

EXTEND THE VIEW

Office of Development Newsletter

PRAIRIE VIEW A&M UNIVERSITY

April 2008

CAPITAL CAMPAIGN PROGRESS

Extended The View Through 2008

The EXTEND THE VIEW, Capital Campaign that was scheduled to end December 2007 has been extended. At the November 2007 Capital Campaign meeting, Cabinet Members voted to extend the closing date to the end of 2008. The University approved the extension because of the belief that the goal of \$30 million is still obtainable and achieving that goal is a far greater accomplishment than finishing on time.



MAJOR GIFTS & PLEDGES

PVAMU Nurse Alumni Association - \$25K

Class of 1958 - \$25K

NDDC Counties Chapter - \$10K

Annual Campaign, Capital Campaign, So Many Requests...

Prairie View A&M University has received many questions concerning fundraising efforts occurring simultaneously at the University. The most common question is Annual Campaign vs. Capital Campaign, What's the difference? Why do we need both?



The **Annual Campaign** is the foundation of an on-going, healthy development program. Traditionally comprised of unrestricted gifts used for operations, the most valuable annual gifts are spendable, renewable and upgradable. An annual campaign reduces the need for 'crisis fundraising,' also known as "**Give** us money or we will have to **drop** the program, **go** out of business or **fail** to provide for people who need us—and it's going to be your fault!" A successful annual campaign is carefully planned and implemented to raise necessary money in an orderly and timely manner.

The **Capital Campaign** is an intensive fundraising effort designed to raise a specific amount of money within a defined time-period. The goal is to meet asset-building needs of an organization, including construction of new buildings, renovation or enlargement of existing buildings, purchase or improvement of land and acquisition of furnishings or equipment. Capital campaign proceeds also allow expansion of programs and services and the establishment of endowments providing long-term support.

So in deciding why to support both campaigns, think of your situation at home: You have income that supports current expenses but you also have savings and investments for supporting college education and retirement. Money must be distributed in ways that nurture the various sections of your life – the same goes for a university.

Celebrating 90 Years of Nursing GALA 2008

Saturday, April 12, 2008

Six o'clock cocktail reception

Seven o'clock program

George R. Brown Convention Center
Houston, Texas



Call (936) 261 - 2130 or visit www.pvamu.edu for more information.
Table & Underwriting Opportunities Available

Office of Development
(936) 261-1550
(936) 261-2189 Fax
P.O. Box 519 ; M.S. 1200
Prairie View, Texas 77446-0519

Shape tomorrow today.

Why I Give...

Dr. Twana Edwards

“My experiences at PV while earning my degree helped me develop a self-confidence that would have never surfaced had I attended another university. I cherish those four years and hope my gift enables someone else to develop memories as fond as mine. I am exceptionally proud to be a Panther!”



Dr. Twana Edwards graduated from Prairie View A&M University in 1990 with a bachelor's degree in biology. She went on to earn a Doctorate of Dental Surgery (DDS) from the University of Michigan School of Dentistry in 1994. In 1995, she completed her General Practice Residency at the Veteran's Affairs Hospital in Washington, D.C. before moving to Chicago to launch her own dental practice. After six years of treating the masses, Edwards decided to focus on an area dear to her heart, the children. In 2001, she founded Smile Support LTD., a school-based dental program.

With its unique concept of providing on-site preventive dental treatment using mobile-dental equipment, Smile Support has been awarded contracts with various municipalities including the Chicago Public School system and the Chicago Department of Public Health. Without question, Dr. Edwards has changed the traditional belief that adolescent oral hygiene is no longer the sole responsibility of the family but also a shared concern of the State of Illinois.

She is a member of the National Dental Association, American Dental Association, Illinois State Dental Society, Chicago Dental Society, and the American Association of Women Dentists.

CABINET MEMBERS

Don Clark
Opal Johnson Smith
Nathelyne A. Kennedy
Roy Perry

Marvin Brailsford
Harold Bonner
Pauline Bonner
Evelyn Thornton

Thelma Pierre
Ernest Collins
Michael Sowell
James Mitchell

Samuel Metters
Neal Baines
Billy Heath
Netra Heath

Louis Bedford
Julius Becton
Fred Newhouse
Phyllis Tidwell



Q: “I don’t have a lot to give, are there other ways to help?”

Yes, by agreeing to become a Fundraising Ambassador (FA),

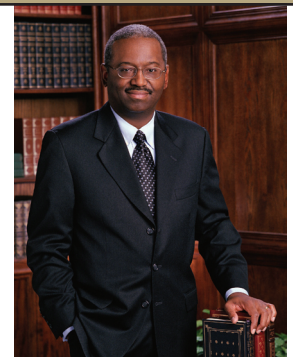
you can assist with the Alumni/Special Gifts Phase of the campaign. You will be responsible for inviting alumni to make informed and thoughtful decisions regarding their financial participation in the capital campaign. To date, 47 Prairie View alums throughout the United States have signed on to be FA's. If you would like to learn more about becoming involved, contact the Office of Development at (936) 261-1550.

www.pvamu.edu

Message from the President

With more than \$23 million raised in cash, gifts and pledges, we find ourselves at a pivotal point in the campaign and we need your help. Last year we asked 8,000 alums to contribute \$200 annually for five years, which would complete our \$30 million goal. The request has been well received. This year we are asking each chapter to commit to a five-year pledge based on previous years giving history. For example, the average chapter currently gives \$6300 annually to the university; assuming gift amounts remain constant, multiply that by five-years and that equals \$31,500; multiply that by 40 chapters and that gives the university \$1.25 million. Also, consider that the university will match gifts that support endowed scholarships and endowed faculty chairs, which could potentially increase chapter gifts to more than \$2.5 million.

To you already involved, thank you for your efforts. To you considering involvement, we welcome your participation. To learn more, please visit the university website and click on the Research and Development link, then Capital Campaign.



George C. Wright

Dr. George C. Wright

EXTEND THE VIEW CAPITAL CAMPAIGN