Change.
Means.
Action.

One student at a time.

2008–2009
The Report on Philanthropy
Spelman College
Greetings,

Spelman College gives young women the tools they need to think for themselves. After discovering their talents, passion and purpose, Spelman graduates are prepared to lead and serve their communities. It is no small mission and requires many resources. Gifts from alumnae, trustees, faculty, staff, parents, students and friends make this life-changing and world-changing education possible. We are so very thankful for your generous support.

Nearly 4,400 graduates, or 31 percent of all alumnae, gave to Spelman in fiscal year 2009. That is a significant accomplishment and much of that success can be attributed to our Every Woman...Every Year! Campaign. These gifts are extremely important to the College, not only in terms of dollars given but also as the key indicator of the quality of a Spelman education. Who better to recommend the lasting value of a Spelman education than our alumnae? When corporations and foundations consider funding institutions, they often look at the giving participation of their alumnae body. It is also a factor in determining national college rankings.

Also, we had tremendous progress this year in our parent fundraising effort, with participation growing 144 percent. Our campus campaign was also successful with 49 percent of faculty and staff participating. The economic recession continues to bring financial hardships to colleges across the nation, and Spelman is no exception. But as we face the challenges together, it has become apparent that they are no match for the strength of the Spelman College community.

The campaign’s goals are to ensure that each Spelman student receives the financial support she needs to complete her education, more global engagement opportunities, enhanced research experiences and career-related internships, increased access to alumnae connections, individualized leadership development experiences, and expanded service-learning and community-engagement activities. Other campaign priorities include support for the Spelman College Museum of Fine Art, a $1 million challenge grant to endow the Women’s Research & Resource Center, and residence hall renovations.

We expect to graduate 5,000 exceptionally talented students over the next decade. Thank you for your generous support this year, and into the future, as we work to ensure Spelman’s legacy of empowering young women of African descent to recognize their purpose, realize their potential, and multiply our investments with their personal and professional contributions.

With Gratitude,

Beverly Daniel Tatum, Ph.D.
President, Spelman College
Spelman’s outstanding reputation and President Beverly Daniel Tatum’s strong leadership motivated Bradley T. Sheares, Ph.D., to serve on the College’s board of trustees. The school’s positive impact on his two daughters cemented his decision to make giving to Spelman a top priority for their family.

“There’s a strong sense of pride, a commitment to doing well, to changing the world and making a difference,” Sheares said of Spelman students. “They have confidence, a determination to stick to tough things and a drive to excellence. I think you can see it with the Spelman graduates across the disciplines.”

Sheares’ wife, Adrienne Simmons, was moved by the school’s transformational influence on her oldest stepdaughter.

“When she came back from her first semester at Spelman, you could tell she had really found herself there, and that says a lot about the impact of the Spelman environment,” said Simmons, who has been impressed with the education and support young women get at Spelman. “It’s making them the strong women they need to be to compete in this world.”

Adrienne Sheares, C’2009, majored in women’s studies and has gone on to Johns Hopkins University. Her sister Alicia is a Spelman sophomore concentrating in international studies. The youngest, Anita, is a senior in high school.

Sheares and Simmons increased their financial contributions to Spelman as part of an effort to concentrate their philanthropy on organizations helping young people.

“We were a little diffused in our giving, so we decided to narrow our focus to four or five institutions,” said Sheares. “We’re trying to have a greater impact, and are working harder to motivate and inspire others.”

To that end, they’ve found some creative ways to give to Spelman. When he and Simmons married, they asked guests to consider supporting some suggested charities, including the College, in lieu of purchasing wedding gifts. Rather than taking a present to a friend’s 80th birthday party, they made a contribution to Spelman as a tribute. They mail letters periodically to alert potential donors about individual students who need financial assistance, which might be for travel to academic conferences, study abroad, or expenses during an internship.

“There are these needs that are out there,” said Sheares. “I tell others ‘grab a glove and get in the game.’ ”

He also reminds other donors that sometimes it can be as easy as leveraging employers’ matching gift programs.

“Fully utilize the match that’s available to you,” said Sheares, a retired Merck & Co. executive who serves on the corporate board of Honeywell International. “I’m eligible from each of these companies to get a match, which essentially doubles the gift we’re giving to Spelman.”

In his giving, he’s always “looking for the multiplier effect,” said Sheares. He and his wife are encouraged when those who benefit want to take the opportunity they’ve given and pay it forward. “When you get a note from a Spelman student, and they say they can’t wait until they’re in a position to help another student in need,” said Sheares, “then you know it’s working.”

To learn more about gift opportunities, please contact the Office of Development at (866) 512-1690 or visit www.spelman.edu.
Lovette Russell, C’83, knows a thing or two about sprints to the finish. She’s a triathlete: swimming, cycling and running against the clock in races that demand fitness and endurance.

In December 2008, as the punishing economy left a sizeable group of Spelman students scrambling to find ways to pay for their culminating semesters at Spelman, Russell was asked to make a final two-week push for gifts to the President’s Safety Net Fund. She didn’t hesitate. The finish line was so close.

“It’s a special institution. I wanted to make sure that those seniors were going to walk across the stage,” said Russell, who joined Spelman’s board of trustees in 2009 and is Southeast co-chair of the College’s campaign. “I made it my mission to raise $100,000 to help 40 or 50 students.”

Her two teenage boys shared her enthusiasm for the challenge, Russell said, measuring her progress one student at a time as she made calls seeking financial support. “We broke it down so that they knew how much it would take for each student to graduate,” Russell recalled. “Every couple of days on our morning ride to school, one of my sons would ask, ‘How many students have we gotten across the stage?’”

Her fundraising approach was pretty straightforward. She picked up the phone and called friends — about 60 of them, and typed up a plea to her e-mail contacts. The response was overwhelmingly positive, Russell said. “For me, Spelman was an exceptional experience. I was very excited that I was able to reach out.”

As the recession wore on into the early months of 2009, Spelman’s Student Government Association was also looking for ways to help.

“‘There were lots of students who were struggling,’” said Miriam Archibong, C’2009, who served as SSGA president in 2008-2009. “‘We decided it was in the best interest of students not to spend on extravagant events. It was kind of a unanimous decision among the officers.’”

In February, the group voted instead to contribute $10,000 of its annual budget to establish “A Dream Not Deferred,” an emergency scholarship fund to help Spelman first- and second-year students pay for tuition, housing, books and food. “‘We knew there was no way we could address all the needs,’” said Archibong, who is now pursuing graduate studies in education at Harvard University. “‘We wanted to focus on the bottom up.”

The scholarship was designed to complement the President’s Safety Net Fund, which helped 100 seniors cross the stage to graduate in 2009. Archibong also led the SSGA’s fall 2008 collaboration with Aramark, Spelman’s food service provider, to offer 16 full-semester meal plan scholarships. In addition, last year the student government distributed $4,000 in “True Blue” book scholarships to students in need. Archibong worked to build this book scholarship program by coordinating an annual gospel concert in 2006, during her term as freshman class president.

“We are the dynamic young women of Spelman who will one day influence and lead the world,” Archibong wrote in her welcome letter to students in the College’s handbook last year. “It is our duty to believe in ourselves and the faith that rests in our heart.”

Archibong, Russell and many other students and alumnae clearly believe not only in themselves, but in each other as well. They embody the qualities that truly distinguish women of Spelman — leadership, service, and a devotion to sisterhood.

Lovette Russell & Miriam Archibong.
The Vivacious Eleven is a close-knit group of Spelman alumnae who forged friendships on campus that have endured for more than 45 years.

“We started to do things as a group. We’d go to the movies. At dinner, we’d sit at the same table. We gathered in our rooms to talk, gossip, play silly games, study together. It gave us time to really get to know each other and form lasting friendships,” recalled Marcelite J. Harris, C’64. “We gave ourselves that name when we were seniors.”

That legacy of sisterhood prompted Harris to establish the Vivacious Eleven Endowed Scholarship with a $50,000 gift to Spelman in January 2009 in honor of the group’s 45th class reunion. When Harris retired as a major general in 1997, she was the highest-ranking female officer in the U.S. Air Force, and the first African-American woman general in its history. She overcame obstacles to build a successful military career spanning more than 30 years. While modest about her own accomplishments, she is quick to praise her closest friends from Spelman for their roles in education, business, government and non-profit organizations.

“I’m extremely proud of them,” said Harris. “I think they had a much harder time than I did. My friends didn’t have the programs that the military provided me for advancement.”

When Harris graduated with a degree in speech and drama, an Air Force career was not on her radar. She longed to be an actress in New York or Los Angeles, but her parents wouldn’t bankroll the move. She returned home to Texas, but couldn’t shake a yen for travel nurtured by a trip she had taken with Spelman’s drama club her senior year, performing at USO clubs in Germany and France.

She entered Air Force Officer Training School in 1965, and was posted to Germany and Thailand during the Vietnam War. Harris and her late husband Maurice Harris, an Air Force pilot, returned overseas to serve in Japan in the 1980s. Throughout her nomadic career, Harris stayed close to a few of the Vivacious Eleven, while the others touched base during milestone times, including when she lost her husband in 1996. Now living in Atlanta, she’s found great satisfaction in renewing relationships with her Spelman sisters and with the College.

“We now feel very close to each other. We know we’ve got each other’s backs. I don’t think many of us changed over the years. We have the same temperament, the same understanding. It’s like being a page in a book, and it was the same book,” said Harris. “Spelman gave us the ability to build that bond with other people, and years later you will find you still have that bond.”

To learn more about endowing scholarships, please contact the Office of Development at (866) 512-1690 or visit www.spelman.edu/alumnae/giving/donor.
Spelman continues to seek support for two of the College’s most distinctive academic programs, both poised to benefit from a matching gift campaign.

Three years ago, the Mellon Foundation issued a challenge grant: for every $3 Spelman raise for two specific academic priorities, the foundation will match with $1. The grant supports the computer and information sciences department and African Diaspora and the World, a two-semester, interdisciplinary course required of all Spelman students since 1993.

“Spelman has a history of excelling in the sciences,” said Johnnella Butler, Ed.D., Spelman’s provost and vice president for Academic Affairs (shown in above right photo with Ghanaian playwright Ama Ata Aidoo). “And information technology is simply an integral part of all the sciences now.”

The Mellon match provides funding for new advances in the computer science curriculum, Butler said. That’s especially important because information technology is essential not only in science; it cuts across all College disciplines and influences every field.

Spelman junior Jonecia Keels, shown left, is proof that’s right: She applied her computer knowledge to the science of having fun. Keels, a dual-degree engineering major who is co-captain of SpelBots, the Spelman College robotics team, designed an iPhone application she named iDex as a game guide for Pokémon players. The app, which she developed at an annual camp for computer tech students at Apple’s California headquarters, gets downloaded 1,500 times a day worldwide.

Keels attended the camp with Spelman junior Jazmine Miller, co-captain of SpelBots. Since 2005, it has been the only all-female, all-Black undergraduate team to qualify for both U.S. and international RoboCup competitions, which involve programming robots with artificial intelligence to play soccer without the use of remote controls. Andrew B. Williams, Ph.D., chair of Spelman’s computer and information sciences department, founded the SpelBots program to encourage students to explore science and technology.

“The SpelBots speak of the potential in computer science for our students,” said the provost.

The Mellon Foundation’s matching grant to the African Diaspora and the World course reaches every first-year Spelman student.

“It’s not only fundamental to the first-year experience in terms of introducing students to writing, research and reading, it’s also critical to students’ concept of themselves,” said the provost about ADW, which introduces students to their background and culture, the connection of that background and culture to those of other communities in the African Diaspora, and the relationship between their experience and the developments in the larger world.

“It helps them understand the position they occupy in the world. It’s a course that’s crucial to the mission of Spelman.”

ADW faculty come from departments across the College, and the Mellon funding provides an important financial anchor for the course, Butler said. It has proven so popular that Spelman is working to create an academic minor in ADW, which has become a model for integrating interdisciplinary learning at Spelman.

The College’s 2011 revision of its general curriculum, MILE: My Integrated Spelman Experience, “will involve a greater emphasis on interdisciplinary programs, more international student experiences, undergraduate research and internships,” said the provost.

Providing students with a culturally informed, value-based, integrated learning experience, as well as opportunities to explore science and technology, gives them the tools they need to make positive social change in a complex world.

To learn more about matching gifts, please contact the Office of Development at (866) 512-1690.
Every Woman... Every Year!

Touching the lives of young women on the path to become change agents is the primary goal of the Every Woman...Every Year! Campaign. Encouraging every Spelman alumna to make a gift to the College each and every fiscal year, EWEY is also an opportunity for faculty, staff, parents and students to support the institution financially.

If you want to invest in the future of this country, indeed the world, you have to invest in the human capital. Young women who are choosing to be at Spelman are the best and the brightest of their high schools. They have come here ready and willing to put the energy, determination and commitment into their education, so that they can solve the problems that wait for them when they graduate.

- President Beverly Daniel Tatum

On the 128th Founders Day, President Beverly Daniel Tatum received gifts from parents, students, alumnae, and faculty and staff from their respective annual campaigns.

The Parents Campaign led the way increasing the donor participation by more than 144 percent and their total gifts by 25 percent. There was also a significant increase — 32 percent — in the number of donors to the Campus Campaign, which includes giving from faculty and staff. The campaign had an overall participation rate of 48 percent.

There was a 7 percent increase in the number of donors to the Alumnae Campaign and an overall participation rate of 31 percent. The Student Campaign increased their total revenue by almost 4 percent.

The check presentations pictured above signified the number and percentage of donors and their total contribution to the College as of April 9, 2009.

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Reunion 2009 Philanthropic Achievement

Class gift presentations and the announcement of winners of the Alumnae Philanthropic Achievement awards were made during the culminating event of the 2009 Reunion Week celebration. The total amount contributed by reunioning alumnae was $579,922 as of May 15, 2009.

(Photograph A, left) Lydia Wynn, C’69, accepted the award for the Class of 1969, which received the Highest Percentage of Participation (Reunion year only total), 71 percent.

(Photograph B, left) Darnita Killian, C’79, accepted the Outstanding Cumulative Giving award for the Class of 1979 for their gifts totaling $359,288.

(Photograph B, right) Jerri DeVard, C’79, represented the Class of 1979, accepting the Outstanding Class Gift (Reunion year only total) — $91,961.

Special recognition was given to the top three members of each Reunion class with the most consistent giving for the most number of years. Sue Peretz Morris, C’49 (photographed above), Ossie Smith Tuggle, C’54, and Vanessa Smith Hawkins, C’79, were recognized for giving for 27, 31, and 26 consecutive years, respectively.
Eighty-seven percent of Spelman students qualify for financial aid according to federal guidelines. A portion of that need is met through the generosity of donors who contribute annual and endowed scholarship support. Many of the scholarship recipients were able to meet and express their gratitude to the generous donors at the annual scholarship luncheon in April.

(Photos A) Tarshika Rosario, C’2011 (right), is the recipient of the Ora Sterling-King Scholarship, established by Lonnie King Jr. in honor of his wife, Dr. Ora Sterling-King, C’2011 (right), is the recipient of the Ora Sterling-King Scholarship, established in honor of Virginia Dowell, C’47 (center), for incoming freshman from the state of New York to encourage academic excellence and to promote community and school involvement.

(Photos B) Laini Davis, C’2012 (left), and Cynthia Iyekegbie, C’2012 (right), received the Virginia T. Dowell Endowed Scholarship, established by the New York Chapter of the National Alumnae Association of Spelman College, in honor of Virginia Dowell, C’47 (center), to provide assistance to music majors. Jacqueline Larkins Crook Endowed Scholarship, established by the late Dr. Alonzo Crim, a former Spelman faculty member, for education majors. The Crims’ son, Timothy Crim, is pictured with the recipients.

(Photos C) Fannie Kikelomo Weaver, C’2012 (left), received the Be A King Scholarship at the luncheon. Laini Davis, C’2012 (right), represented the Be A King Scholarship at the luncheon.

(Photos D) Morgan Johnson, C’2012 (left), and Donna Thompson, C’2011 (right), are recipients of the Jacqueline Larkins Crook Endowed Scholarship, established to provide assistance to music majors. Jacqueline Larkins Crook, C’48, (center) is a celebrated academician in the field of music and a former member of the faculty at Spelman.

(Photos E) Nicole Fraise, C’2010 (right), received the Gwendolyn and Antonia Edwards Scholarship, established by the late Elder Bernice A. King, C’45 (right), to provide assistance to students pursuing degrees in music and psychology, all areas of interest to Coretta Scott King. King’s daughter and SCLC president, Elder Bernice A. King, C’45 (right), represented the Be A King Scholarship at the luncheon.

Charitable gifts play a critical role in helping to sustain the excellence of the Spelman educational experience, fund the College’s priorities, and ensure that the institution attracts and educates leaders who will change the world.

Ways of giving
- Outright gifts yield immediate tax benefits to you and have an immediate impact on Spelman.
- Various annuities pay you income now and preserve the principal for Spelman’s use later.
- Bequest intentions provide a living testament to your desire to invest in generations of young women who sustain our tradition of achievement. Donors of a certain age who document their commitment may be recognized as contributors to the current comprehensive campaign.

Cash gifts and pledges
The easiest and most popular form of giving, these contributions can be made online or by electronic funds transfer (EFT), recurring credit card deductions (RCC), phone, or mail. For as little as $10 a month, the RCC option allows you to set up regular, automatic payments charged to the card you select, and your EFT gifts to Spelman will be automatically deducted from your checking or savings account.

Gifts of appreciated securities
Sometimes more valuable than outright cash gifts, these contributions give you an immediate tax deduction and do not incur capital gains. The sale of these transferred securities enables Spelman to support needed initiatives.

Gifts of rental property
When you deed your home/vacation home, undeveloped property, or commercial building to Spelman, these gifts also give you an immediate tax deduction and do not incur capital gains.

Matching gifts
Matching gifts can be used to double your gift to Spelman College. If you are employed with a matching gift company, please contact your company’s human resources department for instructions.

To learn more about gift opportunities, please contact the Office of Development at (866) 512-1690 or visit www.spelman.edu.
Yvonne Jackson
Chair
Spelman College Board of Trustees

Greetings,

There is no place in the world like Spelman College, where exceptional young women come to learn and exit to serve in so many meaningful ways. Thanks to your unwavering support, the institution remains strong and vital.

Each one of your gifts is valued; each one is an important part of our collective effort for Spelman and the remarkable students studying here now and in the future. In fiscal year 2009, charitable gifts totaled $12.9 million, an outstanding contribution that is particularly gratifying as more donors stepped up to help from nearly all our constituencies. We surpassed our 2009 Annual Fund goal of $1.9 million, raising a total of $2.6 million, aided greatly by an anonymous match of $500,000.

How does your giving help Spelman? Gifts to the Annual Fund bolster the operating budget, enhance academic programs, and support our talented faculty. Scholarship dollars enhance the College’s ability to offer competitive financial aid packages to attract and retain the brightest and most talented young women. In addition, gifts from alumnae, trustees, faculty, staff, parents, students, and friends demonstrate confidence in Spelman’s performance, thereby encouraging government agencies, charitable foundations, and corporations to provide substantial support.

For example, The Mellon Foundation and The Ford Foundation have issued challenge grants that currently match your contributions to fund growth in Spelman programs, including the flagship African Diaspora and the World course, computer and information science technology programs, and the Women’s Research & Resource Center. The Institute for Higher Education Policy selected Spelman to receive a Walmart Minority Student Success Award—a $100,000 grant—to help build on Spelman’s demonstrated successes in enrolling, retaining and graduating first-generation college students.

Your giving helps students become our future leaders, following in the footsteps of their Spelman sisters in the forefront of the arts, child advocacy, finance, law, medicine, public service, science and many other fields. To those whose names are listed on the following pages, thank you for helping in so many ways, one gift at a time.

Yours in Supporting Spelman,

Yvonne R. Jackson
Chair
Spelman College Board of Trustees

The Campaign for Spelman College.

All gifts and pledges made since July 1, 2004, are included in this $150 million comprehensive fundraising effort. Spelman College gratefully acknowledges the following contributors of $25,000 or more for providing a solid foundation of support for The Campaign for Spelman College.

For more information, visit spelman.edu/campaign.
giving in the amount of $100,000 or more.

The Spelman College 1881 Society recognizes alumnae and other individuals who contribute $100 or more to the College; it is comprised of various gift societies based on giving levels in three categories: Lifetime Societies, Annual Societies, and the Guardian Society. The Guardian Society recognizes cumulative giving in the amount of $100,000 or more. Annual Societies recognize giving within the fiscal year (June 30–July 1).

The Guardian Society recognizes donors who have provided significant gifts.
The Journal of Blacks in Higher Education ranks Spelman as the third most selective women's college in the nation.
More than 84 percent of Spelman's full-time faculty have doctorates in the highest degrees in the specialties. The student-faculty ratio is 12:1.
Eighty-seven percent of all Spelman students have demonstrated financial need to follow federal guidelines.

Amount: $22,999
Participation Rate: 34%

Amount: $23,496
Participation Rate: 30%

Participation Rate: 23%
The College’s newest dormitory, The Suites, received a silver level certification from the Leadership in Energy and Environmental Design Green Building Rating System.
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The Chronicle of Higher Education ranked Spelman among the top 10 liberal arts institutions with the highest "Top Producing" four-year liberal arts institutions for the 2008–2009 academic year.
Spelman is No. 2 in producing the number of African-American graduates who go on to earn doctorates in science and engineering. According to a National Science Foundation survey, 150 Spelman alumnae earned doctorates in those traditionally male disciplines from 1997 to 2006.
The Campaign For Spelman College priorities:
Attract and retain exceptional students
Internationalize every undergraduate’s education
Foster leadership, student by student
Expand undergraduate research and career-related internships
Enhance our alumnae network
Increase service- and community-based learning

Spelman College
A Choice to Change the World
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