



OFFICE OF DEVELOPMENT

P.O. Box 3013
One College Avenue
Grantham, PA 17027

address service required

INSIDE THIS ISSUE

<i>page 1</i> Making a World of Difference: Through the Centennial Campaign	<i>page 3</i> Making a World of Difference: Through Estate and Planned Gifts
<i>page 2</i> Making a World of Difference: Through Christ-Centered Athletics	Making a World of Difference: Through our Staff
Making a World of Difference: In Memory of a Beloved Student	<i>page 4</i> Making a World of Difference: Through the Messiah Annual Fund

Rachel L. Pease, editor

Contact us:
717-795-5066 • 717-796-5385 (fax) • Toll-free: 800-215-5344
messiah.edu/development



THROUGH THE MESSIAH ANNUAL FUND



HONORING OUR EDUCATORS

Annual Fund Offers Alumni the Opportunity to Honor Messiah Educators

If the heart of Messiah College is its student body, then surely our educators are the lifeblood. In the classroom, in the dorms, in the athletic fields, in administrative offices, and all across campus, educators shape students in so many profound ways. Because many students and alumni point to certain educators as having a lasting, transformational effect on their lives, it is only fitting that alumni be given the opportunity to express thanks and honor these special people.

Beginning this month, packets will be mailed to all alumni that offer the opportunity to make their annual gift to Messiah in honor of a Messiah educator. Special cards on which to

write a note of appreciation will be included. The Office of Development will collect all notes of appreciation and will present them collectively to educators during Educator Day, which occurs the week following commencement.

Alumni may also participate in the Educator Appreciation program by making a pledge or gift during the Spring Phonathon. Student callers look forward to hearing the stories that alumni share about educators who have made a world of difference in their lives.

For more information about participating in the Educator Appreciation program, please visit messiah.edu/development.



Giving to Messiah College is not about a transaction ... it's about transformation.

Gifts from alumni, parents and friends transform students and allow them to discover their God-given calling. Giving also transforms donors' hearts, allowing givers to become invested in something bigger than themselves. Be part of what Messiah College is doing in the lives of students and, by extension, in the community, the nation and the world. Make your gift today at messiah.edu/gifts.

making a WORLD of difference

News from the Office of Development at Messiah College | Spring 2011



MESSAGE FROM THE DIRECTOR

Dear Friend,
Occasionally, when I talk to friends and acquaintances about my work at Messiah College, the response I receive is, "I could never do what you do." For many, fundraising sounds like quite a formidable vocation! Although I understand the sentiment, I count it a privilege to serve the Messiah College community through my role as director of development. In this capacity, I have the opportunity to see first-hand how donors are able to participate in the work that God has called Messiah to do in and through our students. I truly believe that gifts to Messiah College make a world of difference for students and alumni who make a difference in the world for Jesus Christ.

As a supporter of Messiah College, you help to provide a Christ-centered education that combines intellect with faith in a profound and thoughtful way. Perhaps even more importantly, the Messiah educational experience teaches students to use their education to glorify God and further God's kingdom. It is this unique combination of knowledge and action that makes a Messiah College education distinctive and particularly worthy of support.

In this issue of "Making a World of Difference," you will learn more about the current work of the Development Office, including an update on the progress of the Centennial campaign. I hope that the information enclosed will not only keep you informed, but also inspire you to continue your own support of Messiah each year. We are grateful for your investment in our students, which is sure to yield powerful, immeasurable returns.

Sincerely,

Jon C. Stuckey, Ph.D.
Director of Development



THROUGH THE CENTENNIAL CAMPAIGN

Construction Underway for the Calvin and Janet High Center for Worship and Performing Arts



Current photos showing the construction site for the High Center, which is scheduled for completion in 2013.

CENTENNIAL CAMPAIGN PRIORITIES

The Centennial Campaign is a comprehensive, \$40 million fundraising endeavor that honors our 100-year heritage while simultaneously providing resources that will allow us to enter our next century with confidence in God's continued provision.

Project	Goal
High Center for Worship and Performing Arts	\$19 million
Scholarship Endowment and Trusts	\$10 million
Annual Fund	\$6 million
Other Student Enhancements	\$4.2 million
<i>For example:</i>	
• equipment for science labs and the nursing department	
• faculty research and scholarship grants	
• The Harrisburg Institute	
• athletic equipment and travel	
• student mission and service trips	
NEH* Challenge	\$800,000
TOTAL	\$40 million

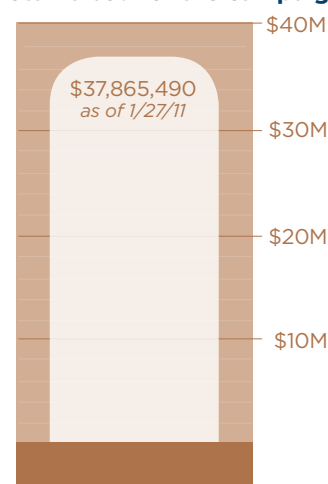
*National Endowment for the Humanities

Campaign co-chairs: George A. Parmer and D. Kelly Phipps, J.D.

The landscape of the Messiah College campus is changing as construction of the new High Center for Worship and Performing Arts progresses. The focal point of the Centennial Campaign, the High Center will provide for a host of needs at Messiah, including dedicated instructional, practice and performance space for the School of the Arts as well as an aesthetically appropriate venue for alternate chapels, special worship services and performances by gifted artists.

The cost of constructing the High Center for Worship and Performing Arts will be completely provided by past and current gifts to Messiah. As is the case with all capital building projects, tuition dollars will not be used to fund construction. To date, we have

Total raised for the campaign



received gifts and pledges totaling \$18,714,088 toward our \$19 million goal, and the College will continue fundraising to cover the cost of building this much-needed facility. Although we have been blessed by the generosity of faithful friends who have invested to make this building a reality, we are in need of additional gifts of all sizes.

To learn more about supporting the Centennial Campaign with a gift to the High Center for Worship and Performing Arts, visit messiah.edu/100campaign.



THROUGH CHRIST-CENTERED ATHLETICS

Development Office Partners with Messiah Athletics to Create the Falcon Athletic Network



Messiah is the only college in NCAA history to win dual national championships in the same sport in the same year by both their men's and women's teams—not only once, but three times! (Men's and Women's soccer 2009, 2008 and 2005).

Until recently, Messiah's stellar athletic program was one of Central Pennsylvania's best-kept secrets. The word is getting out as our teams continue to perform with humble excellence. Some recent headlines have proclaimed "At Messiah College, Glory Comes Both On and Off the Field (USA Today); "Messiah Raises Bar Again" (Harrisburg Patriot News); and "Soccer Powerhouse Emerges from Pennsylvania Hills" (NewYorkTimes.com).

Although Messiah can boast of NCAA championship wins in men's soccer (8 in the last 11 years), women's soccer and softball, and though other teams have competed in the NCAA championships, the heart of Messiah's athletic program



Softball athletes celebrate the team's first-ever NCAA Championship

lies in its approach of pursuing athletic excellence while simultaneously developing Christian faith. This approach is described on GoMessiah.com, Messiah's athletics website:

"This is intercollegiate athletics—not intramurals. There is a scoreboard. We compete against other institutions; one team will leave the event with a win, and the other with a loss. Conference



The men's soccer team has won the NCAA Championship eight times in the past 11 years!

standings are published. There are championships in every sport in which we compete. Pursuing athletic excellence is important.

But equally important is the way we compete. As we work at developing character, how do our student-athletes carry themselves during competition? How do they do in the classroom? Are our athletes serious students? Do they demonstrate sportsmanship as they compete? Does their faith impact the way they approach the game? Developing Christian character is every bit as important to us.

We often talk about these goals. They are on signs. They appear on letterhead.

They appear on awards. They are on the cover of our Student-Athlete Handbook. We want people to know that this is what Messiah athletics is all about."

It is appropriate, then, that the College offers fans of our teams the opportunity to support the entire Messiah athletics program by becoming a member of FAN, the Falcon Athletic Network.

FAN members provide a yearly membership gift that is used to supplement the athletics budget and improve the entire program. FAN members may also provide gifts over-and-above their membership gift to supplement a particular sport's budget. To learn more, visit: messiah.edu/athletics/fan.



IN MEMORY OF A BELOVED STUDENT

Scholarship Formed in Memory of Messiah Student Adrian Wilson



In July 2008, Messiah College student Adrian Wilson passed away while swimming off the coast of Spain, where he was spending part of his summer to serve with the international organization Worldwide Opportunities on Organic Farms.

He and fellow Messiah student, Francis Eanes '09, had successfully started Messiah's own community garden and were in rural Spain to serve and further their

passion for sustainability.

Adrian was a beloved member of the Messiah community. Having traveled from his home country of the Bahamas to start college at the young age of 16, he often surprised his peers with his insight and his others-before-self mentality. Adrian was known for his ability to find teachable moments in day-to-day life and for his commitment to serving God and others.

In memory of Adrian, Messiah alumnus Francis Eanes is reaching out to alumni and friends of Adrian to work toward establishing The Adrian Wilson Memorial Scholarship. This endowed fund will be

awarded annually to a student in the College's new Sustainability Studies major who demonstrates strong academic aptitude, service to others and a visible commitment to ecological sustainability. Adrian's parents, Silvius and Pretha Wilson, are supportive and pleased that their son's legacy will be commemorated at Messiah, and are working to raise money in their home country of the Bahamas. Messiah alumni, employees and other community friends are also encouraged to support the fund.

To learn more, contact Jon Stuckey, director of development, at JStuckey@messiah.edu or 717-796-5065.



THROUGH ESTATE AND PLANNED GIFTS

Take the “Provide & Protect” quiz to test your planning knowledge.

A Little Planning Goes a Long Way

No matter our stage of life, proper planning is essential to ensure that we reach our financial goals. In his book “Provide and Protect,” Charles Schultz outlines some key action steps that everyone should take to provide for loved ones and protect hard-earned assets.

1. Selecting a guardian is one of the most important estate planning decisions for parents of minor children. *True or False*
2. It is important for you to record account names, locations and passwords. *True or False*
3. All states allow you to express preferences on end-of-life care through an advance directive. *True or False*
4. A revocable living trust eliminates all estate tax. *True or False*
5. Even with a small estate, it is important to have a will. *True or False*
6. An IRA (Individual Retirement Account) is usually transferred by will. *True or False*
7. Most married couples understand their property and the type of ownership. *True or False*
8. A “give it twice” trust is designed to benefit both children and charity. *True or False*
9. If you give appreciated stock to your child and he or she sells the stock, there will be no tax payable. *True or False*
10. If your advisor does not have a HIPAA release, a medical center may refuse to release your records to him or her. *True or False*



Messiah College Heritage Society **PACIFIC WEST COAST TOUR**

San Francisco, Calif., to Portland, Ore.
June 23–29, 2011

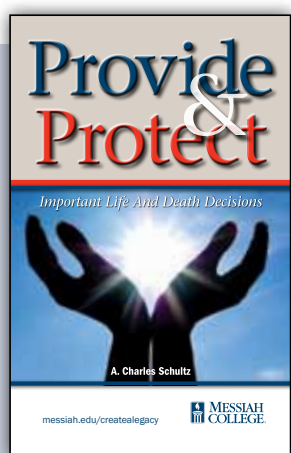
You are invited to be part of an unforgettable week of entertainment, learning and spectacular scenery as we explore the culture of San Francisco, experience a brilliant Shakespeare play in Ashland, Ore., hear world-class concerts at the Oregon Bach Festival and enjoy the beauty of God’s creation along the Pacific coastline. We hope that you will join your friends from Messiah College and Upland College for what is sure to be a memorable and meaningful experience!

Cost, including airfare:

- \$1,995 Double \$2,443 Single
- \$1,845 Triple \$1,771 Quad (per person)

\$400 Deposit due: March 15, 2011
Balance due: April 1, 2011

For questions contact: Gloria Stonge,
One College Avenue, P.O. Box 3013,
Grantham, PA 17027, 717-796-5051



Provide & Protect
by Charles Schultz

Free Book Offered

This interactive planning guide will get you well on your way to creating a plan that will provide for your loved ones and your philanthropic interests while also protecting your assets. **The first 100 people to request a copy will receive it free of charge along with a complimentary Wills Planner Guide.** Request your copy by registering at messiah.edu/createlegacy or by contacting Bob Brown or Susan Mayernick at 717-796-5051.

At any time, you may access our free online Wills Planner by visiting messiah.edu/createlegacy

This website also contains plenty of helpful information regarding creating your own legacy at Messiah College through your financial plans.



THROUGH OUR STAFF



Robert Brown
bbrown@messiah.edu

In this and future issues, we will introduce you to the staff who make up the development office.

Robert O. Brown
Senior Advisor for College Development and Principal Gifts

Bob works closely with alumni and friends of Messiah College to structure charitable giving arrangements that benefit both their financial and stewardship goals. Many of these plans involve the use of charitable trusts as well as other planned giving arrangements. A 1982 graduate of Messiah, Bob also has a Master of Science degree in financial planning from the College of Financial Planning and is a Certified Financial Planner. Prior to coming to Messiah College in 1992, he was a financial planner with IDS Financial Services. He is

a member of the Financial Planning Association, Estate Planning Council of Central PA, Estate Planning Council of Cumberland County and the Mechanicsburg Rotary Club. Bob resides in Dillsburg. When he is not with his wife Beccy or one of their three children, you might spot him on his road bike or a local golf course.

Susan Jaycox
Director of Development Services

Susan has been part of the development office team for more than 20 years. Her expertise lies in the behind-the-scenes work that allows the office to be successful. From creating reports to ensuring that gifts are used according to donors’ wishes, Susan’s role is crucial to our success. Susan is passionate about her family, in-

cluding her husband, David; her daughter, Sara; her son, Dan; and her dog, Killian. She also loves enjoying God’s creation through kayaking and gardening.

Rachel Pease
Director of Annual Giving and Development Communication

Rachel will soon celebrate her fifth anniversary at Messiah College. Rachel is responsible for reaching out to alumni, parents and friends to ask for their support of the Messiah Annual Fund, which is accomplished through phonathon, direct mail, email and various giving programs. Rachel and her family—husband Nathan and daughters Erika and Elaina—live in Dillsburg and are members of the Dillsburg Brethren in Christ church, where she is involved in the music ministry.



Susan Jaycox
jaycox@messiah.edu



Rachel Pease
rpease@messiah.edu