

THE SYRACUSE IMPACT

The Power of Giving @ Syracuse University



May 19, 2011

The Campaign for Syracuse University

Total as of 4/30/11:

\$868,166,173

MORE

GIVE NOW

A busy, generous, and fruitful spring!

There are so many things to celebrate on campus—the arrival of spring, our recent flock of graduates ready to make their way in the world, and the deep passion and commitment demonstrated by our alumni and friends in support of SU.

We end April with a healthy campaign tally of **\$868 million** and a continuous wave of impact created in the classroom and beyond. We're **nearly 87% of the way** to our five-year, \$1 billion goal, and with just a little more than 19 months left to get there, our vision of Scholarship in Action propels us forward.

[Longtime SU friends David '72 and Rhonda Falk '74 continue their transformational support with a \\$15 million naming gift—one of the largest single gifts to SU ever—to the David B. Falk](#)

Save the Date!

Syracuse University's **Orange Central 2011**—an annual celebration of class reunions, special group reunions, and homecoming, all rolled into one exciting weekend—will take place

November 10–13.

MORE

[College of Sport and Human Dynamics, formerly the College of Human Ecology.](#)

MORE 

The Campaign for Syracuse University continues to travel the country, rallying alumni and friends in Washington, D.C., and Los Angeles. Read about D.C.-area alums [Ken '84 and Fran Finkelstein '84](#) and the ties that bind them to SU.

MORE 

Then catch up with LA alum [Doug Frye L'74](#), who's never lost touch with the University.

MORE 

[A group of SU students has taken on the responsibility of being active philanthropists. By forming the Student Philanthropy Council, they're working to raise awareness about the importance of philanthropy here at SU.](#)

MORE 

[In another example of student philanthropy, the Class of 2011 is making its mark with the Palmer Challenge.](#)

MORE 

Read the many stories that enable us to make our vision a reality, celebrate those who make it all possible, and consider the incredible stories yet to come.

Your campaign co-chairs,

Melanie Gray L'81

Howie Phanstiel '70, G'71

Deryck Palmer '78



Leave a Legacy

Consider leaving a deferred gift to Syracuse University in your will.

MORE 

View Our D.C. Photo Gallery!

SU's Washington, D.C.-area alumni and friends have had their pick of recent events. Check out our photo gallery.

MORE 

Supercharge Your Gift with Faculty Today

The **Faculty Today** gift challenge program "supercharges" qualifying endowment gifts every year for five years, multiplying our buying power and enabling us to hire that outstanding educator today—not years from now.

MORE 

STUDENT ACCESS AND SUPPORT



Students from Syracuse University and several other Central New York universities showcased their ventures at the 2011 Emerging Talk Conference.

Ray von Dran Awards Fund Student Business Startups

IMPACT UPDATE

Thanks to the **Ray von Dran Awards**, a dozen Syracuse University student startup businesses received a combined **\$70,000 in seed funding** to get their fledgling companies underway. The startups will be able to use the funds to cover salaries; space rental; marketing, legal, and web services; and proof-of-concept development.

The Ray von Dran IDEA Awards are supported by the IDEA Fund, established in memory of Raymond F. von Dran. The former iSchool dean started many innovative programs in higher education and supported student innovation and entrepreneurship. The fund was created and endowed by von Dran's wife, Gisela von Dran, as well as many alumni and friends, SU Chancellor Nancy Cantor, and the Kauffman Foundation via Initiative. [Read more...](#)

Discovery Communications Funds Scholarships for Newhouse Students

Discovery Communications has established a scholarship to be awarded to two graduate students from underrepresented groups pursuing master's degrees full-time at the **[S.I. Newhouse School of Public Communications](#)**. After completing their degree requirements, Discovery Communications Scholars will have the opportunity for a paid internship at a Discovery Communications property.

When asked about the importance of the scholarship, Tyler Benjamin, Discovery Communications' vice president of global talent management, says, "As a global company, diversity and inclusion are critical links to our viewers, communities, and stakeholders. The most innovative and creative ideas and solutions come from the widest range of thoughts and ideas, and it is the diverse minds, experiences, cultures, and unique points of view of our workforce that give Discovery a competitive advantage."

Earlier this year, John Hendricks, founder and chairman of Discovery Communications, worked with SU

faculty to contribute to Hendricks's newest project, *CURIOSITY: The Questions of Our Life*, a landmark 60-episode television series exploring the fundamental questions of our time.

SU Considered Home Away from Home for Huo-Bing Yin '50

Embarking on his voyage from China to America to study at SU, **H.B. Yin** could not have known the opportunities that awaited him. Meeting his future wife, Lillian, on the trip over and dedicating years to the study of electrical and mechanical engineering at the L.C. Smith College of Engineering and Computer Science yielded a long, fruitful career and many fond memories of his life in America—and at SU.

Yin's time at SU was so significant that he created two endowed scholarships with over **\$2 million in charitable gift annuities and a realized estate gift**. Both Yin scholarships will benefit future generations of undergraduate engineering students at L.C. Smith. [Read more about H.B. Yin and his experience.](#)

FACULTY EXCELLENCE



"My hope is to see design thinking used in fresh, new ways," says Iris Magidson, whose gift has established the Iris Magidson Professor of Practice in Design Innovation.

Former VPA Professor Answers the Faculty Today Challenge

The [College of Visual and Performing Arts](#) (VPA) has announced the creation of the Iris Magidson Professor of Practice in Design Innovation. VPA's first fully endowed faculty position will be based in the college's Department of Design, and was established through a **\$1 million** commitment from Iris Magidson '64, a VPA alumna, former professor, and current member of the college's advisory council.

The Magidson gift will be bolstered through Faculty Today, a gift challenge program designed to accelerate the University's ability to recruit and retain world-class faculty. [Read more](#) about the Magidson Professor of Practice and [see the current list](#) of Faculty Today endowments.

CROSS-CONNECTIONS



SU student Kexin Zheng '13 volunteered to work with Syracuse City School District students in the Say Yes After School program. Syracuse has become the first "Say Yes to Education" city in the U.S., building a national model program of district-wide improvement.

Say Yes Syracuse Benefits from Milestone Giving and Celebrates Celebrity Student Authors

SRC Inc., a Syracuse-based, not-for-profit research and development company, has made a **\$5 million** gift to the Syracuse Say Yes to Education Program—Syracuse University's unique partnership with Say Yes to Education Inc. and the Syracuse City School District. The funding—the largest single external gift to the program—will help to ensure current and future students in the Syracuse City School District have the resources to attend college. Additional recent donors to Say Yes Syracuse include the **Reisman Foundation** and the **Allyn Foundation**, each of which gave **\$300,000** to the program. [Read more...](#)

Recently, the Say Yes to Education Author Series honored 33 Syracuse City School District third-grade students who had the thrill of seeing their names listed as authors on the cover of a book. The young writers created three books that were illustrated by students from the College of Visual and Performing Arts. Production and publication of the books were made possible by a **\$50,000 grant** from the **National Grid Foundation**. [Read more...](#)

Syracuse University
Office of Development
Syracuse University
820 Comstock Avenue
Syracuse, New York 13244

Phone: 315.443.2885
Toll-Free: 877.2.GROWSU
Fax: 315.443.2874

E-mail: giving@syr.edu

