



True North presses forward

The economy is rattling nerves in fundraising offices across the country, but members of the NIU Foundation know that their mission of helping students is just too critical for them to do anything except press forward with unwavering sensitivity and determination.

“Nationally, colleges and universities are seeing modest declines in private giving, but people ARE still giving,” stresses Mallory M. Simpson, president of the NIU Foundation. “In fact, we ended the calendar year in December on a high note: with two new six-figure commitments to NIU. We are profoundly grateful.”

And so True North, the first campaign for Northern Illinois University, marches on confidently. Thus far, campaign totals have reached \$143 million, which is 95 percent of its \$150 million goal.

Foundation leaders remain optimistic about the future. “People don’t lose their philanthropic spirit in hard times, they just have more trouble finding resources,” says John Bass, Director of Gift Planning at NIU. Simpson agrees and expects that the changes in giving “will mainly be a matter of timing.”

And that’s good news for NIU students. “They’re the ones who are hit the hardest by the economic downturn,” 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 without that support. In many ways, our case is stronger than ever.”