

East Carolina University®

Tomorrow starts here.®

FOUNDATIONS ANNUAL REPORT 2012-2013

ECU Foundation Inc.

ECU Medical & Health Sciences Foundation Inc.

ECU Educational Foundation Inc.

East Carolina Alumni Association Inc.



Making Good Use ^{of} Our Resources

We are proud of our commitment to serve the region and of our many accomplishments in 2012–2013. Thanks in large part to your steadfast support, we continue to be able to respond to challenges in the state and region in every way possible. As economic challenges persist, it is more important than ever to make good use of our resources. The highlights below are some of the ways in which we are accomplishing just that and much more.

The Brody School of Medicine at East Carolina University is the nation's No. 1 producer of family physicians. This is the third consecutive year that the school has been named a top 10 institution by the American Academy of Family Physicians.

The State Employees' Credit Union has made a gift of \$2.28 million to ensure the continuation of the education of aspiring teachers who reside in rural areas through Partnership East. This innovative program has graduated an impressive number of teachers who have remained in the rural communities of eastern North Carolina.

We continue to transform the quality of health care for the region and state through medical innovation and projects like TeleTEAM and telepsychiatry.

The Office of Rural Health Policy at the federal Health Resources and Services Administration has awarded ECU's TeleTEAM project a three-year, \$750,000 grant to extend team care for diabetes to rural providers via telemedicine. The project is also funded by a recent two-year, \$325,478 grant from the Kate B. Reynolds Charitable Trust.

State appropriations of \$4 million over the next two years will expand our telepsychiatry program to be able to serve 60 to 80 hospital emergency departments across the state. Through secure, real-time interactive audio and video technology at the bedside, telepsychiatry enables mental health providers to diagnose and treat people needing care at any remote referring site.

We are particularly proud of two notable awards that illustrate our commitment to service and diversity:

- The prestigious C. Peter Magrath University/Community Engagement Award for the establishment and support of the Lucille W. Gorham Intergenerational Community Center in the underserved West Greenville community
- The Higher Education Excellence in Diversity (HEED) award by *Insight into Diversity*, the oldest and largest diversity magazine and website in higher education

Achieving our mission to be a national model of student success, public service, and regional transformation is possible in part through your generosity to support a variety of programs and partnerships. Together we deliver on the promise of opportunity, and we make a difference in this region. Every day I am reminded it is a great time to be a Pirate!

Sincerely,

Steve Ballard
Chancellor

EAST CAROLINA UNIVERSITY



contents



The Big Picture	4
Embracing the ECU Mission	8
<hr/>	
EAST CAROLINA UNIVERSITY FOUNDATION INC.	
Recruiting the Best and the Brightest	11
Mission	13
Members	14
Features	16
Advancement Staff	20
<hr/>	
ECU MEDICAL & HEALTH SCIENCES FOUNDATION INC.	
A Productive Year of Support	23
Mission	25
Members	26
Features	28
Advancement Staff	32
<hr/>	
ECU EDUCATIONAL FOUNDATION INC.	
True Passion and Spirit	35
Mission	37
Members	38
Features	40
Advancement Staff	44
<hr/>	
EAST CAROLINA ALUMNI ASSOCIATION	
Informing, Involving, and Serving the ECU Family	47
Mission	49
Members	50
Features	52
Alumni Staff	56
<hr/>	
Order of the Cupola	58
Leo W. Jenkins Society	61
Ways to Give to ECU	62
Contact Information	64



The Big Picture

The Work of East Carolina's Foundations

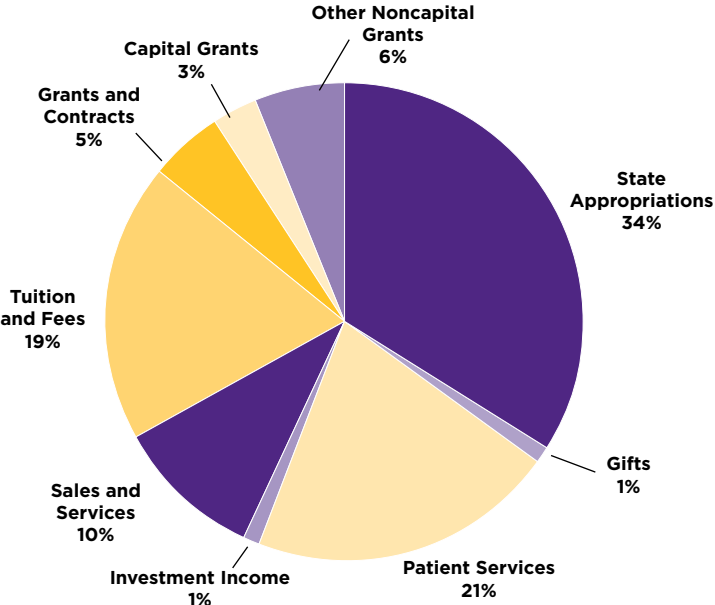
The fund-raising arms of East Carolina University are its three foundations: the East Carolina University Foundation Inc., the ECU Educational Foundation Inc. (Pirate Club), and the ECU Medical & Health Sciences Foundation Inc. At the same time, the East Carolina Alumni Association nurtures a connection between ECU and its graduates, whose support of the university is vital.

Private support of ECU through these foundations provides resources that state support cannot, such as student scholarships, state-of-the-art equipment, programs that enrich the educational experience of all East Carolina students, and enhancements to our athletics facilities.

Generous support from alumni and friends continues to be a key ingredient in East Carolina University's rich tradition of reaching new levels of achievement in student enrollment, academic accomplishment, athletic excellence, and economic development for eastern North Carolina.

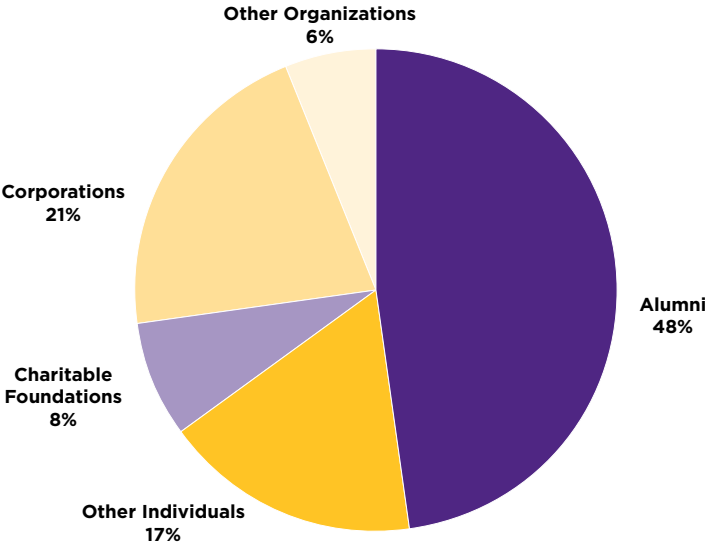
SOURCES OF REVENUE FOR ECU THIS YEAR

The largest source of revenue for East Carolina University comes from the services it provides. These services include tuition, fees, student housing and dining services, and patient medical services. State appropriations are the single-largest portion of revenue. Grants from and contracts with governmental and not-for-profit organizations are also major sources of revenue. Charitable gifts to the university’s foundations are an increasingly important source of revenue.



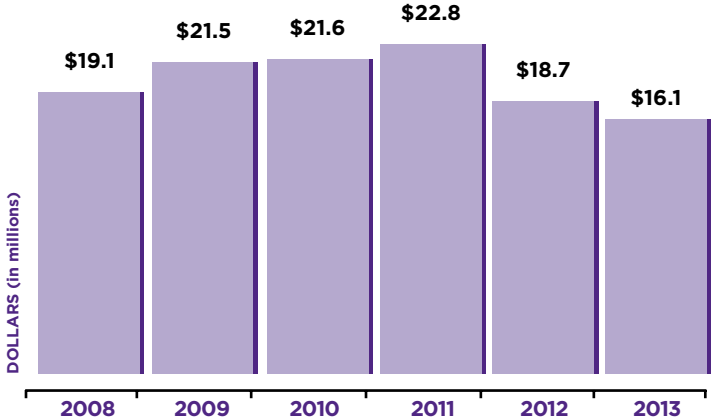
SOURCES OF GIFTS TO ECU FOUNDATIONS THIS YEAR

Alumni and corporations are the largest contributors to the university’s foundations, representing 69 percent of total giving. Other individuals and charitable foundations account for the next largest block of contributions.



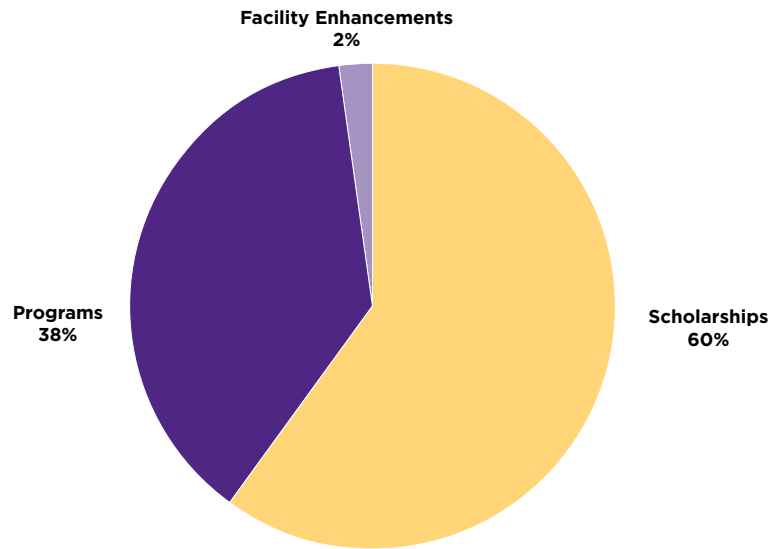
CONTRIBUTIONS TO ECU FOUNDATIONS

Contributions to the ECU-related foundations experienced slight declines for years ended June 30, 2013, and June 30, 2012, after four years of steady increases.



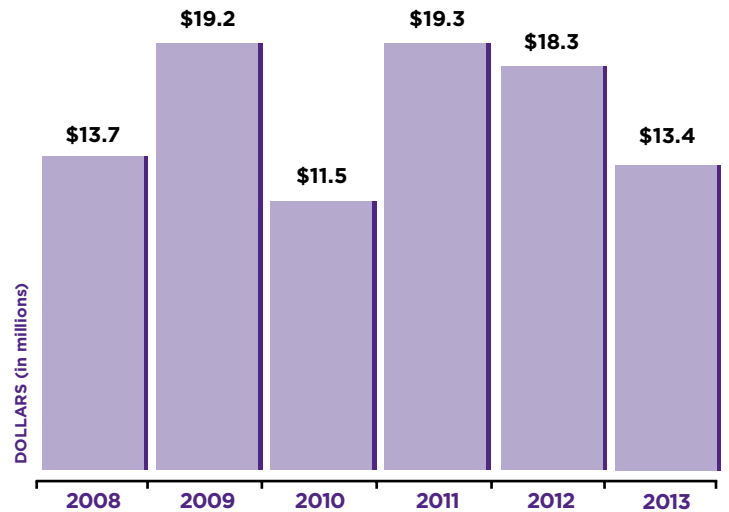
FOUNDATIONS' SUPPORT OF ECU IN 2012-2013

The ECU-related foundations provided a total of \$13.4 million in support of the university and its programs during fiscal year 2013. This support funded scholarships, programs, and facility enhancements.



FOUNDATIONS' SUPPORT OF ECU

During the past six years, the ECU-related foundations have provided approximately \$95.4 million in support to the university.

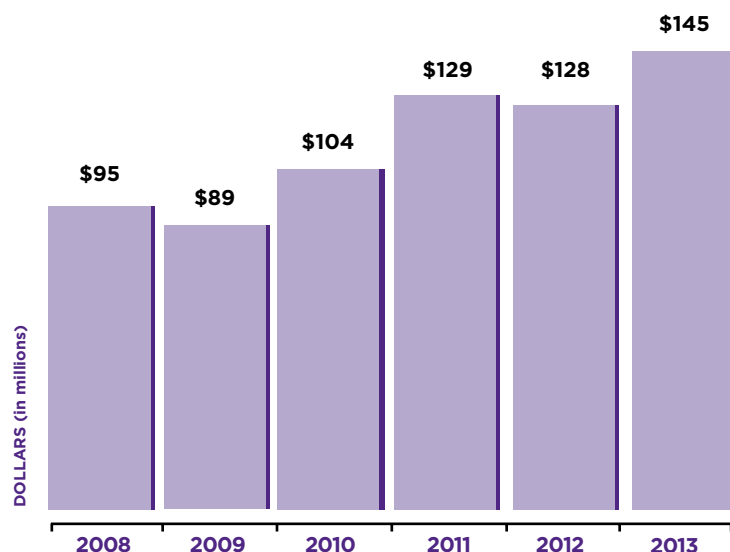


NET ASSETS OF ECU FOUNDATIONS (millions of \$s)

	2008	2009	2010	2011	2012	2013
ECU FOUNDATION	\$ 80.5	\$ 65.4	\$ 73.4	\$ 88.8	\$ 87.6	\$98.0
ECU MEDICAL & HEALTH SCIENCES FOUNDATION	31.1	25.5	32.2	34.6	34.8	38.2
ECU EDUCATIONAL FOUNDATION	20.9	19.5	24.7	30.1	28.5	30.7
EAST CAROLINA ALUMNI ASSOCIATION	1.2	1.1	1.4	1.8	1.8	2.0
TOTAL NET ASSETS	\$ 133.7	\$ 111.5	\$ 131.7	\$ 155.3	\$ 152.7	\$168.9

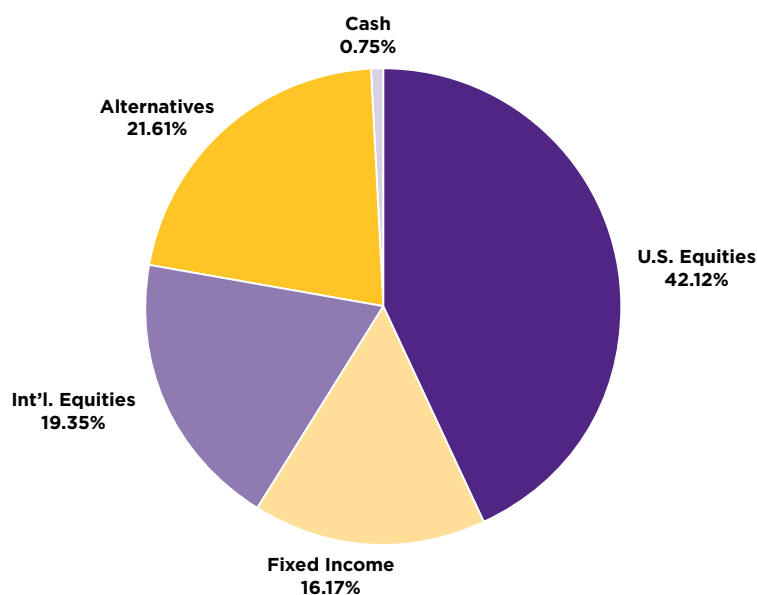
MARKET VALUE OF ENDOWMENTS AT ECU (NACUBO Survey)

Endowments are important to East Carolina University because they provide perpetual financial support. The perpetual nature of endowments makes them an important component of university funding.



INVESTMENT PORTFOLIO (NACUBO Survey)

The investment objective for the foundations' endowment portfolio is to manage the portfolio in a manner that will maximize the benefits intended by donors, support the university's programs, and generate sufficient long-term growth of capital without undue exposure to risk. The portfolio is designed to provide a sustainable level of spending distributions as well as enhance the real (inflation adjusted) purchasing power of the endowments. The portfolio is invested in a diversified asset allocation.



INVESTMENT PORTFOLIO PERFORMANCE

	2013	3 YEAR	5 YEAR	7 YEAR	10 YEAR
ECU CONSOLIDATED PORTFOLIO	13.46%	11.70%	5.20%	5.70%	7.60%
70% S&P 500/30% BC AGGREGATE	13.86%	14.01%	6.84%	5.96%	6.71%

Embracing the ECU Mission

From **Dr. Glen Gilbert**, Interim Vice Chancellor for University Advancement

In January 2013, I accepted the role of interim vice chancellor for advancement and, in the past year, I have witnessed firsthand the pivotal role that the ECU foundations play in generating resources in support of ECU's mission.

In times characterized by rapid change, unprecedented uncertainty, and tough economic challenges, the ECU foundations' leadership carries added significance and responsibility. Accepting this position conferred new challenges as well as opportunities. Clearly, the deep commitment demonstrated by our donors during last year's major campaign remains a strong force in moving the campus forward, but to maintain our competitive advantage, we must raise our intellectual stock and strengthen our academic core.

These challenges are made acute by the constraints of our state's budget and an uncertain economy. To stand still is to fall behind; recruitment and retention of the world's preeminent faculty are essential to our ability to move forward. The impact of their work is felt across campus and into our communities. By providing them with the resources they need, we ensure their ability to excel and enrich university life and the world in which we live.

Students remain the priority for everything we do at East Carolina University. In the past year, freshman enrollment and retention surged, thanks in large part to innovative efforts by our dedicated faculty and staff. This means more students are realizing their dreams of completing their education. Across the campus, the faculty and staff are engaged in efforts to make our curriculum as relevant to the real-world environment as possible. Our goal is to raise the profile and perception of ECU so that a degree from our university has more value—and to ensure financial aid is available, so that a higher education is attainable for every student.

Our focus on students makes this year's outstanding giving by our supporters even more meaningful, and we could not be more grateful. This philanthropic outpouring is having a remarkable effect at East Carolina, is making a direct impact on the quality of students' education and lives, and is providing these talented young scholars the means to create a better world for us all.

As you review this year's annual report, you'll notice how many of the gifts are directed at student scholarships. You will also discover what motivates that support, and the stories are inspirational. We are so grateful to everyone who has embraced our mission and responded with a contribution. Because of your support for East Carolina University, our students are achieving excellence and making an impact on the future of the university, the state of North Carolina, and beyond.

To all of our donors and volunteers who have contributed so much in terms of philanthropy and personal time to East Carolina University, thank you. The following pages trace a segment of the work being supported by the ECU foundations. We invite you to join us in assessing our work from a new vantage point—one that offers a remarkable view of recent successes and a most promising outlook for the future.

I am pleased to present the Foundations Annual Report for 2012–2013.

Sincerely,



Glen Gilbert







East Carolina University Foundation Inc.

“By recruiting top faculty and students, we will continue to raise the academic performance, academic reputation, and economic impact of our great university.”

—Reid Fogleman



Recruiting the Best and the Brightest

No matter where I travel, I always seem to have the pleasure of crossing paths with other ECU alums. You can usually spot them by their purple and gold tie, t-shirt, or hat, or maybe it's their ECU bumper sticker that first catches your eye. But no matter what's on the outside, you can always spot the one thing all ECU alums have in common, our Pirate Pride. We are proud members of the Pirate Nation and we have a natural desire to give back to the university that has given so much to us. We look for ways to invest in the future and to leave a legacy for those who come after us.

One of the greatest legacies alumni can leave behind is to provide East Carolina University with the means to recruit more of the “best and the brightest” students and faculty. By recruiting top faculty and students, we will continue to raise the academic performance, academic reputation, and economic impact of our great university.

The best way to leave that legacy is through one of our many scholarship programs, or the creation of an endowment. An endowment lasts in perpetuity and will provide annual funding to support student scholarships or professorships. For most people, the best way to fund an endowment is through a planned gift. By making this commitment, you are taking landmark steps in educating the next generation of leaders. However you decide to support our wonderful university, your proudest gift is greatly appreciated and you have now played a role in fundamentally advancing ECU's mission in coming years.

S. Reid Fogleman
Chair
East Carolina University Foundation



R. H. WRIGHT





Front row (L-R): Irwin C. Roberts, Stanley G. Eakins, Margaret C. Ward, Angela A. Allen, Brenda D. Myrick, Angela N. Moss, S. Reid Fogleman, Virginia D. Hardy, Suzanne J. Brooks, W. Kurt Fickling, Kirk A. Dominick, Julian W. (Bubba) Rawl, Phillip R. S. Waugh, Steven W. Jones, and Phillip R. Mahoney. 2nd row (L-R): David M. White, William F. (Bill) Clark, W. Phillip Hodges, Stephen R. Cunanan, William G. Blount, David G. Fussell Jr., A. Wayne Holloman, Robert B. Plybon, Marilyn A. Sheerer, Lynn L. Lane, James H. Mullen III, Stephen D. Showfety, Carlester T. Crumpler, and Alvin B. Hutzler. 3rd row (L-R): T. Frederick Webb, W. Kendall Chalk, Mark E. Tipton, Samuel J. Wornom, W. Keller Normann, Kevin M. Monroe, Frederick D. Niswander, Robert G. Brinkley, M. Dustin Field, James M. Galloway, MD, John C. Sutherland, Henry W. Hinton Jr., J. Christopher Buddo, Paul J. Gemperline, Ronald L. Mitchelson, Marianna M. Walker, Clay Walker, Judy A. Siguaw, Walter J. Pories, MD, Frances B. Bryan, Carol M. Mabe, Vincent C. Smith, and Glen G. Gilbert.

East Carolina University Foundation

The East Carolina University Foundation is a dynamic, forward-looking volunteer organization that plays a critical role in advancing our university. This tax-exempt body cultivates friends; raises, manages, and distributes private resources to benefit the institution, its students, and its academic programs; provides positive public advocacy; and ensures the “margin of excellence” that defines East Carolina University today and in the future.

ECU Foundation Financial Statement

The annual financial report from our auditors, Clifton Gunderson LLC, and the IRS Form 990 are available for review on our website at www.ecu.edu/ecuf or by contacting our financial manager, Carmin Ipock, at 252-328-9596 or ipockc@ecu.edu.

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Health
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Greenville, NC

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Interim Dean, Honors College
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Dean, College of Business
East Carolina University
Greenville, NC

Paul J. Gemperline

Dean, Graduate School
East Carolina University
Greenville, NC

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University Advancement
Dean, College of Health and Human Performance
East Carolina University
Greenville, NC

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Vice Provost, Vice Chancellor of Student Affairs
East Carolina University
Greenville, NC

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Interim Dean, Academic Library and Learning Resources
East Carolina University
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Interim Vice Chancellor, Research and Graduate Studies
East Carolina University
Greenville, NC

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Chair, East Carolina Alumni Association Board
Raleigh, NC

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Dean, College of Education
East Carolina University
Greenville, NC

Marilyn A. Sheerer

Provost
East Carolina University
Greenville, NC

Judy A. Siguaw

Dean, College of Human Ecology
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Winterville, NC

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Chair, ECU Real Estate Foundation
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Alan R. White

Dean, Harriot College of Arts and Sciences
East Carolina University
Greenville, NC

David A. White

Dean, College of Technology and Computer Science
East Carolina University
Greenville, NC



BELMONT ELEMENTARY SCHOOL



Judy Oglesby earned a degree in education thanks to Partnership East, which offers high-quality degree programs to students across eastern and central North Carolina.

Partnering to Advance Education

Project Involves Institutions with Common Goal

The first time Judy Oglesby considered going to college, she was 36 years old, “staring divorce in the face,” and trying to figure out how she would support her two children moving forward. A simple act got her interested in teaching—her son’s kindergarten teacher noticed the skill she exhibited as a volunteer at the school. A year of encouragement led her to enroll at Halifax Community College and, two years later, at East Carolina University.

Oglesby was part of the College of Education’s Partnership East program, which allows students to complete the first two years of an education degree at one of 20 participating community colleges in eastern and central North Carolina before transferring to ECU. All ECU teacher preparation classes can then be taken online and part time. The aim is to provide students with access to high-quality degree programs close to home, so that they might remain in those communities to teach after graduation. And that’s what Oglesby has done—graduating in 2010 and now teaching second grade at Belmont Elementary in her hometown, Roanoke Rapids.

“It was a saving grace,” Oglesby said of the program. “It turned things around for my family.”

A generous gift from the State Employees’ Credit Union Foundation ensures more nontraditional students like Oglesby will get that same chance.

The foundation awarded East Carolina University’s College of Education \$2.28 million to continue educating aspiring teachers in rural areas. The donation funds scholarships for Partnership East students in their senior year, during which they cannot work because they are completing full-time internships in the classroom. More than 225 students are currently enrolled at ECU through Partnership East.

The \$2.28 million gift will be distributed to students during the next five years. Partnership East students earn a bachelor of science in elementary education, middle grades education, or special education. More than 75 percent of program graduates are teaching in North Carolina, and 94 percent of those are in eastern North Carolina.

“This serves the dire need we have for teachers in poor, eastern, rural communities,” said ECU Provost Dr. Marilyn Sheerer, who is also a member of the SECU Foundation board. “It’s really exciting that the State Employees’ Credit Union is willing to do this.”

Kendra Alexander, major gifts officer for the College of Education, also played a key role in connecting the university and the foundation.

“State Employees’ Credit Union has a huge footprint in eastern North Carolina, and serving people in that area has always been an aim,” said Mark Twisdale, executive director of the State Employees’ Credit Union Foundation. “It is difficult to find a project that spreads a net as wide in that area as Partnership East. This connects us with the community college system, public schools, and East Carolina University.

“It’s not just sending money, but giving people an opportunity they wouldn’t have had otherwise.”

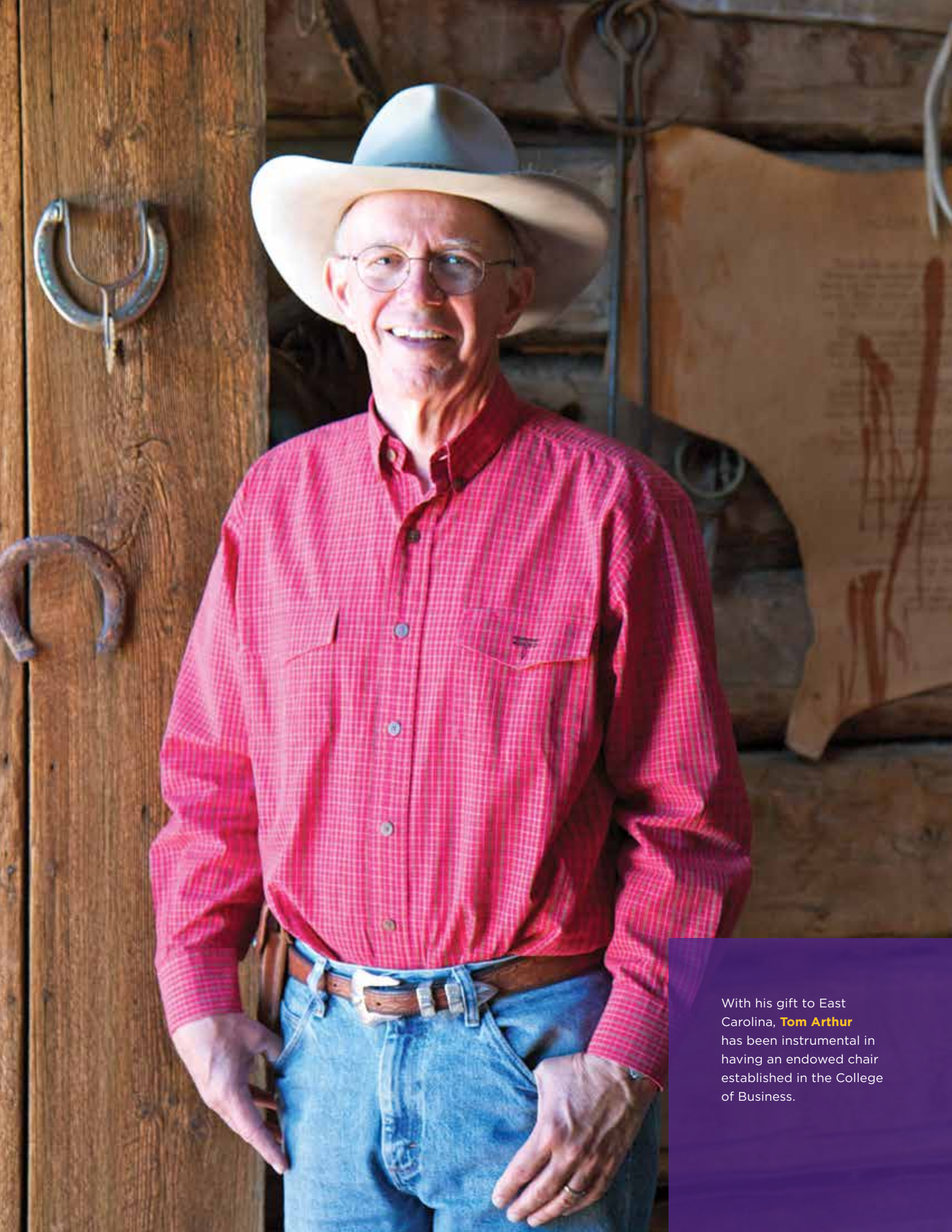
Oglesby said it’s given her children new opportunities, too. They don’t doubt that they’ll go to college because they watched her do it, she said.

“We are all so indebted to the State Employees’ Credit Union for its support of our Partnership East pipeline teacher preparation program,” agreed Dr. Linda Patriarca, dean of the College of Education. “The gift helps us to fulfill our mission and commitment to prepare high-quality teachers for the region—especially for those rural communities.”

The SECU Foundation promotes local and community development by primarily funding high-impact projects in the areas of housing, education, health care, and human services.

“It is difficult to find a project that spreads a net as wide in that area as Partnership East. This connects us with the community college system, public schools and East Carolina University.”

—MARK TWISDALE,
EXECUTIVE DIRECTOR,
STATE EMPLOYEES’
CREDIT UNION FOUNDATION



With his gift to East Carolina, **Tom Arthur** has been instrumental in having an endowed chair established in the College of Business.

Focusing on Leadership

Gift Establishes Endowed Chair

With roots in eastern North Carolina, Tom Arthur felt the pull to return to the area. “I grew up in Greenville and, after serving for three years in the Army as an infantry officer during the Vietnam War, I wanted to get an MBA, so ECU was a logical choice.” That logical choice stemmed from none other than Louis C. Arthur, Tom’s grandfather, who was one of the nine men who submitted the formal offer for the location of the East Carolina Teachers Training School to the State Board of Education on June 5, 1907.

Back in 1969, when Arthur applied to ECU, Dr. James Bearden was the dean of the business school. Arthur was so impressed with Bearden that he names him as his inspiration for his decision to give back to the university.

“I was impressed with him (Bearden) from the first moment we met, and I still am. He is a remarkable man who has done so much for ECU,” Arthur says. Bearden played a key role in helping Arthur determine where his gift would make the most impact. “It was a fun process. . . . We talked of many different directions my gift could take before we settled on establishing the leadership position.”

Arthur donated \$1 million to the BB&T Center for Leadership Development to establish an endowed chair in the College of Business focusing on leadership, and his gift qualifies for \$500,000 in matching funds from the University of North Carolina Distinguished Professorship Endowed Trust Fund, which is funded by the North Carolina legislature. Arthur hopes that his gift will inspire

“A financial gift to East Carolina University is an investment in the community, which will continue to pay dividends of all sorts for generations to come.”

—TOM ARTHUR

others to step up to the plate and give back as well.

“My MBA was an important part of my business success, and my gift allowed me a way to show my appreciation, but my bigger goal in giving is to, hopefully, lead other financially successful people to give to ECU.”

Serving on the board of the BB&T Center for Leadership Development for more than 30 years has also given Arthur insight that only confirms his choice to give back. “By this involvement, I have had the confidence that my gift would be a contributing factor in the continued growth of the university and eastern NC,” says Arthur. “ECU’s mission is education and developing leaders in all disciplines of the university, and a by-product of this has been the economic growth of Greenville and eastern NC. A financial gift

to East Carolina University is an investment in the community, which will continue to pay dividends of all sorts for generations to come.”

Arthur resides in Tampa, Florida, with his wife, Dixie, for part of the year, and they spend the other part of the year on their ranch in Saratoga, Wyoming. He has been a pilot for 30 years, and when he isn’t working or volunteering, he enjoys flying all over North America. He also enjoys spending time with his family: his wife, two daughters, two sons-in-law, and four grandkids. He is an avid hunter of birds and big game, and loves riding horses on his ranch.

EAST CAROLINA UNIVERSITY FOUNDATION

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ECU Medical & Health Sciences Foundation Inc.

“Over \$2.5 million in new
endowments, annually funded
gifts, and planned gifts were
successfully solicited....

These gifts support student
scholarships, faculty research,
and various programs across the
Division of Health Sciences.”

—James W. Chesnutt



A Productive Year of Support

Greetings from the Medical & Health Sciences Foundation! It's been an honor for me to serve as chair of this foundation for the past two years, and I am very proud of our success in supporting the Division of Health Sciences at East Carolina University. It's been a productive year for the foundation, and I am pleased to share a few highlights:

- 237 scholarships, totaling over \$776,000, were awarded to students in the Brody School of Medicine, School of Dental Medicine, College of Allied Health Sciences, and the College of Nursing.
- Over \$2.5 million in new endowments, annually funded gifts, and planned gifts were successfully solicited benefiting the four colleges and schools, Laupus Library, and the East Carolina Heart Institute. These gifts support student scholarships, faculty research, and various programs across the Division of Health Sciences.
- We welcomed two new gift officers to our staff. Kathy Brown joined us in April as the major gifts officer for the Brody School of Medicine. Kathy has over 20 years of fund-raising experience and most recently served as the MGO for the College of Human Ecology and the Honors College. Dwain Teague joined us in June as the major gifts officer for the Laupus Health Sciences Library and the Joyner Library. Dwain has over 12 years of library fund-raising experience and came back to ECU after a few years with the University of Central Florida and North Carolina State University.

I would like to thank the hard-working individuals who serve with me on the Medical & Health Sciences Foundation Board of Directors. They are committed to supporting the units in the Division of Health Sciences—the Brody School of Medicine, the School of Dental Medicine, the College of Allied Health Sciences, the College of Nursing, the Laupus Health Sciences Library, and the East Carolina Heart Institute—by giving of their time, talent, and treasure. They wholeheartedly believe that today's students will be tomorrow's health-care professionals and leaders, and yesterday's students are today's alumni who are transforming health care in our communities.

The students and faculty on ECU's Health Sciences Campus inspire us every day, and we thank you for this year's gifts and invite your continued support.

A handwritten signature in black ink that reads "James W. Chesnutt". The signature is fluid and cursive.

James W. Chesnutt '63

Chair

ECU Medical & Health Sciences Foundation







Front row (L-R): Roddy Jones, Jim Chesnutt, Barbara Bremer, Tommy Edwards, Ledyard Ross, Jon Day, Sylvia Brown, and Stacy Brody. Back row (L-R): Tom Southern, Dr. John Holt, Richard Brown, Gary Vanderpool, Dr. Don Hardee, Dr. Doug Privette, Dr. Greg Chadwick, David Ward, Dr. Jasper Lewis Jr., and Tom Robinson.

ECU Medical & Health Sciences Foundation

The East Carolina University Medical & Health Sciences Foundation Inc. is a 501(c)(3) organization whose purpose is to seek and acquire charitable gift support from individuals, businesses, organizations, corporations, and foundations to support ECU's Division of Health Sciences, including the College of Nursing, Brody School of Medicine, College of Allied Health Sciences, William E. Laupus Health Sciences Library, East Carolina Heart Institute, School of Dental Medicine, East Carolina Diabetes and Obesity Institute, and the Leo Jenkins Cancer Center. As the division's official charity, funds received and managed by the Medical & Health Sciences Foundation are designed to enhance education, teaching, research, and service within the Health Sciences Division at East Carolina University.

ECU Medical & Health Sciences Financial Statement

The annual financial report from our auditors, Clifton Gunderson LLC, and the IRS Form 990 are available for review on our website at www.ecu.edu/mhsfoundation or by contacting our controller, Britt Sholar, at 252-744-2068 or sholarj@ecu.edu.



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Family ties built the foundation for the Wellon-Edwards Nursing Scholarship, which was established by cousins **Nancy Windes** and **Mary Plybon** in honor of their mothers.

Cherishing Friendship and Family Ties

Cousins Honor Their Mothers with Scholarship

It has been said that children are the sum of what mothers contribute to their lives. For cousins Nancy Windes and Mary Plybon, that statement definitely rings true.

“As cousins growing up in North Carolina and Virginia, we thought it was very special that our mothers, Grace Edwards and Eula Sawrey, were nurses,” Windes says. “Their friendship and nursing careers, as well as the many examples they set for us by reaching out in service to others, inspired Mary and me. And, like them, the two of us cherish the friendship and family ties that we share with each other.”

That friendship, and those family ties, began more than 70 years ago when two girls in their late teens, Grace Edwards and Eula Sawrey, met as roommates at Carolina General School of Nursing in Wilson, North Carolina. It was there the girls began a lifelong friendship that later became a family connection as well when Eula fell in love with, and eventually married, Grace’s brother, Charles.

Both girls were born and raised in eastern North Carolina and grew up during hard times in families that valued education and strong work ethic. So, after high school graduation, Grace and Nancy both attended college for one year prior to enrolling in nursing school at Carolina General. Grace attended East Carolina Teachers College (now East Carolina University), and Eula attended Atlantic Christian College (now Barton College).

After three years of nursing school, they graduated as registered nurses on September 4, 1943, which happened to be Grace’s 21st birthday as well. Grace then cared for her ill father and worked as a private duty nurse in North Carolina and Virginia, and Eula joined the Women’s Army Corps serving as a field hospital nurse in France during World War II.

When asked why she chose to join the service, Eula replied simply, “They needed nurses, and I was a nurse!”

Both women had long and fulfilling careers in nursing. Grace worked as an OB-GYN nurse in Richmond, Virginia, for more than 30 years until retiring at the age of 65. Afterward, she volunteered in the same hospital for several more years. Eula worked in North Carolina hospitals and doctors’ offices for 25 years. Following retirement, she helped people in her community by checking their blood pressure, giving allergy shots, and pulling baby teeth, all free of charge.

The Wellons-Edwards Nursing Scholarship

Because of their mothers’ selfless contributions to others during their long careers in nursing, Windes and Plybon decided that establishing a nursing scholarship at East Carolina University in their mothers’ names would be a great way of honoring them.

When asked why they specifically chose ECU as the recipient of their scholarship, Windes replied, “When I first thought about suggesting to Mary

that we do something in honor of our mothers . . . it was important to me that several criteria be met: There should be a North Carolina connection, an education connection, and a way to help others. Mary readily agreed. After much thought, research, and discussion, we settled on a nursing scholarship at ECU.”

Plybon adds, “It (ECU) seemed like a good fit for the goals Nancy and I wanted to accomplish. Aunt Grace, Nancy’s mother, attended ECU prior to nursing school; my husband, Bob, and I both graduated from ECU, as did my father along with many other family members and friends of ours.

“Bob and I have been very active ECU alums; Bob currently serves on the ECU Foundation board, and I am the immediate past chair of the ECU Women’s Roundtable. I often say that, certainly, all people who attend ECU do not come from NC, nor do they all stay in NC after graduation. But I am convinced that wherever they land, they will make it a better place due, in large part, to the education they receive at ECU. It is not only an honor, but an obligation to give back.”

Letters that Windes and Plybon receive from the scholarship recipients mean a great deal to them.

“It’s a pleasure to learn about their lives growing up in North Carolina, their excitement about their studies, and their future goals and hopes as nurses,” Windes says.

Plybon attended the ECU College of Nursing Banquet last fall and had the opportunity to meet the 2012 Wellons-Edwards scholarship recipient and her family. “It was a delightful evening, and I was humbled to see and hear firsthand how important the scholarship was to her and her family,” she says.

The women encourage others to take the step and do something to help ensure that qualified students, regardless of their economic situation, have the opportunity to continue their education at ECU. “Our mothers had to work hard in order to help pay for their education. Nancy and I did not. Now, it’s our turn to help someone else, and I know our mothers would be honored and delighted!” Plybon says.

Windes resides in Denver, Colorado, and is a longtime weekly volunteer with Meals on Wheels. She volunteers at St. Anne’s Episcopal School in Denver, where she taught for many years, giving presentations about the history of the school and community service.

Plybon resides in Greensboro, North Carolina, and, outside of her and her husband’s ECU involvement, is active with the nonprofit Triad Golfers Against Cancer and her church, St. Francis Episcopal Church.

“And of course,” she adds, “our four darling grandchildren who all wear purple and gold!”



Thanks to a gift from **Ann Neville**, a scholarship fund will have a lasting impact in assisting future family practice medical students at East Carolina.

An Ongoing Journey

Alumna Remembers Alma Mater throughout Life Paths

As she first entered East Carolina University in 1962 straight off her family's farm in Orange County, North Carolina, Ann Neville was immediately challenged by an influential history professor to look beyond her goals of becoming a high school teacher and strive to become a college professor.

This challenge set her on a new journey to achieving her aspirations. Other activities, including serving as president for the Women's Judiciary and as house president of her sorority, shaped her into the woman she is today. Her lifetime involvement began when she was a college marshal. While serving punch at Board of Trustees events, she was privy to discussions leading to East Carolina's fight for university status and the beginning of plans for a medical school.

Neville describes Leo Jenkins as her hero because, to her, he was "a modern-day David struggling with the Goliaths of North Carolina and its university system." Though the battle to gain a medical school at ECU was tough, she is comforted in knowing that it did, in fact, become a reality.

Her time at East Carolina was just the beginning of her journey. Once she graduated with a degree in history in 1966 and a master's degree in 1968, she went on to teach history at Mount Olive College for the next three years. After her time there, she moved on to work at the University of Georgia Department of Housing while completing a degree in Student Personnel Administration in Higher Education.

This degree began her 40-year career as a college administrator and instructor in colleges throughout South Carolina and Tennessee. She led an accomplished career until she decided to retire from her final job as vice president for student affairs at Martin Methodist College.

Even though Neville worked at other colleges and traveled around the world, she remained a Pirate at heart. Reconnecting with ECU through the Women's Roundtable and seeing a firsthand view of the progress the university has made, as well as the need to continue this progress, led her to consider making a gift to ECU. She wanted to make a gift that would help continue the plan of preparing native North Carolinians to provide family medical care to people

in their community. Through a charitable gift annuity, she has established the Ann Neville Scholarship in Family Medicine for the Brody School of Medicine. She gets a sense of happiness knowing that her gift will have a lasting impact in assisting future family practice medical students.

"... With over 75,000 female graduates, we are in a position to continue and enhance the ECU mission by our support. As nurturing individuals who care about quality of life, we should give back because East Carolina once gave to us."

—ANN NEVILLE

Neville's work through the Women's Roundtable has afforded her the opportunity to tour the new family practice quarters, meet students, and hear presentations by faculty and administrators. When describing her experience with the Women's Roundtable, she says, "We women alumnae of ECU have a great opportunity to connect with, and be involved in, the life and future of ECU through the Women's Roundtable."

By getting reconnected with ECU, Neville has loved remembering and reliving some of the happiest moments of her life. She would tell any woman who is considering becoming involved with ECU and the Women's Roundtable that "with over 75,000 female graduates, we are in a position to continue and enhance the ECU mission by our support. As nurturing individuals who care about quality of life, we should give back because East Carolina once gave to us."

Neville is pleasantly surprised to find that the ECU community continues to commit itself to proposals outlined by her hero, Leo Jenkins. She hopes that everyone understands ECU's commitment to preparing the sons and daughters of North Carolina to provide medical care to the "homefolks." She insists that "ECU's tenacity in adhering to its mission over many decades" continues to impress her.

When she is not working or volunteering, Neville spends her time cheering on Pirate football and the Tennessee Titans, whose running back is former ECU player Chris Johnson. She also enjoys traveling with friends. She attributes trips to places such as Africa, Australia, and New Zealand, as well as transiting the Panama Canal, as some of the most memorable moments of her life.

While a very adventurous traveler, she still enjoys spending time nurturing her small-town roots on her farm, with her border collie, Tuxedo, and riding her horse—appropriately named Journey.

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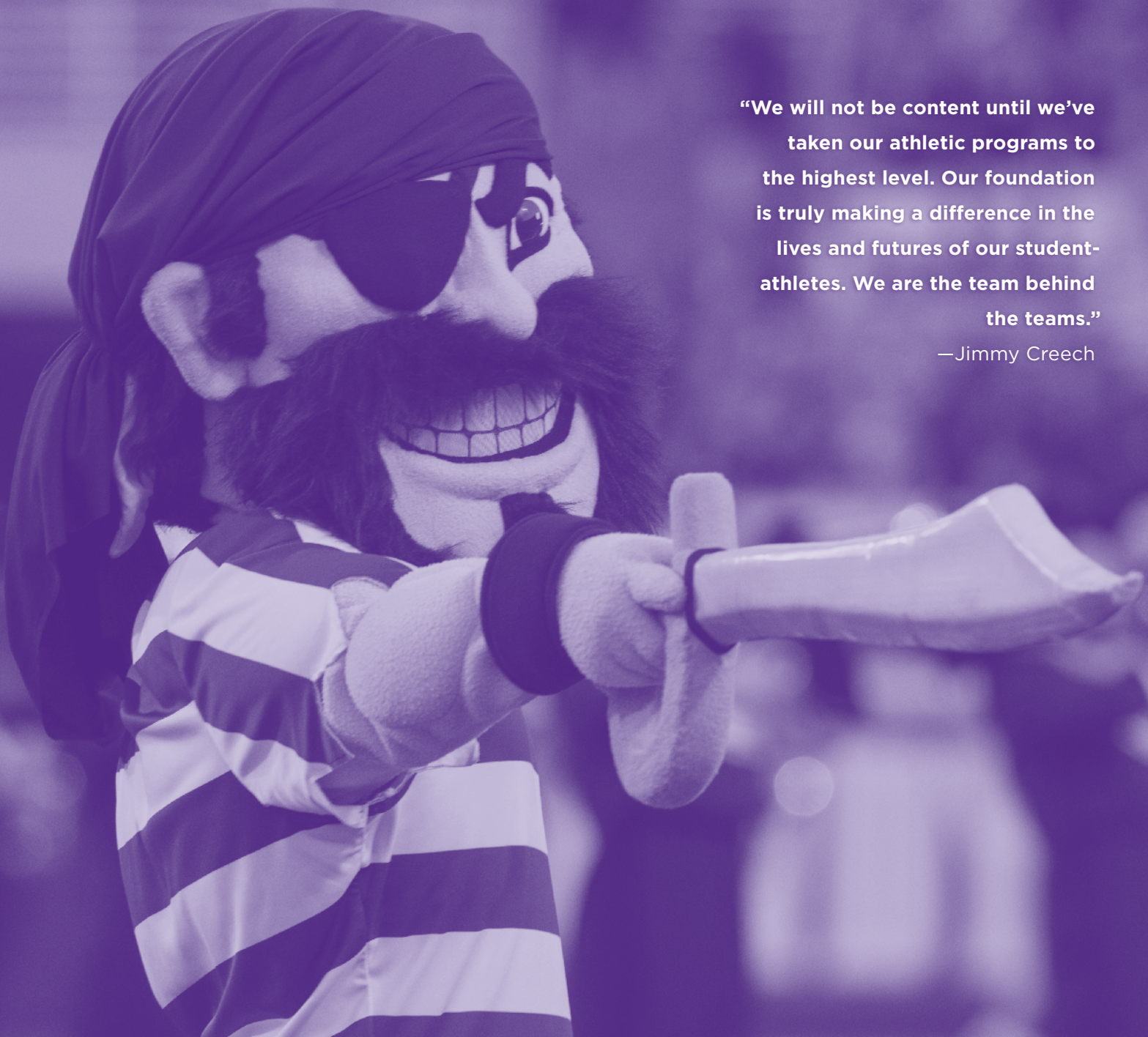


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ECU Educational Foundation Inc.

**“We will not be content until we’ve
taken our athletic programs to
the highest level. Our foundation
is truly making a difference in the
lives and futures of our student-
athletes. We are the team behind
the teams.”**

—Jimmy Creech





True Passion and Spirit

As a longtime resident of Greenville, I have witnessed firsthand the true passion and spirit of the Pirate Nation. There is a strong sense of community and belonging within the Pirate family. Our goals and expectations will never wane as we aggressively pursue excellence both in the classroom and on the playing field. We will not accept anything less than the best. We will rally and prevail; we are the Spirit of the East.

It has truly been an honor and privilege for me to have served as executive president for the ECU Educational Foundation these past three years. Our foundation board is made up of well-respected professional business leaders and owners who have invested a significant amount of their time and resources. These individuals exemplify the passion and love we all have for East Carolina University and the desired success for all its academics and athletic programs. I genuinely appreciate their confidence and support as well as the opportunity afforded me to lead this distinguished group of individuals.

This fall marked the celebration of the 50th anniversary of Dowdy-Ficklen Stadium. The stadium's rich history and legacy began on September 21, 1963, when 17,000 fans watched East Carolina defeat Wake Forest 20-10. Our Pirates have turned in 37 winning seasons and own an all-time record of 167-85-1 (.662) leading into the 2013 campaign. Through the dedicated fund-raising efforts over the years by our foundation, there have been several additions and renovations to the stadium. The official capacity is presently 50,000, making it the third-largest college stadium in North Carolina. Dowdy-Ficklen Stadium boasts one of the best venues and game-day experiences of any major university in the South.

The year 2013 also witnessed the opening of the Smith Williams Center, a 49,000-square-foot multilevel basketball practice facility that will also house the Athletics Hall of Fame. More than \$16 million has now been raised by the foundation toward the funding of the "Step Up to the Highest Level" capital campaign. The goal to fully fund this project is within our immediate reach.

As we move forward into the new American Athletic Conference, our vision is the same as it was 50 years earlier when the forerunner of the Pirate Club was established: to compete at the highest level of intercollegiate athletics and to fully fund all scholarships allowed by the NCAA. Our total scholarship expense for 2013 was nearly \$7 million. We continue to "Attack the Gap" as a result of the increased scholarship cost created by the elimination of the out-of-state tuition waiver, combined with escalating tuition and fees. Today that gap represents a \$2 million shortfall for the current fiscal year. However, I am pleased to report that the Pirate Club remains motivated and financially strong. We will not be content until we've taken our athletic programs to the highest level. Our foundation is truly making a difference in the lives and futures of our student-athletes. We are the team behind the teams.

Go Pirates!

A handwritten signature in black ink that reads "Jimmy Creech". The signature is fluid and cursive, with a large initial "J".

Jimmy Creech
 Executive President
 ECU Educational Foundation





Front row (L–R): Rogers Clark, Linda Tripp, Carl Rogers, Jim Creech, Walter Hinson, Tracey Allen, Clara Darden, and J. Batt. Back row (L–R): George Turner, Donnie Bunn, Arnold Wallace, Dr. William (Bill) Bogey, Mike Rogers, Smokey Norris, Mike Ash, Danny Nichols, and Jeff Compher.

ECU Educational Foundation

The mission of the East Carolina University Educational Foundation Inc., d/b/a the Pirate Club, is to be the friend-raising and fund-raising arm of East Carolina University's Division I athletics program, representing the highest principles of honesty and integrity. By conducting annual fund, endowment, and capital campaigns in support of student-athlete scholarships, athletic facility enhancements, and other programmatic needs, the Pirate Club seeks to bring positive recognition to East Carolina University and the region it serves through a competitive athletics program.

ECU Educational Foundation Financial Statement

The annual financial report from our auditors, Dixon Hughes Goodman LLP, and the IRS Form 990 are available for review on our website at www.ecupirateclub.com or by contacting our controller, Sheri Whitfield, at 252-737-4628 or whitfields@ecu.edu.

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Hal Johnson, shown here with wife Debbie and daughters Holly and Ashley, says giving back to East Carolina is an honor and a privilege.

Supporting Extra Effort

Gifts from Estate, Other Sources to Assist Student-Athletes

Hal Johnson is kind of a three-sport guy.

He and his wife, Debbie, have made provisions to fund scholarships in football and basketball from their estate.

Then there's baseball, which is the sport Johnson sometimes thinks in terms of in his work at BB&T.

As a manager for an institution that counts more than \$185 billion in assets, he says, "My boss always tells me my job 'is to get on base. We're not going for doubles, triples, or home runs. Just get on base, and we'll get the runners home.' That's sort of the philosophy of just sort of do the best you can every day, but don't get too complex. Singles in life are good."

Johnson already has experienced the personal satisfaction of sponsoring a scholarship in East Carolina's College of Business.

"It's been an honor and a joy to see how it's helped," said Johnson, who normally gets correspondence from those receiving scholarship funds when an award is granted by the school. "The stories are really powerful."

Johnson has sought to expand the assistance with a gift established through planned giving to the Educational Foundation, better known as the Pirate Club. Johnson said athletics have a vital role with former students.

"From an alumni perspective, sports is often what keep alumni connected to the university," he said. "That's an important and powerful thing. I'm also impressed with how ECU hasn't lost the student in student-athlete. I think we run our programs in a very honorable way. I think that's a great thing to be able to contribute to."

"I don't want to contribute to it too soon, but when that day comes it will be a wonderful thing to support those kids who are putting in that extra effort. It's a hard thing to be a student-athlete and spend all that time in practice."

"We go watch them play on Saturdays or during the week for basketball or baseball. They're putting their heart and soul into that. To be able to be a part of that is a great honor."

Johnson also has another reason to return to

campus. His older daughter, Holly, is a junior studying exercise physiology at ECU. She wants to become a physical therapist after graduate school.

"It's been even more fun with her there," Johnson said. "My wife and I will go down and get to see her when we visit campus for the games. But being a lifelong Pirate, there's plenty of incentive to go anyway."

Johnson grew up on Long Island, outside of New York City, but knew he wanted to go to college in the South.

He applied to several schools below the Mason-Dixon line.

"ECU sent me an acceptance letter with an early enrollment tied to it," Johnson recalled. "It felt right. It seemed like they were reaching out to me, and I took advantage of the invitation."

Johnson already had roots in the area. His dad, Ray Johnson, was originally from Ayden.

How did his father wind up on Long Island?

"To hear his story, that was where the Navy dropped him off, and he couldn't afford to go home," Johnson said. "He got employment in New York and met my mother, who was from New York, and that's where they raised their family."

Johnson arrived at ECU in 1978, the middle of the Pat Dye coaching era for the football program.

"Football was always a social event, and there was a lot of school pride around that," Johnson said. "We had some good teams, some good coaches, and a lot of good things going on. Sports was a big part of the college experience."

Johnson had neighbors who were involved in commercial banking in New York, and he gravitated toward studying business as a result.

"I was always sort of fascinated by that," he said. "... At the time, it seemed like something I would enjoy doing. I started out in accounting and finance. I sort of tried both of them out and really found my love and my passion was more in the finance track than the accounting track, although, quite honestly, there's not a lot of difference between the two."

Johnson went straight into the MBA program after getting his undergraduate degree.

"When I came out in '82, I was facing a pretty bad economy, so I decided to go back and pursue the MBA," he said.

Johnson began working with Southern National Bank in 1983.

"I was really blessed," he said. "After a few years with the bank, I was able to move into a role that really allowed me to use the finance. I spent a lot of time doing merger and acquisition work for the bank. I eventually moved over into my current role as treasurer. Joining the bank was a good fit, just like when I was interviewing at ECU. The bank was really trying to find the right way to fit me into the company. I do things in my life out of my heart and where I feel led to go."

"Just like ECU. Landing there felt good, and it's been an extraordinarily wonderful career."

Southern National merged with BB&T in 1995. Johnson is currently executive vice president and treasurer of BB&T Corporation in Winston-Salem. He has an ECU football helmet in his fifth-floor office.

"It's sort of interesting that I ended up in Winston-Salem because my initial roommate was from Winston, so I got to know a lot of Winston-Salem people in my college career," Johnson said. "When the bank moved their headquarters here, it was almost like going home."

Johnson enjoyed his educational experience at ECU and obviously was sufficiently trained to handle meaningful responsibilities with a corporate giant.

"The thing that stands out in my mind was that the education was very practical-based," Johnson said. "In MBA school, for instance, we had partnerships with the Small Business Association. We actually went out and worked with businesses and solved problems for them. I thought that was very, very powerful and learned a tremendous amount from doing that because it's just not learning out of a book in the classroom and through the professor. You're actually going and talking to entrepreneurs, solving problems, and seeing what's really going on in a real business. I thought that was a real plus."



Vern Davenport wore the purple and gold as a football player during the Pat Dye era, and he continues to show his Pirate pride by contributing to his alma mater.

Receiving and Giving

Experience as Student-Athlete Motivates Alum to Contribute

When Vern Davenport walked on at East Carolina from his hometown in nearby Grifton and earned a football scholarship, he was a receiver.

Now, he is a giver.

Davenport recently endowed the ECU Educational Foundation, more familiarly known as the Pirate Club, with a gift of \$500,000. He recently added a \$100,000 gift to be used to complete the basketball practice facility.

“If all I had was five bucks, I would have given that,” he said.

Davenport has been successful as an executive in the medical technology field with his ECU education. Also among his assets is a wealth of colorful stories about his playing days for former Pirates coach and ECU hall of famer Pat Dye from 1978 to 1980. He gives of his time and energy as a member of the university’s Board of Trustees, as well.

In his high school annual at Ayden-Grifton, Davenport expressed his career goal in four words: “to play college football.”

Davenport enrolled in the school of hard knocks at ECU as a member of the scout team.

“We had a guy who was a free safety by the name of Jim Bolding, who was an All American,” Davenport said. “... That fall of my freshman year, Jim taught me a really powerful lesson... I could catch the ball or not catch the ball; he was still going to knock the hell out of me!”

“I said to myself, ‘If I’m going to get hit, I might as well catch the ball.’”

Davenport had never been to a college football game until he dressed out for one. He was mortified to see his father, Roger, peeking through the bushes adjacent to the practice field as the Pirates held a closed workout during game week.

His dad’s vantage point also came to Dye’s attention, and the Pirates coach sent some staff to check on the unauthorized observer. Coach Dye, after finding out that the unauthorized observer was Vern’s dad, waved him onto the practice field.

“My dad came out on the field, and he was standing there talking with coach Dye,” said Davenport, who was fearing the worst from the situation. “It turned out that coach Dye was telling

my dad how I needed to get stronger, faster, and better. I got a bit stronger and a little better. I never got faster.”

A conversation with Dye one afternoon after a session of spring workouts produced a great exhilaration.

“I remember very vividly as I was coming back into the field house very unexpectedly, coach Dye informed me that they were going to give me a scholarship,” Davenport said. “That was probably in the top 10 of the happiest moments in my life, to have worked so hard and earned the confidence of someone like Pat Dye and I could play on a team that was as talented as those teams were in that era.”

The Pirates were indeed talented, going 48-18-1 during the Dye era from 1974 to 1979.

Davenport remembers the lone tie, 24-24, at North Carolina in 1979.

He caught the scoring pass from Leander Green that gave the Pirates a 24-21 lead. Davenport kicked off and UNC drove for a tying field goal.

The Tar Heels tried an onside kick, which the Pirates recovered. Davenport attempted a 63-yard field goal in the final seconds that came up a few yards short.

“My biggest thrill and greatest disappointment of my college career came pretty close together,” Davenport said.

But who expected him to make a 63-yarder?

“I did,” Davenport said.

That confidence and determination was why Dye knew Davenport was something special.

“He was a blessing to coach,” said the venerable Dye, an All American at Georgia in his own playing days. “It doesn’t surprise me that he’s giving money back if he’s got the wherewithal to make that kind of donation.

“That would be right down his alley from the way he played. That was the kind of person he was when he played. He was a giving guy. He was a team guy. ... It makes my heart feel good that he would do that. He was one of the special kids that I’ve had the privilege to coach over the years. He’s one at the top of the list as far as character, what

he stood for, and what he was.”

Davenport said his teammates, who included Mike Weaver, Bolding, Jimbo Walker, Henry Trevathan Jr., Wayne Inman, Matt Mulholland, Billy Ray Washington, Green, current coach Ruffin McNeill, and Anthony Collins, had a special esprit de corps.

“There was a special character to the people who were on that team,” Davenport said. “No one ever made you feel that you were different. Everyone was embraced and there was great camaraderie, and that camaraderie still exists with those teammates today.”

Davenport said that his experience in the ECU football program has helped him throughout his professional career, most recently as CEO of several health-care companies.

“I’ve been lucky enough to work with very talented people throughout my career,” he said. “Part of leadership is to understand my role and learn how to effectively leverage the broader organization so that you get the best out of all your collective efforts.

“It’s amazing that people who want to work hard and be successful tend to be around people who feel the same way. It was the same for our team at East Carolina. The difference is you learn sometimes more quickly in an athletic environment what people are capable of than in a business environment.”

Davenport would like to give more to ECU.

“I want East Carolina to sustain its success,” he said. “That place is so important to eastern North Carolina, to North Carolina, and to the eastern United States.

“ECU is in constant need of alumni support to stay successful, and I wanted to do my part to help the university grow and attract the best students.”

His parents, Roger and Phyllis, still live in the house Davenport grew up in in Grifton. The former ECU player has six daughters, three by his current wife, Julie. He resides in Wake Forest, North Carolina, but part of his heart will always be at ECU.

“I love the place because of what it’s done for me and my family,” Davenport said. “Based on what ECU has given to me, it’s really easy to give back.”

EAST CAROLINA UNIVERSITY EDUCATIONAL FOUNDATION

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East Carolina Alumni Association Inc.

“We believe in enhancing the student experience because engaged students become engaged alumni who help strengthen ECU.”

—Jim Newman



Informing, Involving, and Serving the ECU Family

Dear Pirates,

As I reflect on my past year as chair of the board of directors, I am proud to see the impact the East Carolina Alumni Association and its members have had on the student experience at East Carolina University, particularly through our Alumni Scholarship program.

The Alumni Association informs, involves, and serves members of the ECU family throughout their lifelong relationship with the university. This relationship begins with students while they are on campus. We believe in enhancing the student experience because engaged students become engaged alumni who help strengthen ECU.

In addition to supporting and being involved with student service and leadership groups like the ECU Ambassadors, Magnolia Belles, and Forever Pirates, we offer Alumni Scholarships to the best and brightest students to ensure their success here at East Carolina. Since 2005, the Alumni Scholarship program has awarded more than 179 scholarships totaling \$251,000.

We could not give these Alumni Scholarships without our alumni involvement and commitment. The 2012 ECU Alumni Scholarship Classic golf tournament and the 2012 Pirate's Bounty Scholarship Auction together raised more than \$27,500 for our scholarship program. In addition, the 2013 Pirate Alumni Road Race and Fun Run raised over \$2,000 for the scholarship program. We also received many generous donations from alumni throughout the year.

Your support of Alumni Scholarships means that ECU can retain accomplished students who will advance ECU's reputation and continue to give back to the university as alumni. In the following pages, you will see comments from two Alumni Scholarship donors and a recipient addressing why this program is so important.

Several other noteworthy accomplishments over the past year include: the Alumni Association's website had more than 650,000 views; in addition to electronic media, the association sent approximately 195,000 printed items; and 11,568 participants came to 109 total events.

It has been another wonderful year for the East Carolina Alumni Association, made possible by your generous contributions. Thank you for your dedication and your support. We look forward to continuing to inform, involve, and serve the students and alumni of East Carolina for another great year.

Go Pirates!

Jim Newman

Chair

East Carolina Alumni Association







Front row (L-R): Mike Kowalczyk, Angela Moss, Robin Good, Melanie Holden, Marian McLawhorn, Glenda Palmer-Moultrie, Ralph Finch, and Paul Clifford. Middle row (L-R): Tarrick Cox, Jim Newman, Carl Davis, John Israel, Duane Grooms, and Dean Browder. Back row (L-R): Jeff Foster, Charlie Martin Jr., Wesley Johnson, Pat Lane, Dave Englert, and William Burnette.

East Carolina Alumni Association

The East Carolina Alumni Association is the constituency of former students whose continuing interest and support have helped ECU become known as one of the finest comprehensive universities in the South. The Alumni Association will inform, involve, and serve members of the ECU family throughout their lifelong relationship with the university.

ECAA Financial Statement

The annual financial report from our auditors, Clifton Gunderson, LLC, and the IRS Form 990 are available for review on our website at www.piratealumni.com or by contacting our accountant, Candace High, at 252-328-0604 or highc@ecu.edu.



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Dave and Gail Englert, who support the East Carolina Alumni Scholarship program, say that scholarships are very beneficial to recipients and to ECU as a whole.

Strengthening the University

Scholarship Program Helps Students Realize Potential

“We’re big believers in the East Carolina Alumni Association and the entire university,” says Dave Englert ’75, who with his wife, Gail, support the Alumni Scholarship program. “We chose the Alumni Scholarship as a way to help because we believe in alumni giving back and serving students who chose East Carolina just like I did.”

Englert graduated from ECU with a bachelor of science in accounting. He recently retired after more than 30 years as the CFO of Southern Tile Distributors. He and Gail, a schoolteacher, currently reside in Norfolk, Virginia.

While Gail did not graduate from ECU, her life has benefited from an alumna who was her seminar leader at the University of Florida.

“I felt the influence of ECU through her,” Gail says. “I’m not an alumna, but I wish I was!”

The Englerts are aware of the need for more scholarship funds. In an era of declining state support and increasing tuition, the Alumni Scholarship program is just one way the Alumni Association is strengthening the university, Dave says, by bringing the best and brightest students to ECU and supporting their academic success.

Anyone can help support the Alumni Scholarship program, Gail says.

“I didn’t realize before we got involved that you don’t have to be Bill Gates to support scholarships,” she says. “Any donation helps the university, and lots of little gifts add up. We need to get people to understand that they can help, too. It would be a shame if a student with a lot of potential couldn’t realize that

“These students really do deserve to be recognized. They represent the future. Scholarships will ease their financial burden and motivate them to continue to excel.”

—DAVE ENGLERT

potential because they couldn’t afford college; both they and ECU would miss out.”

Scholarships are very important for both the recipients and the university, Dave says. “These students really do deserve to be recognized. They represent the future. Scholarships will ease their financial burden and motivate them to continue to excel.”

“It’s really exciting to know that what we give is helping someone right now in the classroom every day,” Gail adds. “We know what a great place ECU is and these students are experiencing that today.”

Since its founding in 2005, the Alumni Scholarship program has awarded more than 179 scholarships of \$1,000 and \$2,500

totaling \$251,000 to qualified full-time undergraduates. Alumni Scholarships are funded by several fund-raising events like the Pirate’s Bounty Scholarship Auction, ECU Alumni Scholarship Classic golf tournament, the Pirate Alumni Road Race and Fun Run, and donations from generous alumni like the Englerts.

“It’s just what we do,” Dave says. “I’ve always felt that I got so much out of the education and opportunities I received at ECU, so it’s great to help current students access the same great experience. Hopefully, these Alumni Scholarships will inspire students to remain connected to ECU. We feel strongly that the Alumni Association is the main connection for alumni to East Carolina.”



Two-time Alumni Scholarship recipient **Sarah Morgan Hunter '13** looks forward to the day when she can help contribute to the success of future East Carolina students.

Proud and Grateful



Student Recognizes Service, Leadership Opportunities Among Scholarship Benefits

Students who receive the Alumni Scholarship do much more than attend classes. They strengthen ECU with their academic excellence and give back by volunteering and taking on leadership roles for the university and the community.

Sarah Morgan Hunter '13, a two-time Alumni Scholarship recipient, is now completing her master's in business administration and has been very active with the College of Business. She is the founder and project leader of the college's canned food drive, which last year raised more than 2,400 pounds of food and \$300 for the Food Bank of Central and Eastern North Carolina.

"The Alumni Scholarship has benefited my college career in so many ways," she says. "First, the people I met throughout the process have all proven to be inspirations to me. I look up to the board members of the Alumni Association and hope that one day I can be as positive an influence on future students as they have been for me."

Each spring, the East Carolina Alumni Association awards about 20 scholarships for the following academic year, and the recipients enjoy getting to know one another throughout the process.

"The other students I have been able to meet and interact with through the scholarship program have been an invaluable part of my life," she says. "It has been so much fun getting to know other like-minded students at ECU who have so much potential!"

Hunter was a member of the ECU Ambassadors, the Alumni Association's student leadership and service group, serving as vice president of constitutional affairs. She also was a member of the Student Accounting Society and the Society for Advancement of Management, serving as vice president of public relations.

She volunteered with the Carolina House of Greenville, the Friends of Greenville Greenways, the Greenville Community Shelter, Certain Hope Ministries, the Pamlico-Tar River Foundation, Pitt County United Way, and Ronald McDonald House. She hopes to see some of her fellow students on the Alumni Association Board of Directors someday.

"Lastly, the Alumni Scholarship has provided me with the opportunity to gain an education without any financial burden," she said. "That is something for which I cannot thank the Alumni Association enough."

Hunter is proud and grateful to know that alumni are helping students like her succeed through their generosity.

"To know that previous graduates have donated to help fund this scholarship shows the true meaning of being part of the Pirate Nation," she says. "We are a big family and have the value of service imprinted on our hearts. I am so thankful for the support from fellow alumni, and I look forward to the day when I can help contribute to the success of future Pirates."

"To know that previous graduates have donated to help fund this scholarship shows the true meaning of being part of the Pirate Nation. We are a big family and have the value of service imprinted on our hearts."

—SARAH MORGAN HUNTER

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Order of the Cupola

The Order of the Cupola, our most prestigious benefactor-recognition program, was established to honor major lifetime donors to East Carolina University. Its name is taken from the campus's most historic landmark, the Old Austin Cupola. In 1996, a replica of the cupola was erected in the center of Main Campus as a symbol of the university's commitment to its traditions and to future progress.

Individuals, businesses, and foundations that have made cumulative gifts of \$100,000 or more to East Carolina are recognized in the Order of the Cupola. Recognition is based on combined gift totals of cash, securities, and real property to the ECU Foundation, the ECU Educational Foundation, and the ECU Medical & Health Sciences Foundation.



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 Wyeth Pharmaceuticals

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Leo W. Jenkins Society

The Leo W. Jenkins Society, the university's planned-giving society, bears the name of one of ECU's most distinguished leaders and was established in 2001 to honor philanthropic benefactors of the university. Contributors of various forms of planned gifts display solidarity with Chancellor Jenkins's legacy by investing the fruits of their labor toward East Carolina's pursuit of excellence.

Membership in the society is conferred upon all benefactors who have included East Carolina in their estate plans by means of a bequest provision in their will or living trust or by naming the university as beneficiary of a planned-giving arrangement, life insurance policy, or pension plan.

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*deceased

Ways to Give to ECU

Frequently Asked Questions about Making Gifts to East Carolina

What types of gifts can I give? How will my gift be used?

There are three main categories:

Unrestricted Funds

Allows for funds to be directed to areas of pressing need.

Restricted Funds

Designated for a specific program of the donor's personal interest.

Named Endowed Funds

A minimum contribution of \$25,000 made through a lifetime gift or by bequest establishes an endowed fund, which can be named for a person of the donor's choice. The principal is preserved while the income supports the program. The university has established minimum gift levels for scholarship, professorship, fellowship, research, and other special funds.

What assets can I give?

The three most popular gift assets are as follows:

Cash

A gift of cash is the simplest and most immediate way to give. Cash gifts may be pledged over a multiyear period for fulfilling larger commitments. Cash gifts are fully deductible up to 50 percent of the donor's adjusted gross income.

Appreciated Securities

A gift of long-term appreciated securities is exempt from capital tax gains. Appreciated stock gifts are deductible up to 30 percent of the donor's adjusted gross income.

Real Estate

In some cases, property can be given outright, and a charitable income tax deduction equal to the property's fair market value is received by the donor. Real estate also will be considered for funding life-income arrangements.



What are life-income gifts?

Here are three examples of gifts that provide lifetime income and future project support.

Charitable Gift Annuities

Gift annuities provide a fixed rate of return to one or two annuitants. Older donors receive higher rates.

Deferred Charitable Gift Annuities

An excellent supplemental retirement fund vehicle, payments are deferred to some future date with the payout rate determined by the deferral period and the age of the donor at the time payments begin.

Charitable Remainder Trusts

A personalized trust in which the donor selects the payout rate (unitrust) or fixed annuity (annuity trust) to receive during the trust's duration. Because they can require involvement of an administrator and/or money manager, trusts are generally cost effective at levels of \$250,000 or more.

What other ways can I give?

Online Giving

www.giving.ecu.edu

Bequests

For many donors, a gift made through their will is the best way to make a substantial contribution. Donors can leave a percentage of their estate or a specific dollar amount to any East Carolina University foundation. A bequest can reduce or eliminate federal estate taxes without depleting current assets.

Gifts from your IRA or Qualified Retirement Plan

You can leave a dollar total or percentage of your IRA or other qualified retirement plan with any East Carolina University foundation. This is a revocable gift that works the same as a bequest provision. It is very simple to do; all that is required is that you list the formal name of the foundation on the Beneficiary Designation Form that is provided to you by your provider. This form will be sent to you upon your request from your retirement plan manager.

Gifts of Life Insurance

You can make any of the East Carolina University foundations the owner or beneficiary of a current or newly established life insurance policy. These are especially great contributions in the instance that the donor realizes they no longer need the policy for protection as they did many years ago when it was established.

Contact Information



If you have questions or would like to obtain additional information, please contact us:

EAST CAROLINA UNIVERSITY FOUNDATION INC.

Greenville Centre, Suite 1100
Mail Stop 301
East Carolina University
Greenville, NC 27858-4353
252-328-9578

WEBSITE: www.ecu.edu/ecuf

GIVE ONLINE: www.giving.ecu.edu

Advancement Staff on page 20

ECU MEDICAL & HEALTH SCIENCES FOUNDATION INC.

525 Moyer Boulevard
Mail Stop 659
East Carolina University
Greenville, NC 27834-4354
252-744-2238

WEBSITE: www.ecu.edu/mhsfoundation

GIVE ONLINE: www.giving.ecu.edu

Advancement Staff on page 32

ECU EDUCATIONAL FOUNDATION INC. (PIRATE CLUB)

Ward Sports Medicine Building
Mail Stop 158
East Carolina University
Greenville, NC 27858-4353
252-737-4540

WEBSITE: www.ecupirateclub.com

GIVE ONLINE: www.ecupirateclub.com

Advancement Staff on page 44

EAST CAROLINA ALUMNI ASSOCIATION INC.

Taylor-Slaughter Alumni Center
901 East Fifth Street
Mail Stop 305
East Carolina University
Greenville, NC 27858-4353
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Alumni Staff on page 56





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