

Donors do make a difference

Times are tough, but NIU students have good reason for hope and gratitude

We seem to be reading and hearing and thinking a lot about loss lately. Across the country, people are losing jobs, markets are down and portfolios are losing value. Talk to students on any college campus and you'll see they have been hit hard, too: tuition is steadily going up, the balances of their college funds are dwindling, and getting a student loan is harder than ever.

But, a walk across NIU's campus reveals that NIU students are stronger, more determined, and more hopeful than ever. Students are holding on tightly to their sense of community, their eagerness to seize the opportunities they've been given, and most of all, their gratitude for the unmistakable generosity they see all around them.

Below is a sampling of what students had to say about people who are giving to NIU.

"People don't lose their philanthropic spirit...they just lose their ability to give as much or as quickly," says John Bass, NIU director of gift and estate planning. "When necessary, we are giving donors more time to pay off their pledges, but the bottom line is that people are finding ways to give."

NIU Foundation President and CEO Mallory M. Simpson agrees, "Many of our donors are trying to strike a balance between their strong desire to help and the very real financial considerations that affect their ability to do so right now," she explains.

"Of course we've seen declines in giving this year; it's a sign of the times, and colleges and universities across the country are seeing giving rates go down. We expect these tough times will continue into next year as well, so we press forward with

"I think the NIU family is strong, and one place you really see it is with donors. Standing in the Yordon Center...seeing how far we've come...that's all a credit to them and shows the type of people that are involved with this organization. When you have people looking back and helping, still feeling a part of this family, it's going to help the future...the young people here."

**—Larry English, B.G.S. Liberal Arts and Sciences, '08
San Diego Chargers (First round draft pick)**

"I'm in awe when I think about the people who give to NIU, especially when times are tough like they are now. There is no way I would be where I am today without private support. I have a feeling someday I might write something that will change the world. I figure it's the least I can do considering that donors are changing our world here at NIU."

—Michael Ranieri, sophomore, journalism

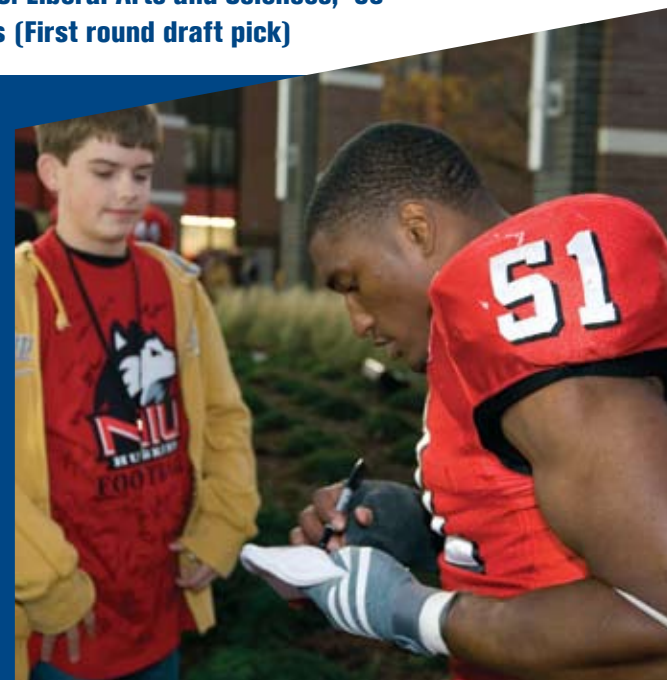
determination to do all we can to help students and remain sensitive to donors' circumstances."

And so True North, the first campaign for Northern Illinois University, marches on. Thus far, campaign totals have reached \$141.7 million. The impact of that giving can be seen everywhere, which is good news for NIU students. "They're the ones who are hit the hardest these days," says Mike Malone, vice president of university advancement. "We all appreciate the impact of private giving now more than ever." He adds, "A donor can keep a student here—a student who might not have the resources to stay. Our case is stronger than ever."



"As a donor, you give us so much. As students, we are glad we can help pay the favor forward and gain some life skills in the process. Through our service fraternity, we've learned how to groom and walk dogs by helping at the local animal shelter. We've learned a thing or two about cooking by serving guests at the local homeless shelter. And now we know how to referee a basketball game and give great hugs...since we cheered on at the Special Olympics."

—Jennifer Binversie, sophomore, psychology



True North Campaign Update

Goal: \$150 million by June 2010

To date: \$141.7 million (as of May 2009)

Scholarships awarded last year: 1,000

Professorships and chairs created: 20

Notable Gifts

The KPMG Foundation and several NIU alumni have made an extremely generous pledge to establish the KPMG Endowed Professorship in Accountancy. This is the first funded endowed professorship in NIU's history. The commitment also provides for faculty and program support for the accountancy program.

Anthony E. and Christine Speiser have pledged a six-figure gift to provide expendable scholarships for juniors and seniors in the College of Business. The program is designed to support graduates of Lane Technical School or Chicago Public Schools and will award six \$5,000 scholarships each year. The Speisers' gift also supports entrepreneurship initiatives and provides discretionary funds for COB Dean Denise Schoenbachler.

The Jeanie C. Linders Initiative in Theatre and Dance was established with a generous six-figure gift. The program will help theatre and dance students find career success through an innovative curriculum that will address the business side of their artistic professions.

William Doyle has generously stepped up to bequeath his entire estate to NIU, estimated at \$1.5 million. The gift will establish a scholarship for an incoming freshman or transfer student in any discipline and a professorship in accountancy.

For more information, visit www.truenorth4niu.com.

TRUE NORTH