential colleges and Graduate School facilities. Some \$12 million will support dormitory renovations, and some \$2 million is allocated for the Chapel and religious

### **Athletics**

**\$9 million**

More than 60 percent of Princeton undergraduates participate in intramural sports, and 36 percent in intercollegiate sports. To meet the most pressing needs in this area, the Campaign will seek \$4 million for athletic facilities and equipment (including new playing fields and the modernization of Baker Rink) and \$5 million in program support.

### **Unrestricted Support through**

#### **Annual Giving**

**\$55 million**

The unrestricted funds raised through Annual Giving over the course of the Campaign will be critically important in assisting the University to meet operating expenses and other essential needs. There are no funds more important than those that can be directed to whatever need is most urgent. A key objective of the Campaign is further strengthening of Annual Giving, measured in terms of both dollars raised and numbers participating.

## **Individual Gifts in the Campaign**

**Annual Giving** is an integral part of the Campaign. All alumni will be asked to increase their Annual Giving contributions during the five years of the Campaign and to make a special "stretch" gift during their major reunion year. Most of those who give to the Campaign will do so through Annual Giving exclusively. The Campaign goal for Annual Giving is \$55 million.

**Capital Gifts** will be sought from those alumni (approximately 10 percent) thought to be able to make a significant contribution *in addition* to Annual Giving.

Unlike annual gifts, which must be unrestricted, capital gifts can be designated for a specific Campaign need. In addition, there exist a variety of commemorative naming opportunities for gifts of \$25,000 or more. Each of these provides a way to associate permanently an individual's name with Princeton.

**Leadership Gifts.** Capital gifts of \$100,000 and above will be sought on a national basis. The Campaign goal for Leadership Gifts is \$110.5 million.

**Major Gifts.** Capital gifts of between \$25,000 and \$100,000 will be sought on a regional basis. Local Major Gifts efforts will be active for a specified period during each year of the Campaign. The Campaign goal for Major Gifts is \$32 million.

*In most cases, prospective Leadership and Major Gifts donors will be solicited during their major reunion year and will be asked for their capital and Annual Giving contributions simultaneously. These joint solicitations will be planned in close consultation with class steering committees.*

## Ways of Giving

There are many ways to give to Princeton. Contributions of cash and securities provide you with an immediate tax advantage. There are also a number of ways to make a capital gift larger than you may have thought possible, while at the same time maximizing tax and economic benefits for you and your family.

These techniques fall into an important area known as Planned Giving. The booklet *How to Plan Your Giving to Princeton* explains Planned Giving in a simple, concise way.

Three major themes that should help you understand Planned Giving are listed below:

- ▶ *Planned Giving shows how all kinds of assets can be given to Princeton, including several types that might not normally be considered. Examples include real estate, life insurance, closely held stock, partnership interests, and artwork.*
- ▶ *Planned Giving can enable donors to give capital to Princeton, yet retain the income. A variety of options, known as "life income" plans, can be tailored to help those who are reluctant to part with assets for fear of the resulting income loss.*
- ▶ *Planned Giving can enable donors to pass assets on to their heirs while both supporting Princeton and minimizing or eliminating taxes on those assets. These approaches should be interesting to those for whom income is not a critical issue, but who wish to preserve assets for children or grandchildren.*

## Gift Crediting Policies

Princeton is prepared to receive gifts of all kinds. To receive Campaign credit, however, a gift must have a reasonable current value to the University. The following policies have been approved by the Trustees for gift-crediting purposes in the Campaign.

- ▶ All capital gifts and pledges made to Princeton University during the Campaign will be counted toward the Campaign goal provided they are unrestricted or designated for a specific Campaign purpose.
- ▶ All gifts to Annual Giving during the Campaign will count toward the Campaign goal. As always, gifts to Annual Giving must be unrestricted and for current use. Gifts for other Campaign purposes may not be credited additionally to Annual Giving.
- ▶ A life income gift made during the Campaign will receive full Campaign credit. Bequests realized during the Campaign will also be given Campaign credit, provided they are unrestricted or designated for Campaign purposes. Bequest *intentions* cannot receive Campaign credit.
- ▶ Individuals whose gifts are matched by their employers will receive additional Campaign credit for the amount matched.
- ▶ Campaign pledges may be paid on a schedule established by the donor, preferably within a five-year period. However, our hope is that *all* pledges can be paid within three years of the end of the Campaign.

A Campaign for Princeton is an opportunity to reaffirm Princeton's essential qualities as an independent university of international standing—a university that is dedicated to liberal education in the arts and sciences, that aspires to the highest standards of both teaching and research, and that is human in scale. And it is an opportunity to rededicate ourselves to Princeton's service.

Our confidence in launching such an ambitious campaign derives in no small part from our high regard for this University and all that it represents. It derives in equal measure from our awareness of the powerful loyalties that have led generation after generation of Princetonians to assume personal responsibility for meeting Princeton's needs and building on its strengths.

The active support of all who care about Princeton will be necessary if this Campaign is to succeed. We invite you to join us in making that commitment.

James A. Henderson '56  
Campaign Chairman

William G. Bowen '58  
President

February 19, 1982