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SUFFOLK UNIVERSITY

campaign for excellence

Volume 2

December 1980

CAMPAIGN NEARS \$1.5 MILLION AT YEAR END



L-R: Richard H. Bridge, Project Architect; President Perlman; and Campaign Chairman Howe inspect the building at 8 Ashburton Place [see story on page 6]

As the year ends, the University's Capital Campaign total stands at \$1,487,362 - over 50 percent towards its goal of \$2,735,000.

"We are pleased with the progress we have made," reports Campaign Chairman John S. Howe, retired Chairman of the Board of the Provident Institution for Savings, "However, we still have a long way to go to reach our campaign goal, and much hard work lies ahead of us. We need substantially more from those alumni in a position to make either a leadership gift (\$10,000 or more) or a special gift (\$1,000-\$9,999) to the campaign. Pledges to the campaign may be paid over a three-year period."

The Campaign for Excellence has generated impressive support from the business community with a total of \$356,000 pledged or given from 13 major companies in the Greater Boston area. Another important factor in the campaign has been support from eight private foundations which have pledged or given \$300,000.

The leadership and special gifts

phase of the campaign has been followed up this fall in the Greater Boston area, while new campaigns have been initiated in Rhode Island, Worcester, New Hampshire and Plymouth County. After the first of the year, additional special gifts campaigns will be carried out in Connecticut and Florida.

All three of Suffolk's schools have alumni Vice Chairmen. They are Abner R. Sisson, JD'28, for the Law School, William G. Manning, AB'59, for the College of Arts and Sciences, and John E. McDonald, BSBA'71, for the School of Management.

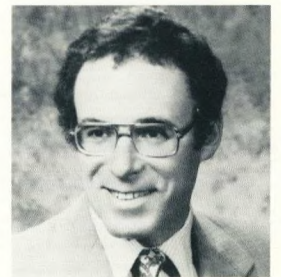
A Message From President Perlman

The Campaign for Excellence is an important milestone in the history of Suffolk University. It is the first Capital Campaign that the University has undertaken in more than twelve years; it occurs during our 75th anniversary; and it supports a major and vitally important improvement in the University's facilities which will affect all of

our constituencies - the students, the faculty and the administration.

This campaign, with a goal of \$2.7 million, makes possible the implementation of the \$9.9 million Facilities Development Program. Additional funding will be provided by long-term borrowing (\$5.5 million) and through University funds set aside for this purpose \$1.7 million). Through the Facilities Development Program, the following major changes will be implemented:

- The School of Management will be relocated in the new building on Ashburton Place.
- The College of Arts and Sciences will have available new, enlarged classroom facilities and faculty offices.
- The Law School will be able to expand its use of the Donahue and Archer Buildings as soon as new amphitheatre classrooms and a major increase in its library area are completed.



President Daniel H. Perlman

The Campaign for Excellence, therefore, marks an auspicious beginning of the decade of the eighties for Suffolk University. I am excited about our prospects for continuing to improve the quality of educational opportunity which we will be able to offer to our students as a result of the Campaign. I urge all of the University's friends and alumni/ae to give the Campaign for Excellence their enthusiastic support.



John S. Howe, Campaign Chairman



Abner R. Sisson, JD'28, Vice Chairman of the Campaign for the Law School addressing the annual Law Dinner

AN EDITORIAL BY JOHN S. HOWE, CAMPAIGN CHAIRMAN

We have been gratified by the response of the corporations and foundations to the appeals we have made to them for financial support for the Campaign for Excellence. One question which these community leaders invariably ask is how much support the campaign is receiving from the University's alumni. We have been proud to assure them that the alumni are very interested in the future of Suffolk University, and that there is a carefully planned campaign underway in the alumni organization to solicit support from all components of our alumni.

These corporations and foundations, whose support is so vital to our endeavors, will be keenly aware of the final results that are achieved and by the degree of participation of our alumni in this campaign. Alumni support is important — both in terms of the percentage of participation and in the total dollars received — to show other sectors of the community that those who know the University best are supportive of its future.

It is of tremendous importance to the future of Suffolk University that we attain a high degree of support by the alumni. In addition to the importance of the dollars provided, your backing gives the leaders of the Greater Boston community clear evidence that Suffolk University has earned their support now and in the years to come.

PATTERN FOR SUCCESS

Success in capital fund-raising campaigns seems to relate closely to the principle of obtaining gifts of the right magnitude in the right numbers. This can be expressed in what is called a scale of gifts. Such patterns are determined by the size of the goal of the campaign and the size of the constituency.

Every donor who is able to consider pledges of the size listed in the pattern is strongly encouraged to contribute at that level. Each commitment within the pattern puts Suffolk University one step further along the road to success. (See chart opposite page)

LAW SCHOOL CAMPAIGN CHAIRMAN SISSON APPEALS FOR ALUMNI SUPPORT

Text of the remarks of Abner R. Sisson, JD'28, to the annual Law Dinner at the Park Plaza Hotel, December 8, 1980.

"We are gratified that the capital campaign is well over the 50 percent mark at \$1,487,362.

However, as you know, support from the alumni is going to be essential to reach the campaign goal of \$2,735,000.

Many of you have already made your decision and pledged to the campaign. To those of you who have not yet pledged, I want to ask you to consider making our campaign a priority during this three-year period, and to send in your pledge right away.

When we consider the amount raised from the alumni in other schools, we can realize that the amount targeted for the campaign appears relatively modest. But to achieve it, we must have over 600 pledges of \$1,000 or more. I hope yours can be one of them."

**PATTERN OF GIVING
NEEDED TO RAISE \$2,735,000**

(appropriate number and size of gifts)

	<u>#Gifts</u>	<u>Range of</u>	<u>Total</u>
	2	\$200,000	
	2	100,000	
	4	50,000	
	15	25,000	
	31	10,000	
Leadership Gifts	54		Subtotal \$1,485,000
	106	\$5,000	
	563	1,000	
Special Gifts	669		Subtotal \$1,093,000
		Hundreds of Gifts Under \$1,000	156,900
			<u>\$2,735,000</u>



Vincent A. Fulmer, Chairman of the Board of Trustees

**A Statement from Vincent A. Fulmer
Chairman of the Board of Trustees**

As we pass the halfway mark on our way to our goal to raise \$2,735,000 in the Campaign for Excellence, I am again gratified by the support of our Trustees, faculty and administration, and alumni. From all of these groups, we have had leaders step forward to take the responsibility for organizing and carrying out the many tasks required to mount a campaign of this size and scope. All of this has been accomplished under the able leadership of Trustee John S. Howe our distinguished Campaign Chairman, and President Emeritus Thomas A. Fulham, Chairman of the Leadership

Gifts Committee of the campaign. We now must look to our alumni broadly for the grass roots support needed to maintain the campaign momentum and put it over the \$2,735,000 goal. All of us are essential to this effort. Is there, in addition, an exemplary alumnus or friend who has the vision, means, and the willingness to give Suffolk University the opportunity to consider a naming gift for the Ashburton Place Building? A naming gift for the entire, twelve-story building would allow the University to move ahead more quickly with the remaining parts of its Master Plan for facilities renewal, and profoundly enrich the education of our students.

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WORCESTER, PLYMOUTH, & BRAINTREE ORIENTATIONS



Alfred J. Mattei, JD '71, Worcester Area Chairman, and Dean Sargent at the Worcester orientation meeting



Standing L-R: Frank L. Whitson, Director of L... Naughton, AB'78; Anthony R. Gallo, AB'52; J. McCarthy, BSBA '49, South Shore Area Ch... Norton, BS'55; at the Colleges South Shore ar



Lawrence E. Cohen, JD'72, and Robert Osol, JD'72, discuss the campaign at the Worcester orientation meeting



Associate Dean Lemelman and Melvin S. Louison, JD'50, Area Chairman for Plymouth County, at the orientation meeting in Brockton



The headtable at the JD'76, Chairman of the Perlman; Board Chair



George S. Wallace, JD '55, and Arnold W. Olsson, JD'43, confer at the Worcester orientation meeting



Trustee Thomas J. Brown, Assistant to the Chairman of the Polaroid Corporation

ENTATION MEETINGS; THE PRESIDENT'S BALL



One of the tables at the President's Ball held at the Ballroom of the 57 Restaurant. L-R: Trustee John M. Corcoran; Mrs. Corcoran; Trustee Harry Zohn; Mrs. Zohn; Howard M Turner, Campaign Director; Mrs. Flannery; and Francis X. Flannery, Vice President and Treasurer of Suffolk University

Opportunities for Recognition: Name a room in the new building

For those who would like to honor a member of their family, or someone else important in their lives, or who would leave their own name on a part of Suffolk University for the benefit of future generations of students, there are a number of recognition and memorial opportunities available in projects covered by the Campaign for Excellence. This is a particularly thoughtful way to give, for it enables the donor to identify his or her name or the name of an honored relative with Suffolk University and is lasting evidence of loyalty and appreciation. Such gifts stand as a constant encouragement to new generations of students. This kind of giving has had a long tradition with supporters of higher education and is a continuing source of inspiration to all.

Some examples of the memorials or naming opportunities available in the Campaign for Excellence are:

-Student Dining Area	\$300,000
-Amphitheatre Classrooms (Law School)	150,000
-56 Temple Street Building	100,000
-Large Classrooms	80,000
-Alumni Center	50,000
-Data Processing Center	50,000
-Snack Lounge	50,000
-Medium-Size Classroom	45,000
-Undergraduate Lounge	40,000
-Computer Room	30,000
-Law Faculty Reading Room	25,000
-Snack Lounge	20,000
-Faculty Reading Room	15,000
-Twelve Faculty Offices	at 7,500

elopment; James K. Belcher, BS'75; Kevin M. Paul G. Buchanan, MA '51. Seated L-R: John man; Robert J. Cawley, AB'63; and John J. orientation meeting in Braintree



President's Ball. L-R: John G. Homel, BA '72, the Ball Committee; President Periman; Mrs. rman Vincent A. Fulmer; and Mrs. Fulmer



Ann C. Lodolce, JD'74; Carol A. Witt, JD'77; and Joseph S. Carnabuci, JD'67, at the Plymouth County orientation meeting in Brockton

Polaroid Foundation Establishes Unique Four-To-One Matching Gift Program in Support of the Campaign For Excellence.

The Polaroid Foundation has advised Campaign Chairman John S. Howe that they have established a four-to-one matching gifts program in support of the Campaign for Excellence. This new program, which applies only to Suffolk University's Campaign for Excellence, is believed to be unique among corporate matching gifts programs. It is available to Polaroid employees who make contributions to Suffolk University before the end of 1980, and will also be available in 1981 and 1982.

Trustee Thomas J. Brown, Assistant to the Chairman of the Board at Polaroid, stated that he was particularly pleased that the Polaroid Foundation had responded to the University's request for support in this innovative manner. It is the first program of this magnitude which has been offered by the Polaroid Foundation.

In addition to Polaroid, many firms, large and small, have matching gifts programs. Such programs provide a company gift to match, dollar-for-dollar (in some cases two-for-one or

more), the donation of an employee to an educational institution, usually their alma mater. Thus it is possible that the gift you give to Suffolk University will double or triple in amount, because of the matching gift of your company.

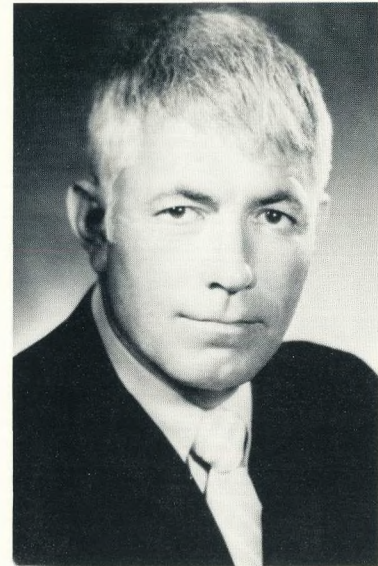
A brochure about matching gifts can be obtained from the Suffolk University Development Office, Beacon Hill, Boston, Massachusetts 02114 (723-4700, ext. 128). The brochure gives detailed information about the matching gift programs of all major companies.

A PROGRESS REPORT ON THE BUILDING AT ASHBURTON PLACE

BY JOHN M. CORCORAN
TRUSTEE AND CHAIRMAN OF THE BUILDING COMMITTEE

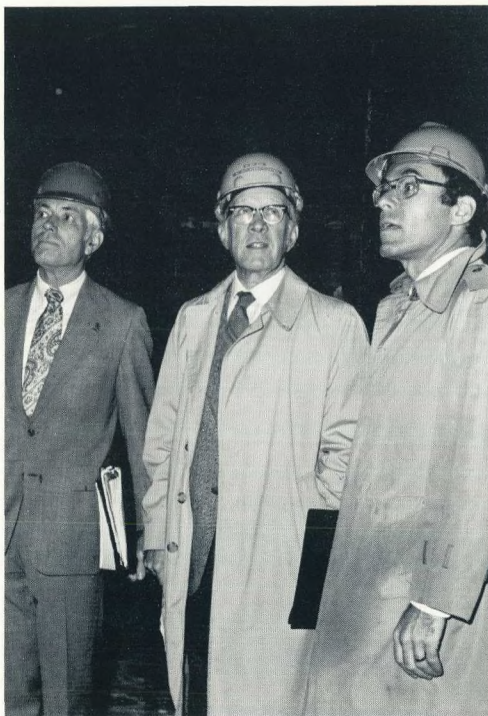
The rehabilitation of Suffolk University's twelve-story building at 8 Ashburton Place on Beacon Hill is running on schedule. Floors four through twelve, which will house classrooms for the School of Management and the College of Arts and Sciences and administrative offices, are expected to be completed by next summer. Work on the two sub-basement floors; the mezzanine, first and second floors which will house the new library; and the third floor cafeteria should be completed by the end of the year.

Demolition, steel erection and concrete pourings are 98 percent complete and the sheet metal ductwork has been installed on the sixth through the twelfth floors and is about 45 percent complete. Installation of drywall, fireproofing, concrete block, stairs and electrical insulation is well underway.



Trustee John M. Corcoran, Chairman of the Building Committee

President Perlman with Mr. Bridge in another section of the building



Trustee Corcoran; Richard H. Bridge, Project Architect; and the President Perlman review progress on the building



President Perlman and Mr. Bridge confer with the project supervisors

Rehabilitation of the 150,000 square foot building, once the home of the famed Boston City Club and more recently the United Way of Massachusetts Bay, Inc., is being done by Vappi & Company of Cambridge.

Suffolk University, which acquired the building from the United Way, plans to preserve many of the interior furnishings that graced the building when it was home of the exclusive Boston City Club four decades ago. Those include the stained glass windows, chandeliers and wall

carvings.

The building will retain the classical architectural detail typical of the early 1900's, in keeping with other Beacon Hill properties. The main entrance will be moved from Somerset Street to Ashburton Place.

The University's Facilities Development Program includes both the rehabilitation of the Ashburton Place Building and the renovation of the University's other facilities on Beacon Hill.

PRESIDENT PERLMAN ANNOUNCES \$50,000 PLEDGE FROM CECIL AND IDA GREEN TO ESTABLISH THE THOMAS A. FULHAM SCHOLARSHIP ENDOWMENT

President Perlman announced a \$50,000 pledge to Suffolk University from Cecil and Ida Green of Dallas, Texas, in honor of President Emeritus Thomas A. Fulham. Mr. Green, Hon'77, is founder and honorary director of Texas Instruments Company.

In a letter to the University advising it of the gift, Mr. and Mrs. Green wrote, "We take special pleasure in confirming that Ida and I wish to recognize the superb job that Thomas A. Fulham has done as President of Suffolk University. Now that he has retired, we would like to recognize his fine service and contributions during his leadership role as President, by establishing a student scholarship endowment fund in his name."

The letter from the Greens went on to say, "An equally important reason for our offering this completely unsolicited pledge is that we recognize and admire the unique importance of Suffolk University in the Greater Boston area."

President Perlman indicated his great pleasure in receiving this generous pledge. He pointed out that it will increase the University's ability to attract and serve high quality students regardless of their financial



Cecil H. Green, Hon'77



Thomas A. Fulham, President Emeritus

situation. "I am especially pleased that the leadership of Tom Fulham over the past ten years is being recognized in this most appropriate fashion," said Perlman.

Gifts of Securities

There are many individuals who have made substantial gains in the stock market over a period of time. In the case of securities held over a number of years, the capital gains tax can represent a large penalty when the owner is contemplating a sale.

For those who have accrued these gains, one advantageous way to create a tax deduction is to give appreciated securities to the Suffolk University Campaign for Excellence.

For example, if stock which cost \$5,000 to purchase and is now worth \$10,000 were given to Suffolk University, and the stock has been held for at least six months, the donor can take a tax deduction of \$10,000 and pay no tax on the \$5,000 gain.

Strong support for the Campaign from the University Faculty and Administration is Reported

The faculty and administrative staffs of the various academic units of the University have shown their enthusiastic support for Suffolk University through the campaign pledges they have made to the Campaign for Excellence.

Associate Professor Karen Blum and Law Librarian Edward Bander report that 100 percent of the resident law faculty and the law administrative staff have made pledges to the campaign. Leonard Henson, reports that many gifts have also been received from the special faculty of the Law School. Professor John C. Cavanagh of the College of Arts and Sciences and Professor Robert C. Waehler of the School of Management both report that their respective faculties are responding generously to the campaign. In addition, James E. Nelson, Director of Athletics, stated that the members of the administration of the College and the School of Management are also giving generously.



Alfred J. Mattei, JD'71, Law School Chairman for Worcester

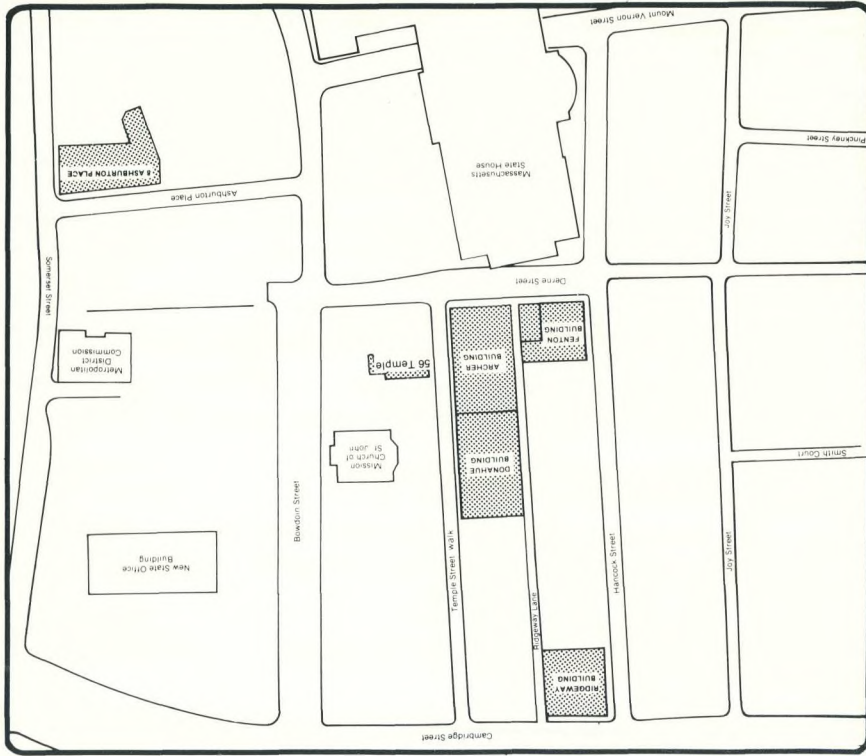


John J. McCarthy, BSBA '49, South Shore Area Chairman for the Colleges

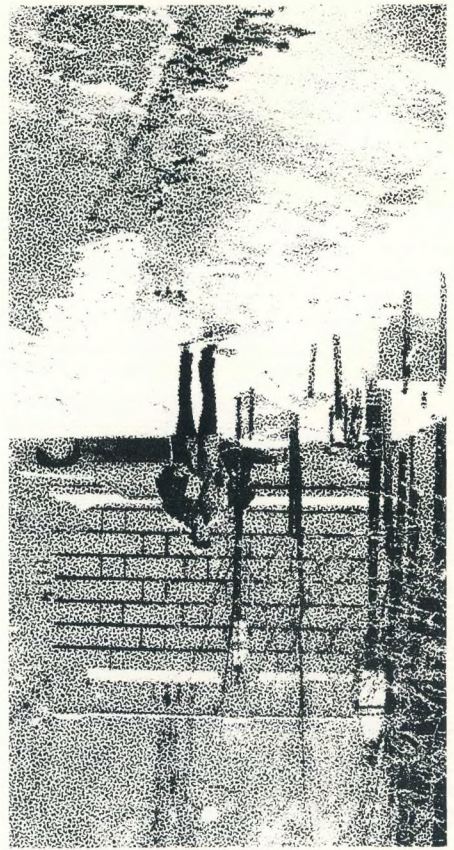


Roger I. Phillips, JD'69, Law School Chairman for New Hampshire

Not shown: Robert J. Bevilacqua, JD'52, Law School Chairman for Rhode Island



Map of Suffolk University's planned facilities as of fall 1981.



SUFFOLK UNIVERSITY
campaign
for excellence

Development Office, Suffolk University
 Beacon Hill Boston, MA 02114

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