

The difference is
OPPORTUNITY

GENEROSITY OPENS DOORS AT NWU

2014-2015 Annual Report of Giving

Fiscal year: June 1, 2014, to May 31, 2015



Your Difference-makers

I don't like to assign homework. (I'm nobody's professor.) But I want you to take out your pen and paper. And I want you to make a list.

Write down the names of the people who've had the biggest impact on your life. Who made you stronger? Who made you wiser? Who helped color the way you see the world?

More names. Who influenced your career? Who gave you the tools you needed to do your job well? Who taught you that doing your job well matters?

Now who shaped your sense of humor? Your work ethic? Your curiosity? Your sense of duty?

Who pushed you hardest? Who gave the best advice? Whose hand was there when you were down?

If you're as lucky in life as I've been, your list is long. It's heavy on family and close friends. And while I can't presume that Nebraska Wesleyan professors or classmates absolutely made your list, I won't be shocked if they did. I talk to alumni every day who tell me incredible stories about how the teachers, coaches, mentors and loved ones they met here made their lives better.

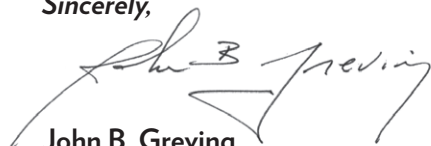
If this is a list of people who supported you, it's also a list of people you support. The bonds we share inside our families and friendships are two-way avenues. With our loved ones, we accept help when it's natural to take it. And we give help when it's natural to give it.

With our best teachers, that two-way street can feel less apparent. Sure. They helped us when it was natural—in the classroom, the lab, their offices. But when is it natural for student to help teacher?

For hundreds upon hundreds of alumni, Nebraska Wesleyan's Archway Fund and endowed scholarships are that natural place. They're your opportunity to express appreciation for life-changing help. Your place to return the favor. Your chance to support the people who made a difference for you.

As you read this annual report, I hope you'll consider an annual gift to the Archway Fund as well as a gift to establish or support an endowed scholarship in the name of the teacher who was your biggest difference-maker.

Sincerely,



John B. Greving

Vice president for advancement



THE PEOPLE BEHIND THE NUMBERS

More than numbers, raising support for Nebraska Wesleyan University is about people—about relationships. Meet the team of professionals out there raising funds—and friends—on behalf of NWU.

John Greving

vice president for advancement
jgreving@nebrwesleyan.edu

Mandy Broulik

advancement writer and communications coordinator
abroulik@nebrwesleyan.edu

Eric Crawford

development officer
ecrawfor@nebrwesleyan.edu

Sally Curtis

administrative assistant
scurtis@nebrwesleyan.edu

Tony Dworak

major gifts officer
adworak@nebrwesleyan.edu

Rachelle Hadley ('15)

events coordinator
rhadley@nebrwesleyan.edu

Vanessa Hanna

assistant data manager
vhanna@nebrwesleyan.edu

Mary Hawk

director of development
mhawk@nebrwesleyan.edu

David Joekel ('02)

development officer
djoekel@nebrwesleyan.edu

Sherry Lindholm

manager of information systems
skt@nebrwesleyan.edu

Brenda McCrady

director of planned giving
bmccrady@nebrwesleyan.edu

Susy Miller ('90)

development officer
smiller4@nebrwesleyan.edu

Shelley McHugh ('91)

director of alumni relations
smchugh@nebrwesleyan.edu

Jody Navatril

administrative assistant
jnavatri@nebrwesleyan.edu

Erika Paschold ('11)

director of Archway Fund
epaschol@nebrwesleyan.edu

Jacquelyn Rezac

manager of donor relations
jro@nebrwesleyan.edu

Deb Stark

administrative assistant to the vice president for advancement
dstark@nebrwesleyan.edu

Amy Vasey ('11)

information systems specialist
avasey@nebrwesleyan.edu

Nancy Wehrbein ('75)

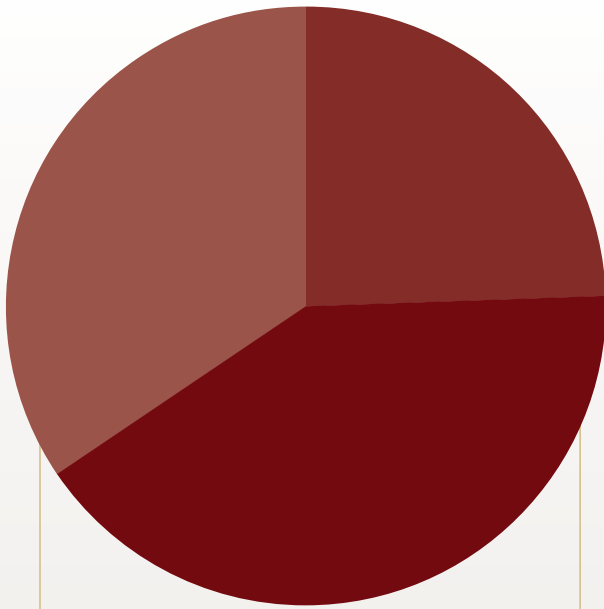
director of sponsored programs and foundation relations
nwehrbei@nebrwesleyan.edu

Lori Wellman

manager of research and prospect management
llwellman@nebrwesleyan.edu

Jack Ohle has joined the advancement staff as a senior advisor. He served as vice president for advancement from 1977 to 1988, during the presidency of John White.

nebrwesleyan.edu/donate



Dollars Raised in 2014-2015 by Gift Type

■ Archway Fund	\$1,530,395
■ Restricted gifts and endowment	\$2,574,637
■ Realized estates and planned gifts	\$2,132,404
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TOTAL	\$6,237,436

Bridging the GAP

Tuition covers roughly two-thirds of the cost to educate one Nebraska Wesleyan student. Gifts fill the gap to keep NWU running. Without private support, there is no Nebraska Wesleyan University.



Good Neighbors

“A liberal arts education ... creates the kind of people I hope to have as my coworkers, my neighbors, my fellow-citizens. And liberal arts institutions, like a good many other excellent things, can only keep going if we help them keep going.”

Scott Stanfield
PROFESSOR OF ENGLISH

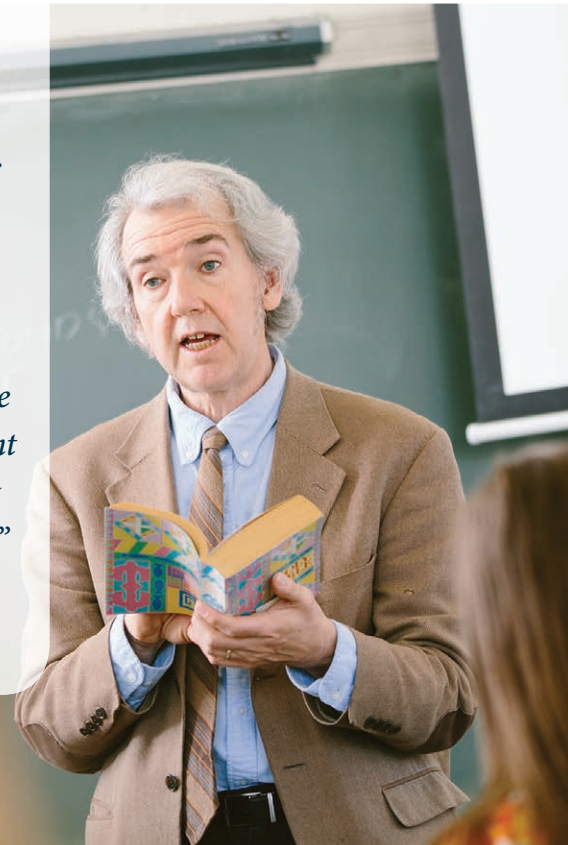


Photo by Geoff Johnson



■ Alumni	55%
■ Friends	22%
■ Corporations, foundations and organizations	17%
■ Parents	6%

Looking for your name?

All those who made gifts in the **2014-2015 fiscal year (June 1, 2014, to May 31, 2015)** will receive Nebraska Wesleyan’s exclusive Donor Honor Roll in the mail in the coming days.

Nebraska Wesleyan University’s 2014-2015 audited financial overview will appear in the winter issue of *Archways*.

This is what ACTIVE ALUMNI DO

It's easy to stay in touch and involved with Nebraska Wesleyan University.

Connect with us.

- ▶ Join the thousands who follow NWU on Facebook, Twitter, LinkedIn and Instagram.
- ▶ Update your information at alumni.nebrwesleyan.edu.

Come home.

- ▶ Catch a game, play, concert or lecture.
- ▶ Join the fun at homecoming.

Serve your community.

- ▶ Lend-a-Hand to Lincoln has gone nationwide. Volunteer in the name of NWU in your city.
- ▶ Serve on campus by speaking in class or offering internships.

Keep learning.

- ▶ Consider a master's degree in business, nursing or education.
- ▶ Explore the offerings at NWU's Leadership Institute.

Be an ambassador.

- ▶ Tell great students about NWU.
- ▶ Tell NWU about great students at nebrwesleyan.edu/refer-a-student

Show your pride.

- ▶ Get your NWU gear at the campus bookstore.
- ▶ Let your friends know you're a fan.

Give back.

- ▶ Give to the Archway Fund every year.
- ▶ Support the endowed scholarships, special projects and departments that matter most to you.

Recruit students and alumni.

- ▶ Hire NWU students and alumni.
- ▶ Support internship opportunities for NWU at your workplace.

Network with NWU.

- ▶ Attend alumni events in your area.
- ▶ Seek out the alumni in your professional and social circles.





The Human Element

People are the force behind one physician's gifts to NWU.

Dr. Bob Mikkelsen's ('67) evolution at Nebraska Wesleyan began with a big, fat "F".

"It was my first month at Nebraska Wesleyan, and [Professor of English] Bill Kloefkorn assigned us to write a paper on a great idea. I only realized later that he had in mind a great abstract idea. So I wrote about the Model T—and the paper came back with a big F across it!"

Kloefkorn sat down with him to talk about expectations. "I understood what he was looking for after that," Mikkelsen said. "That was my introduction to abstract, critical thinking, and one I never forgot."

Nor has he forgotten the value of everything he learned at NWU. He supports the Nebraska Wesleyan experience because "the ability to think—to adapt and change throughout your career—is more essential than ever. Today, in my leadership position in a group of 120 physicians, I find it's all about people—the human element. That's why keeping the liberal arts alive and thriving, and making a Nebraska Wesleyan education available for students who couldn't otherwise afford it, is vital."

Mikkelsen's giving has evolved right alongside him. Why? "Because it's fun. Fun to increase and vary my giving to make new opportunities possible."

From the Bottom Up

Giving is about a solid base—and a higher reach.

Over the years, Dr. Bob Mikkelsen's giving has evolved to touch every level of this pyramid of support to Nebraska Wesleyan University.

PLANNED GIVING

"As you mature, you think about your legacy. An estate gift is a good way to create something enduring."

SPECIAL PROJECTS

"I supported renovations in Olin ... and scholarship funds to help as many students as possible."

ARCHWAY FUND

"The unrestricted nature of annual giving is vital for a university."



A Place for Uncommon Interests

NWU can support broad interests because alumni and friends give broad support.

You fund the scholarships that make NWU affordable for Brill and hundreds of students like her.

You equip departments with the tools they need—from stage lighting to lab instruments.

You sustain professors who want their students to branch out.

Support makes the difference for students with eclectic tastes.

Not every college could accommodate Laura Brill's ('15) academic interests. She knew she loved theatre. At her Houston, Texas, high school, she discovered she enjoyed physics, too.

As she looked at colleges, she wondered whether she could dive into two fields as demanding and different as theatre and physics.

The question made admissions counselors at some schools twist their eyebrows. "Well, I guess you could..."

But at Nebraska Wesleyan, Brill's academic advisor was direct. "Absolutely, you can."

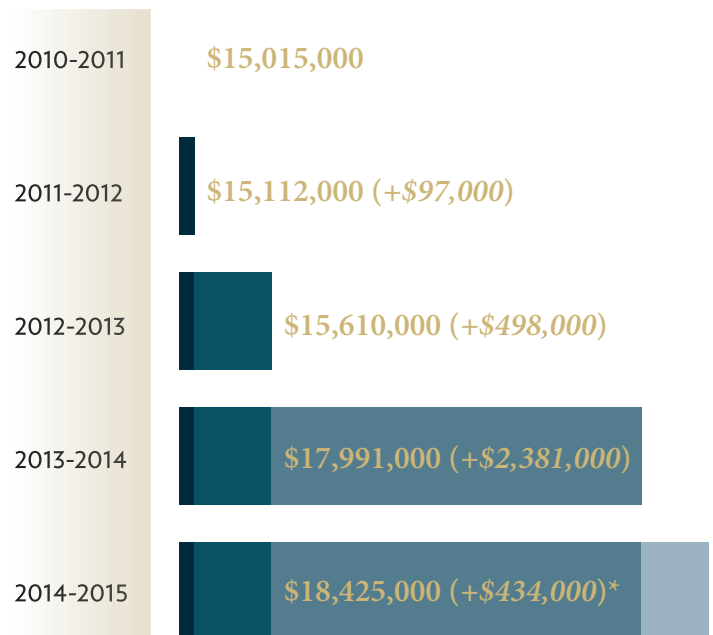
Your gifts support a campus environment where Brill could bring the two fields she loved together in her research. She applied her physics knowledge to a theatre setting, designing a project to improve the acoustics of NWU's McDonald Theatre.

Your support helped Brill launch a graduate career in theatre design focusing on the science of optimized sound.

"I want to change somebody's experience in the theatre," Brill said. "If I can change how a 5-year-old sees their first Broadway show, that's incredible." Giving makes it possible.

We're serious about keeping the Nebraska Wesleyan experience affordable. In the last two years, NWU has increased its aid awards by \$2.8 million. Your gifts make this investment in our students possible.

Change in Financial Aid Distributions



**unaudited figure*

NO TIME LIKE THE PRESENT

New donors find new ways to make a difference.

Nebraska Wesleyan's first-time donors come in all shapes and sizes.

- ▶ They include **recent grads** eager to show appreciation as their careers get off the ground.
- ▶ They're **parents** who recognize that the value their children get at NWU stretches beyond the cost of tuition.
- ▶ They're **alumni** who give after an *Archways* article, an office conversation or a class reunion struck a chord.
- ▶ They're **friends** responding to a letter from NWU or a call from a student.

They're joining the fold in growing numbers.

New donors last year included:

89 young alumni (2005-2014)

40 parents

97 pre-2005 alumni

Scholarships

The Archway Fund supports an array of NWU scholarships, including Access NWU, a new scholarship that covers full tuition for academically strong Nebraskans with significant financial need.

Academic departments

Support the department that set you up for success. You can designate the department or program you want to support—anything from chemistry to communication.

NWU athletics

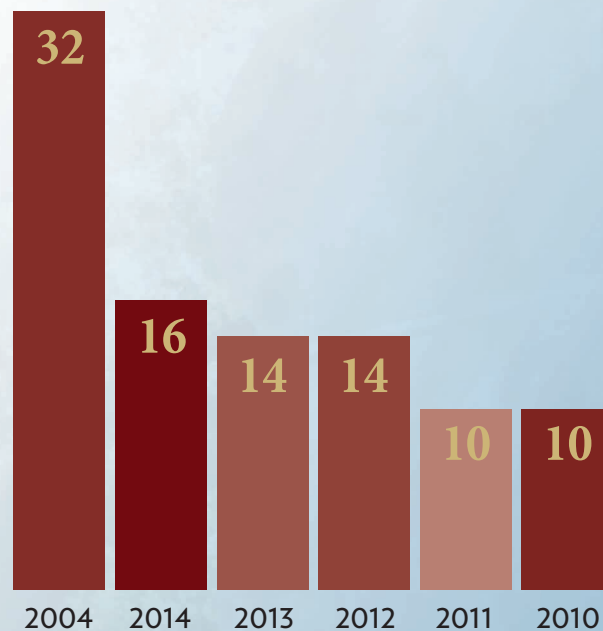
Help student-athletes win in sports and life. Archway Fund gifts also advance the athletic experience at NWU.

NWU faculty

Return the care NWU professors showed you. Designate your Archway Fund gift to faculty support to fund great teaching at Nebraska Wesleyan.

New Donors by Class

The class of 2004 produced the most first-time donors this year as classmates rallied to support a class gift as part of their 10-year reunion.



We can't continue offering students an exceptional education without the support of the people reading this magazine. Be a difference maker. Make your first gift to NWU at nebrwesleyan.edu/donate