

INNOVATION & INSPIRATION

THE CAMPAIGN FOR KANSAS STATE UNIVERSITY



Mission

To lead and inspire lifelong involvement that will benefit Kansas State University and all members of our Wildcat Community

Values

Integrity
Excellence
Link
Tradition
Teamwork
Purple

2011 Homecoming
Student Ambassadors
Darren Allison '13 and
Angela Muhwezi '13



“The family is our refuge and our springboard; nourished on it, we can advance to new horizons. In every conceivable manner, the family is link to our past, bridge to our future.” — ALEXANDER PALMER HALEY, AMERICAN AUTHOR

“Family” is a common theme used when K-Staters describe their university. It’s the family-friendly welcome that attracts prospective students to K-State, it nurtures them while they are students and it’s the strong family-like ties that keep them connected throughout life.

Since its inception in 1874, the K-State Alumni Association has played a key role in fostering the family spirit from the student’s journey toward graduation to the alumni experience after graduation. Today, the Alumni Association remains committed in its mission to serve as the “Link for Life” to thousands of alumni and friends who are passionate about the K-State family and want to stay connected with the university. We take great pride in being recognized as one of the leading alumni associations in the country for the percentage of graduates who are members.

We have earned that recognition through your support and by

providing more than 1,100 programs, activities, and services annually that engage more than 100,000 constituents with the university and with each other. Year after year, we see participation increase in our activities and a growing desire from alumni to stay connected with their K-State family. From student scholarships and student development programs, to faculty recognition and alumni engagement on campus, in athletics and in their local communities around the world, the Alumni Association’s work sustains a strong alumni bond that will further support Kansas State University’s goal to become a top 50 public research university by 2025.

Through the Innovation and Inspiration campaign, we will raise \$18 million for the K-State Alumni Association to benefit four areas: programmatic support, student success, Alumni Center endowment, and excellence funds to support emerging needs. As dedicated and

2012 Alumni Fellow Ray Dempsey, Jr. '90



loyal alumni, you have made our Alumni Association one of the best in the world, and we thank you. Today, we call on you to help us take the Alumni Association and K-State to the next level in reaching this transformational goal.

Programmatic support

The Alumni Association administers programming and benefits that are enjoyed by all generations of the Wildcat family — from newborns to current students, from young alumni to senior alumni and from faculty and staff to loyal friends who have developed a passion for the Purple Pride. Our programs help our constituents develop professionally and establish lifelong connections that continue to enrich their lives. We recognize and reward achievements and provide alumni with the opportunity to engage and learn from each other. We also take great pride in serving as the guardian and keeper of many traditions that have shaped and preserved the family culture of the university for many generations. Your contributions will help us sustain and enhance these programs for future generations.

Student success

Financial resources are a challenge for many students and it impacts their ability to even attend college. Raising funds to provide scholarships is a priority for Kansas State University and the Alumni Association. Through the support of our loyal alumni around the country, the Alumni Association has been able to provide \$300,000 annually in student scholarships. Many students have said their Alumni Association scholarship made the difference in their choice to attend K-State versus another university. It certainly adds to the family experience and feeling welcomed. Your gifts will help students turn their dreams into reality.

Alumni Center endowment

Standing proudly on the south edge of campus, the Alumni Center serves not only as the gateway to campus but also as a place for alumni to call home when returning to campus. Opened in 2002, the 52,000 square-foot facility was designed to have a welcoming presence on campus and was funded by more than 1,300 private donors. Each year we have more than 700 events and more than 50,000 visitors at the Alumni Center. It has more than met its mark: the Alumni Center serves as a meeting place for campus and community groups, study and gathering space for students, the perfect setting and

accommodation for special events, home to a cherished collection of K-State memorabilia and office space for the Alumni Association staff. The Alumni Center impacts the ability for staff to reach thousands of alumni, students and friends each year. Your help with an endowment to the Alumni Center will ensure that the Alumni Center thrives as a home for many future generations of K-Staters.

Tradition Founders

Tradition Founders funds support the Alumni Association's overall programming initiatives and enables the staff to maintain popular programs and benefits that have sustained the test of time. Your donations enable us to help you stay connected through timely and interesting communications, special events and helpful services. Your donations will help us meet the areas of greatest need while addressing new opportunities.

Your gift will make a difference

The K-State Alumni Association is honored to be an integral part of the \$1 billion Innovation and Inspiration campaign to support K-State's goal to become a top 50 public research university by 2025. We are devoted to our mission of enhancing our K-State family through lifelong involvement. Our success to date has come from the support of many loyal generations of K-Staters. It's the strength of that family bond and your personal commitment that will help K-State and the Alumni Association meet the goals of the future — goals to provide a solid future for every generation of K-Staters.

Endowed funds connect generations

Endowed funds create a lasting legacy and the assurance that your fund will make a difference well beyond your lifetime. The principal of the gift is never invaded and is expected to continually increase, while awards are made from the earnings. This means that the endowed fund you create today will reach into the future to continue to provide support for the purpose that is close to your heart. Whether you choose to support students, faculty, or another area, your heart goes with your gift to future generations.

Because the size of the endowment is directly correlated to our capacity to serve future generations of K-Staters, the endowment is an important benchmark toward our goal to become a top 50 public research university by 2025.



Curt Frasier '73 recognizes donors in the Alumni Center Tointon Great Room.

K-State family rallies behind its home

Since its dedication in 2002, the K-State Alumni Center has served as a gateway to the southwest corner of the university and is affectionately called home by thousands of K-State family members who visit the campus each year.

The K-State Alumni Center is also the symbol of how a dream can become a reality through the vision, generosity and commitment of a dedicated alumni base. Funding for the Alumni Center came from more than 1,300 donors, and K-Staters were actively involved in every phase of planning and construction of the facility.

“The Alumni Center is an inspiring example of how our K-State family will loyally support an idea or a project to make it a reality,” said Amy Button Renz '76, '86, president and CEO of the K-State Alumni Association. “Contributions at every

level made our dream to build a center possible, and it is so rewarding that every donor can share the enormous pride and appreciation of knowing they were a part of creating one of the best facilities in the nation.”

Because of the tremendous dedication for the project, fundraising for the Alumni Center concluded two years ahead of schedule and the building project proceeded on time and on budget.

“For a project this size, that rarely happens,” said Curt Frasier, a 1973 graduate from the College of Agriculture who resides in Beloit, Kansas, and chaired the Alumni Center project from its beginning.

During the planning phase, the building committee toured alumni centers throughout the country to benchmark best ideas for a center. The committee also researched

K-State campus features including use of limestone and arched entryways to integrate the Alumni Center’s architecture with other buildings on campus.

“Our goals were to create a building that people immediately identified with K-State. One that invoked the beauty of our campus and made all K-Staters feel at home,” Frasier said.

Moving forward, ongoing support will be vital to sustain and maintain the facility that has become a favorite place for K-Staters to socialize, reunite, study, work and learn.

Financial support for the K-State Alumni Center is available through remaining naming opportunities for spaces and special features within the facility and through endowment opportunities that will ensure the Alumni Center continues to serve future generations of the K-State family.

Alumni passion drives engagement across K-State campuses

From the Greatest Generation to the Baby Boomers to the Millennials, all generations of K-Staters from around the globe show a passion for their university and a desire to stay connected long after their graduation.

“We are privileged to have the most loyal alumni in the country,” said Amy Button Renz ’76, ’86, president and CEO of the K-State Alumni Association. “It’s an honor for the Alumni Association to provide hundreds of opportunities each year that help alumni stay linked with their K-State family.”

The Alumni Fellows Program recognizes alumni for their professional accomplishments while bringing them back to campus to share their leadership insights with faculty, staff and students.



Carolyn Jackson
'75, '81

Carolyn Jackson, a 1975 and 1981 graduate from the College of Human Ecology, is a 2009 Alumni Fellow. Now working as executive director of the American Association of Family and Consumer Sciences in Washington, D.C., and residing in Arlington, Virginia, Jackson credits her K-State connections for many developments in her career.

“While academics are important in preparing students for careers, I believe that developing leadership skills outside the classroom is equally important,” Jackson said. “K-Staters have been a positive part of my personal and professional life and programs like the Fellows Program allow me to help others reap similar benefits.”

For Dan and Cheryl Yunk, both retired and living in Manhattan, Kansas, it is important to give back to the school that means so much to them.

Graduates of the College of Education, Dan in 1971, 1975 and 1987, and Cheryl in 1972 and 1979, the Yunks believe the rich heritage found at K-State is instrumental in fostering the family-like culture that attracts so many to K-State.

“We applaud the Alumni Association’s role in maintaining the many traditions of K-State,” said Dan. “It inspired us to leave a lasting legacy that will provide a special place for alumni and friends to reflect on their memories of K-State.”



Cheryl '72, '79 and Dan '71, '75, '87 Yunk

Their legacy comes in the form of a stunning, 18-foot obelisk sculpture that welcomes visitors to the Alumni Center. Created from limestone with stainless steel letters spelling out the popular K-S-U chant, the obelisk features two bronze plaques with stanzas from the K-State Fight Song and Alma Mater.

Whether it’s through scholarships, awards programs, alumni clubs or communications that help Wildcats stay connected, the Alumni Association provides hundreds of opportunities that keep K-Staters engaged and linked for life to K-State — opportunities that also help alumni give back to K-State in a very meaningful way.



Your gift will make a difference

The \$1 billion Innovation and Inspiration campaign supports K-State's goal to become a top 50 public research university by 2025. Our success will depend in large measure on the support of alumni, friends, foundations and industry partners who believe in the power of education, the promise of research, and the principle of service to humanity. To learn more about K-State's progress toward 2025 goals, please visit www.k-state.edu/2025.

K-State Alumni Association funding priorities: \$18 million

Faculty development	\$250,000
Establishes endowment funds to support recognition of outstanding faculty research and teaching that will further enhance the educational experience at K-State	
Programmatic support	\$500,000
Establishes endowment funds that support alumni programs and awards programs, including the Fellows Program, Distinguished Young Alumni and Multicultural Awards	
Student success	\$3,150,000
Provides scholarships and opportunities to recognize student achievement through Legacy, Multicultural, International and Alumni Club scholarships and student recognition programs	
Facility enhancement	\$4,100,000
Provides funds to ensure the Alumni Center thrives and serves many future generations of alumni	
Excellence	\$10,000,000
Ensures discretionary resources are available to support alumni outreach and engagement opportunities, alumni programs, career services and general Alumni Association operations and ongoing services and benefits	

Contact us



Amy Button Renz '76, '86
President and CEO
785-532-5050
arenz@k-state.com



Brad Sidener '80
Senior Vice President and COO
785-532-5055
bsidener@k-state.com



Terin Walters '05
Director of Development Programs and Travel
785-532-5052
twalters@k-state.com



ALUMNI ASSOCIATION
YOUR LINK FOR LIFE

1720 Alumni Center
Manhattan, Kansas 66506-6600
800-600-ALUM (2586)
785-532-6260
www.k-state.com



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