

News Notes

Alumni Challenge Helps Raise \$1.7 Million for Schools

During the first year of a three-year extension, Business Executives' Challenge to Alumni (BECA) incentives helped Adventist colleges and universities in North America to raise \$1.7 million from 27 percent of their alumni for unrestricted purposes as well as for student aid and endowment. That is a 13 percent increase over the \$1.5 raised in 1984-1985. For reaching this increased level of giving, the 12 institutions will be receiving challenge monies from BECA in excess of \$200,000.

With two years of challenges remaining, the colleges and universities will collectively seek to achieve 33 percent alumni participation and raise \$2 million annually in unrestricted support and gifts for student aid and endowment.

The original five-year, \$2 million program began in 1980, funded by Adventist business men and women. At the time 6.5 percent of the alumni contributed \$413,000 to their alma maters. The national average for alumni giving to private, coeducational, four-year colleges was 24 percent. Goals for increasing the numbers of alumni donors and dollars raised were set for

each year, with grant monies allocated to each college pending achievement of these targets.

During the fifth year of the challenge, the colleges and universities raised \$1.5 million from 27.3 percent of their alumni. The success of the first program encouraged the private donors to fund a \$1.25 million, three-year extension of the challenge program.

In light of the success of BECA, a four-year, \$1.2 million program challenging Adventist secondary school alumni began this fall, with a number of academies in North America participating.

Using the same basic structure, the AAA Challenge targets the alumni of academies throughout North America to build fiscal support. Pending success of the first group, and the qualifying of other academies, additional funding will be sought next fall. Depending on the size of the school, the board members of each participating academy must collectively contribute between \$4,000 and \$8,000 as one of the conditions for entering the program.

The program is funded by major private donors, the General Conference, and union conferences.—Milton Murray, Director of Philanthropic Service for Institutions. □

Business Executives' Challenge to Alumni

