

News•Briefs

YOUNGSTOWN STATE UNIVERSITY

July 18, 2011

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Calendar

Wednesday, July 20, noon. YSU Board of Trustees Retreat in Geneva-on-the-Lake, Ohio. Retreat continues **8 a.m. to 5 p.m.** on **Thursday, July 21.**

Giving to Annual Fund hits record

Youngstown State University's Annual Fund is again reaching record highs.

The campaign, which raises money for a variety of college and departmental programs and initiatives as well as student scholarships, brought in \$1.68 million from more than 4,000 donors in fiscal year 2011, according to preliminary counts by the Office of University Development.

That's an all-time high for the university and represents a 16-percent increase over the previous year. In the last eight years alone, the fund has nearly quadrupled.

"People throughout the campus and the community believe in the mission of YSU, and they want YSU to succeed," said Jacci Daniel-Johnson, coordinator of annual giving. "When it comes to donations, people want to give to successful and positive ventures. Success follows success."

It is the fourth consecutive year that the Annual Fund has surpassed \$1 million, a mark that Daniel-Johnson said seemed unattainable only a few years ago. "Now, and going forward, we see \$1 million as our base – something we can build on," she said.


The Annual Fund solicits contributions from alumni and supporters throughout the state, region and nation.

"Our donors are encouraged to direct their philanthropy to the programs of their choice, and they take full advantage of this opportunity," said Catherine Cala, director of University Development. "More than 95 percent of YSU's annual gifts are donor-designated."

Money is used to fund scholarships and dozens of campus programs and initiatives, from the English Festival, the Center for Judaic and Holocaust Studies and ROTC to the Steel Bridge/Concrete Canoe teams, Center for Nonprofit Leadership and the SMARTS program. It also provides money to various athletics teams, including track and field, golf and tennis, as well as academic departments.

Up and away...

Annual Fund donations have nearly quadrupled in eight years:



2011	\$1.6 million
2010	\$1.4 million
2009	\$1.1 million
2008	\$1.1 million
2007	\$884,438
2006	\$729,186
2005	\$609,254
2004	\$535,104
2003	\$484,327

Employee giving

Annual Fund donations by faculty and staff have nearly doubled in three years:

2011	\$131,069
2010	\$117,106
2009	\$66,428

Contributions by YSU faculty and staff alone accounted for nearly 10 percent of the total giving in fiscal year 2011 at \$131,472. That's nearly double the amount donated by faculty and staff just three years ago. Daniel-Johnson said one reason for the increase in faculty/staff giving was the establishment of a scholarship by new YSU President Cynthia E. Anderson in memory of her parents. In all, the Annual Fund raised \$52,165 for the scholarship.

Daniel-Johnson said increasing Annual Fund giving – and hitting the \$1 million level – was a major goal of the Centennial Capital Campaign that started in 2005. That, she said, made the Annual Fund a priority and has led to the impressive increases.

“Our message is clear and consistent,” she said. “We don't over-solicit, so we don't experience donor fatigue. We have a good fund-raising philosophy. We have a great team in place, and, most importantly, we have loyal, generous alumni and friends.”

Wean funds NewsOutlet, Urban Studies

The Raymond John Wean Foundation has awarded more than \$45,000 to two programs at Youngstown State University.

“We are excited about the work that these organizations have been doing in the Mahoning Valley and are pleased to be able to help support their efforts,” said Gordon Wean, chairman of the board of directors of the foundation.

The NewsOutlet.org, a partnership between YSU's journalism program and professional media organizations, is receiving \$30,000. TheNewsOutlet.org reports and then offers to area media important issue stories that legacy media often do not have the time or staff to develop. Recent stories have included an investigation of living conditions in an adult group home for mentally challenged individuals. Funding from the Wean Foundation will allow TheNewsOutlet to seek national foundation support and to secure the program's future.

The NewsOutlet, including YSU journalism faculty members Alyssa Lenhoff and Tim Francisco, was recently featured in a story in the *Columbia Journalism Review*. “What started as an experiment modeled after similar collaborations in large media markets is growing quickly and providing northeastern Ohio with in-depth journalism with a new media flourish,” the article says. Read the full article at http://www.cjr.org/the_news_frontier_database/2011/05/the-news-outlet.php.

The Wean Foundation also awarded \$15,395 to YSU's Center for Urban and Regional Studies for its effort to expand the Mahoning County Regional Property Information System to Warren and Trumbull County. The system collects data about vacant properties, crime rates, property ownership, foreclosure, tax liens and basic census data. The information is important in assisting local government agencies as well as non-profit organizations in understanding needs of various neighborhoods and developing plans for how to best address the issues.

The Wean Foundation is committed to helping the Mahoning Valley become a healthy place to live, work and raise families. The Foundation awards between \$3.5 million and \$4 million to organizations that are working to help the area become known for equity, innovation and collaboration.