

East Carolina University®

Tomorrow starts here.

FOUNDATIONS ANNUAL REPORT 2013-2014

ECU Foundation Inc.

ECU Medical & Health Sciences Foundation Inc.

ECU Educational Foundation Inc.

East Carolina Alumni Association Inc.



Committing to Make a Significant Difference

At ECU, our strategic plan defines who we are, makes commitments to the state of North Carolina, and establishes how resources will be allocated. An essential element of our strategic plan is the identification of several major commitments, parallel in many respects to the School of Dental Medicine or the Honors College. These commitments are intended to make a significant difference—preparing our students for the global economy, solving health problems across North Carolina, and gaining the respect and recognition of our peers. We are proud to be an authentic mission-driven institution, and we are proud of our continued commitment to serve the region and of our many accomplishments in 2013–2014, including the following:

The fourth floor of the East Carolina Heart Institute at ECU, which includes 37,000 square feet of advanced laboratories and simulated clinical rooms, was completed, and construction of the fourth floor of Ross Hall, which houses the School of Dental Medicine, got under way. The \$18 million invested in these two projects will ensure adequate research capabilities and are key to the university's role as a national model of public service and regional transformation.

The School of Dental Medicine experienced continued growth, including the opening of another community service learning center (CSLC) in Lillington

and the announcement of two more in Lumberton and Brunswick County. CSLCs in Ahoskie, Elizabeth City, Sylva, and Lillington are serving patients. CSLCs in Spruce Pine, Davidson County, Lumberton, and Brunswick County will open in 2014. The US Department of Agriculture's Rural Development division awarded a \$451,955 grant to the School of Dental Medicine to fund critical technology in three of the CSLCs and purchase audio-visual technology and support infrastructure at Ross Hall.

The NC General Assembly approved a self-liquidating bill that included our plan to build two new student centers—one on Main Campus and one on Health Sciences Campus. Our two new student centers will help define the student experience for generations to come and will dramatically improve student programming and our ability to fulfill our mission.

The creation of the College of Engineering and Technology and approval of a master's degree in biomedical engineering significantly upgrade our academic reputation, provide virtually guaranteed jobs for our students, and respond directly to the UNC system strategic plan, which calls for more degrees, more jobs, and documentable academic quality. Our engineering faculty has been highly successful in being awarded grant funding. More than \$1,987,163 over the last five years has been awarded. In addition, nearly \$300,000 in scholarships has been distributed to students.

We continue to transform the quality of health care in the region and state through medical innovation projects such as the

recently established Center for Applied Psychophysiology in the College of Health and Human Performance, where an innovative combination of biofeedback techniques and gaming technology are used to help US military personnel recover from posttraumatic stress disorder and traumatic brain injury.

The Brody School of Medicine was again honored as one of the top producers of family physicians in the nation. This is the eighth consecutive year of recognition for ECU's medical school, according to Department of Family Medicine records.

The Bristol-Myers Squibb Foundation awarded ECU with a grant of \$450,000 to help people with type 2 diabetes and related depression or distress manage their illnesses. To address the diabetes-related behavioral conditions, ECU researchers, along with community partners in rural eastern North Carolina, will combine medical and cognitive behavioral treatment with community-based support to assist patients.

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

A stone wall with the words "EAST CAROLINA UNIVERSITY" engraved on it in a serif font. The wall is made of light-colored stone blocks. In front of the wall, there is a curved stone border containing a row of flowers, alternating between white and magenta. To the right of the flowers is a well-maintained green lawn. The background is filled with dense green trees.

EAST CAROLINA UNIVERSITY

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The Big Picture

The Work of East Carolina's Foundations

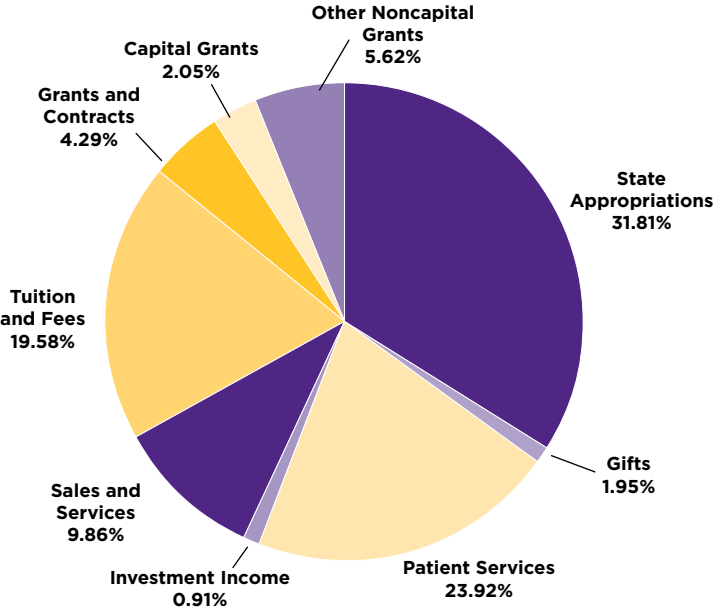
The fundraising arms of East Carolina University are its three foundations: the East Carolina University Foundation Inc., the ECU Educational Foundation Inc. (Pirate Club), and the ECU Medical & Health Sciences Foundation Inc. At the same time, the East Carolina Alumni Association nurtures a connection 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.

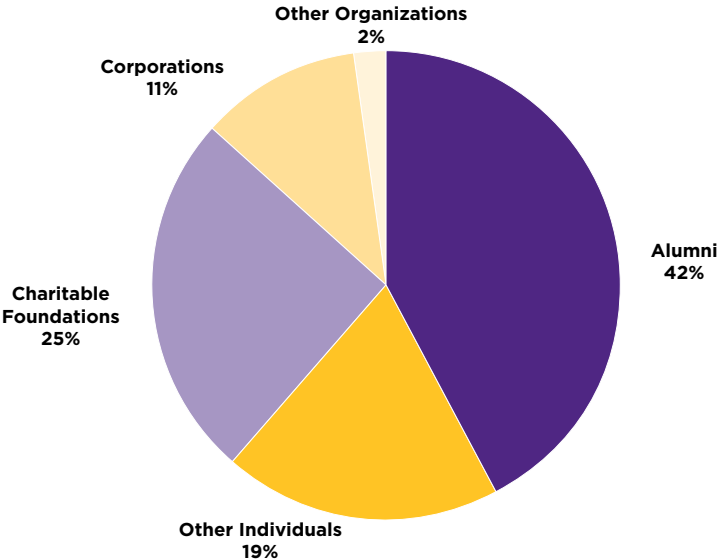
SOURCES OF REVENUE FOR ECU THIS YEAR

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.



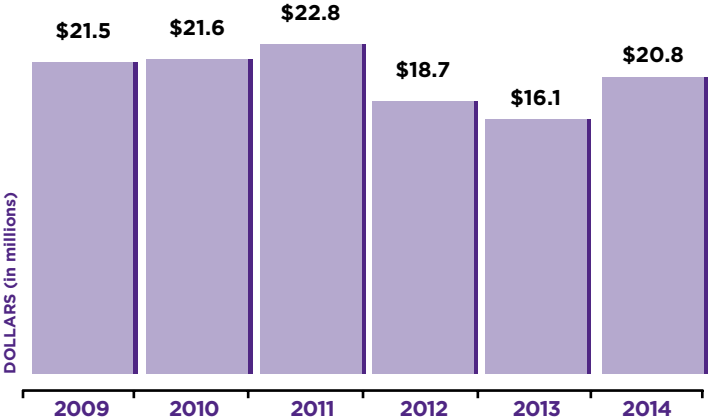
SOURCES OF GIFTS TO ECU FOUNDATIONS THIS YEAR

Alumni and charitable foundations are the largest contributors to the university’s foundations, representing 67 percent of total giving. Other individuals and corporations account for the next largest block of contributions.



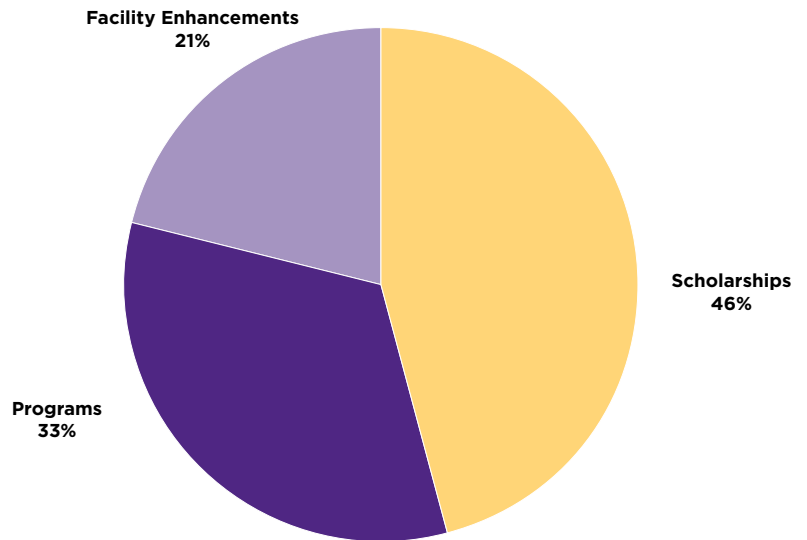
CONTRIBUTIONS TO ECU FOUNDATIONS

Contributions to the ECU-related foundations experienced an increase for the fiscal year ended June 30, 2014, in comparison to contributions from the previous year.



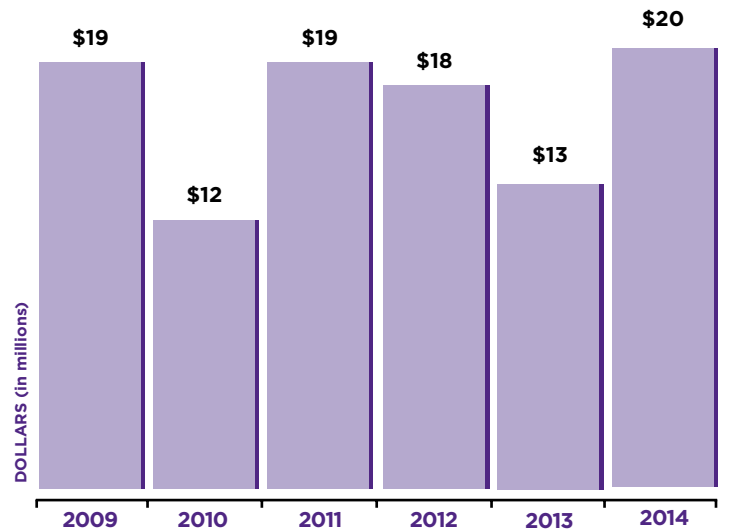
FOUNDATIONS' SUPPORT OF ECU IN 2013-2014

The ECU-related foundations provided a total of \$19.7 million in support of the university and its programs during fiscal year 2014. This support funded scholarships, programs, and facility enhancements.



FOUNDATIONS' SUPPORT OF ECU

During the past six years, the ECU-related foundations have provided approximately \$101 million in support to the university.

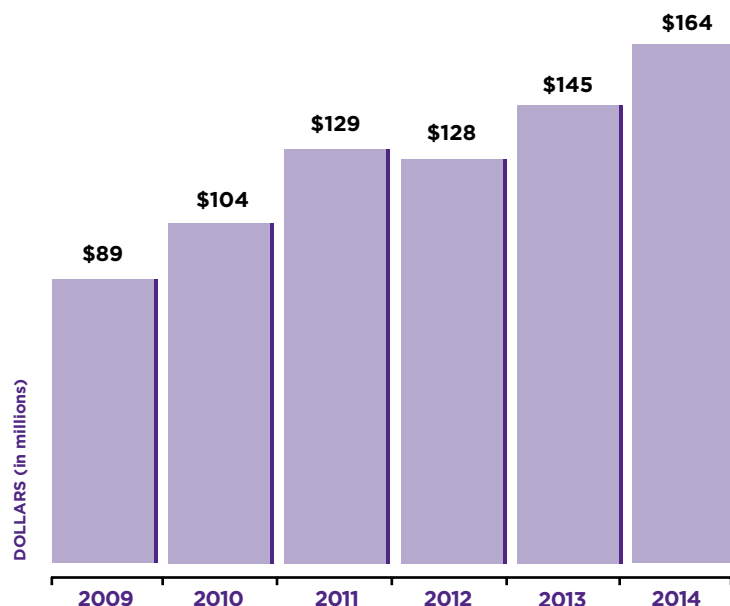


NET ASSETS OF ECU FOUNDATIONS (millions of \$s)

	2009	2010	2011	2012	2013	2014
ECU FOUNDATION	\$ 65.4	\$ 73.4	\$ 88.8	\$ 87.6	\$98.0	\$114.0
ECU MEDICAL & HEALTH SCIENCES FOUNDATION	25.5	32.2	34.6	34.8	38.2	45.2
ECU EDUCATIONAL FOUNDATION	19.5	24.7	30.1	28.5	30.7	30.8
EAST CAROLINA ALUMNI ASSOCIATION	1.1	1.4	1.8	1.8	2.0	2.8
TOTAL NET ASSETS	\$ 111.5	\$ 131.7	\$ 155.3	\$ 152.7	\$168.9	\$192.8

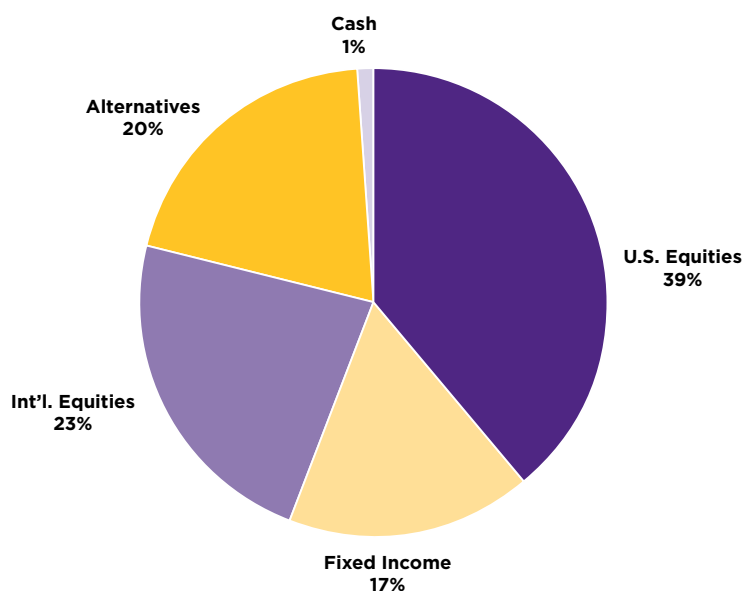
MARKET VALUE OF ENDOWMENTS AT ECU (NACUBO Survey)

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

	2014	3 YEAR	5 YEAR	7 YEAR	10 YEAR
ECU CONSOLIDATED PORTFOLIO	16.60%	9.40%	13.10%	5.80%	7.40%
70% S&P 500/30% BC AGGREGATE	18.28%	12.75%	14.70%	6.24%	7.17%

Sharing in ECU's Mission and Values

From **Christopher Dyba**, Vice Chancellor for University Advancement

This has been a great year in the Division of University Advancement at East Carolina University. It was a year of transition and change, but a year of great success. Together, the four foundations that support ECU raised more than \$38,000,000 for priorities across our great campus.

Thank you for the hard work, dedication, and support from all our volunteers, our donors and, of course, the many people who gave tirelessly of themselves to support the mission and values of East Carolina University. ECU's mission is "to be a national model for student success, public service, and regional transformation." In the Division of University Advancement, we strive to ensure our institutional goals are met and academic excellence is not just a desire, but also a fundamental principle.

The 2013–2014 academic year had many highlights. The first class of students from the ECU Honors College graduated this spring, and during the summer another 100+ of the top academic students stepped foot on campus to start their journey. The unique Honors model, which includes service, philanthropy, and student engagement, along with the academic rigor from our Honors faculty, makes ECU and the Honors College a popular choice among students.

One of our colleges has a new name, but is still producing top-notch graduates ready to make immediate impacts in our local, state, and national workplace. The College of Engineering and Technology, formerly the College of Technology and Computer Science, gives the Department of Engineering more exposure and a greater chance to entice top-tier students to an accredited, elite program.

Approval was granted for ECU to move forward with the construction of two new student centers. There will be a new student center and parking deck on the Main Campus and a

new student center on the Health Sciences Campus. The two projects will begin in the first half of 2015 and will take 20–24 months to complete.

Athletic, financial, and merit-based scholarships remain a priority, and I am pleased to have joined an institution focused on student success. The success of our students in the classroom and on the competitive athletic fields is the ultimate measure of our university, and funding scholarships will always remain a priority.

I would also like to take this opportunity to thank Bill Clark for his many years of service as president of the ECU Foundation. He served the foundation and university for many years until his retirement in October 2014. Through his dedication, attention to detail, and passion for ECU, he left the foundation in excellent organizational shape.

Personally, this past year was a great one for my family and me as we joined the Pirate Nation. I am proud and honored to lead the Division of University Advancement. We have a great team and a wonderful group of volunteers and supporters who advance our mission every day. Thank you for all that you do for ECU and its supporting foundations.

Proud to be a Pirate,



Christopher M. Dyba







East Carolina University Foundation Inc.

“Thanks to each and every one
of you who have contributed
and who continue to contribute
your time, talents, and gifts
to the success of the ECU
Foundation.”

—Henry Hinton



Accomplishing Great Things for ECU

Saying this has been an exciting and productive year for the ECU Foundation would be an understatement. A loyal Pirate contingent—made up of our executive committee, board members, committee members, and staff—has pulled together to accomplish some great things for the university.

In addition to supporting our existing programs, including our Access Scholarships and EC Scholars, we have accomplished a great deal through our real estate foundation, which has been a huge asset to the university in acquiring property important to the future growth of ECU. Furthering the mission of the institution would not be possible without the service we offer as a foundation partner.

Perhaps the most exciting event of the year was the kick-off of our Rising Generations Scholarship Campaign at our spring board meeting in Charleston. Team captains Lisa Benton, Bill Blount, Kurt Fickling, Jim Galloway, Jim Mullen, and Vince Smith are doing a great job in a fun and fulfilling competition that is bringing new donors to ECU.

The year cannot be reviewed without saying a huge thank you to Dr. Glen Gilbert, who was our interim vice chancellor until Chris Dyba joined us. Now that Dyba is on board, things are happening and the foundation is moving with new energy and focus.

And last but not least, a hearty thank you to our fearless leader, Bill Clark, who will be retiring this fall. Bill has been a tireless soldier for the Pirate Nation for many years. He has earned all the respect we all have for him, and here's hoping he'll enjoy his well-deserved retirement.

Thanks to each and every one of you who have contributed and who continue to contribute your time, talents, and gifts to the success of the ECU Foundation.

Go Pirates!

A handwritten signature in black ink that reads "Henry Hinton". The signature is fluid and cursive.

Henry Hinton
Chair
East Carolina University Foundation



R. H. WRIGHT



Front row (L-R): Angie Moss, Kurt Fickling, Bob Plybon, Angela Allen, Suzanne Brooks, Virginia Hardy, Ken Chalk, Reid Fogleman, Fran Bryan, and Kirk Dominick. Second row (L-R): Don Brinkley, Kel Normann, Chris Dyba, Jan Lewis, Jim Galloway, Margaret Ward, Steve Showfety, Irwin Roberts, Mark Tipton, Dave Fussell, and Bill Clark. Third row (L-R): Mark Copeland, Brenda Myrick, Wayne Holloman, Jim Mullen, Burney Warren, Bill Blount, Linda Patriarca, Lisa Benton, Walter Pories, Paul Gemperline, and Lynn Lane. Fourth row (L-R): Rick Webb, Vince Smith, Rick Niswander, Marianna Walker, Sam Wornom, Kevin Monroe, Clay Walker, Phil Hodges, Bill Bogey, Bill Downs, Glen Gilbert, David White, Al Hutzler, and Bubba Rawl.

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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Exec. VP, BB&T (retired)
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Dean, College of Engineering and
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Greenville, NC





For more than 40 years, **Ken and Kay Chalk** have given back to ECU financially in numerous ways, including supporting four endowed scholarships. Pictured with the Chalks is Access Scholarship recipient Mercedes Maddox.

Giving Back

Stewardship Has Continued Impact on University Community

“The best advice we have ever been given is to give back.”

Ken and Kay Chalk have taken that advice to an entirely new level as longtime supporters of East Carolina University. Over the years, their continuous support of ECU has allowed them to make an impact on the lives of students, staff, and faculty.

Ken grew up in what was then rural Wake County and is now part of Raleigh. He graduated from ECU in 1968 with a BA degree in business administration and completed his MBA at the university in 1971. For several years, Ken served as business department chair and taught business at Beaufort County Community College. His interest in the business world led him to join Branch Banking and Trust Company, where he held numerous leadership positions during his 35-year career. Prior to his retirement in 2008, Ken served as senior executive vice president and chief credit officer at BB&T Corporation.

Kay, one of four girls in her family, grew up in Southern California. She earned her undergraduate degree from the University of Arizona and completed her master of arts in elementary education at ECU in 1976. After almost 20 years in public education, Kay decided to end her working career. She then began a new “career” as a community volunteer, where she has held various leadership positions. In Wilson, she served as chair of the United Way Campaign, and then president. She was president of the Wilson American Heart Association as well as president of the Arts Council. In Winston-Salem, she has served on the Board of Trustees of Old Salem Museums and Gardens, where she chaired the board’s education committee. She has also been very active in the Friends of Brenner Children’s Hospital, serving as president and helping with various fundraising.

Ken and Kay have supported ECU financially in numerous ways. They are members of the Jarvis Circle of the Chancellor’s Society, the Order of the Cupola, and the Honors College Polaris Society, and they are lifetime members of the East Carolina Alumni Association. They have been members of the Pirate Club for over 40 years. Ken and Kay support four endowed scholarships, including three Access Scholarships and an EC Scholar award.

“Our first scholarship, the EC Scholar, was influenced by former Chancellor Dick Eakin,” Kay recalls. “At a foundation board meeting, Dick indicated that merit scholarships were a top priority, so we committed to one of the first awards that weekend.”

The Chalks’ impact has been university-wide through their leadership on various committee and boards. Kay’s first personal involvement within the university began as a founding member of the Women’s Roundtable in 2003. She later served as chair of the roundtable committee for three years and then as first chair of the roundtable board for two years. She currently serves as chair of the Honors College Advancement Council. As chair, she is leading a campaign that provides dollars for Honors College living-and-learning experiences and

undergraduate research. She received the alumni association’s Distinguished Service Award two years ago.

Ken has served on the ECU Board of Trustees and is a past chair of the ECU Foundation. He is a recipient of the James R. Talton Service Award, the foundation’s top honor. Ken currently chairs a committee for the foundation and is co-chair of the BB&T Center for Leadership Development at ECU.

Some of their most rewarding experiences have involved meeting students, faculty, and staff. Their involvement throughout the university has allowed them to foster long-lasting, personal relationships with current and past EC Scholar and Access Scholarship recipients.

Jacob Davis, a former EC Scholar who is in loan services at BB&T after completing the BB&T Leadership Development Program, says, “When I first became an EC Scholar, I did not truly understand the honor that was bestowed upon me, until I met the Chalks who donated my scholarship. At that point, I realized what an honor I had received. The Chalks embody the Pirate spirit of getting involved in their community and being hands-on with every endeavor they undertake, which is a huge reason why we still have a strong personal relationship to this day. The Chalks have been in contact with me even since I graduated, and they truly have served as wonderful mentors in my life.”

Morgan Harvey, their current EC Scholar, says, “The Chalks have enhanced my education through their continuous mentoring and guidance, as I watch them lead by example and learn from their many achievements. Their dedication to my own success in all areas has resulted in a wonderful relationship that will last long past my years at ECU.”

Mercedes Maddox, recipient of an Access Scholarship funded by Ken and Kay, is pursuing a degree in health services management at East Carolina because of their generous support.

“Receiving the Access Scholarship has helped me financially pay for my college education, but it has helped me more emotionally than anything,” Maddox says. “To have the Chalks invest so much of their time and money into my education makes me feel like they believe in my future success. This motivates me to do my very best in school and always try to serve others in any way I can.”

Being able to witness the impact their support has made on scholarship recipients has been a gratifying experience for the Chalks. “We get back much more than we have ever given to ECU. The knowledge that our dollars and service have had a direct impact on the lives of students is extremely rewarding.”

Ken and Kay live in Winston-Salem. When they aren’t volunteering, they enjoy traveling, taking care of their seven grandchildren, and spending time at their beach home in Pine Knoll Shores.



Students such as **Mercedes Maddox** are getting an East Carolina education thanks to the Access Scholarship, a four-year award for North Carolina residents who demonstrate a combination of financial need, academic excellence, and community leadership.

Fulfilling Their Dreams

Access Scholarships Help Deserving Students

The Access Scholarship program provides a unique opportunity to assist a greatly deserving group of young people—those with both demonstrated financial need and proven academic potential. The annual award of \$5,000 has proven in some cases to make the difference in whether or not a student and his or her family can afford a college education.

Scholarships are awarded to undergraduate students. Recipients must complete at least 20 hours of volunteer service each year through East Carolina's Volunteer and Service-Learning Center.

Mercedes Maddox, an Access Scholarship recipient, is closer to fulfilling her dream of making a difference in the lives of others because of the generous support of the Access Scholarship program by people such as Ken and Kay Chalk.

Originally from Long Island, New York, Mercedes moved to North Carolina when she was 12 years old. Growing up in a single parent home, her mother always encouraged her to work hard in order to fulfill her dreams.

"She always encourages me to go after what I want," Mercedes says. "She always supports me no matter how silly other people think my goals are."

As a child, Mercedes aspired to be a pediatrician. "When I was about 10, I wanted to be a pediatrician, and I stuck with that dream all the way until I took my first premed class in college. I realized the medical school route was not for me, but I still wanted to work in health care. After many career counseling sessions, I came to the conclusion health care administration was what I wanted to do."

Mercedes is the first person in her family to attend a four-year university, majoring in health services management and minoring in child development and family relations.

As a scholarship recipient, Mercedes has been able to make school her top priority. And for that, Mercedes is grateful for the opportunities she has been afforded and the investment that others have made in her future success.

"I am thankful to attend a school that feels like home and makes me feel important and needed. I am excited to graduate but will miss ECU and all it has to offer."

—MERCEDES MADDOX,
ACCESS SCHOLARSHIP RECIPIENT

"I am beyond proud to be a Pirate! ECU has offered me so many opportunities, and I have met so many great people throughout my time here. I am thankful to attend a school that feels like home and makes me feel important and needed. I am excited to graduate but will miss ECU and all it has to offer."

Upon graduating, Mercedes plans to attend graduate school and to give back by working as a project manager for a nonprofit community health center in Charlotte, North Carolina.

The Access Scholarship is a four-year award for North Carolina residents who demonstrate a combination of financial need, academic excellence, and community leadership. Eligible students are invited to apply based on their demonstrated financial need upon completing their FAFSA form.

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ECU Medical & Health Sciences Foundation Inc.

“...We are inspired by the realization that we are, in fact, laying the foundation for the future of health care here in the eastern part of our state by enabling more young doctors, dentists, nurses, and other allied health practitioners to remain in our region to provide essential services to our citizens.”

—Richard Brown



Embracing the Vision

At no time in recent memory has health care in our nation experienced such dramatic changes as in the past year. And those changes have created challenges in all areas of the ECU Division of Health Sciences. Likewise, the focus of the ECU Medical & Health Sciences Foundation is also being brought into greater clarity as we strive to address the financial needs of the programs where state and federal dollars do not apply. As a board, we have increased our commitment to raising funds for the highest-priority needs: student

scholarships, endowed professorships/faculty support, facility enhancement, and opportunities that expand the margin of excellence. By exceeding our 2013–14 fundraising target of \$3.5 million by over \$250,000, the foundation has continued to press forward in each of these areas. Allow me to share the following highlights:

- A \$1,000,000 gift was made to support the newly established Family Autism Center in the Department of Pediatrics in the Brody School of Medicine.
- A \$500,000 endowed patient care fund was established for the School of Dental Medicine's Davidson County Community Service Learning Center.
- Three new endowed scholarships were funded in the College of Nursing.
- Two new endowed scholarships were funded in the College of Allied Health Sciences, with one of these being through a planned gift.
- A \$300,000 planned gift was made to support the Laupus Health Sciences Library.

We have good reason to be pleased with these accomplishments, but we must now expand our vision even further. A visit to the Health Sciences Campus will impress any visitor with the realization that the schools composing this division truly represent the jewels in the crown of East Carolina University. Yet, the facilities alone, though essential, do not accomplish the mission; it is the faculty working side by side with students while providing academic training, patient care, research, and community service. As the ECU Medical & Health Sciences Foundation directly supports this mission, we are inspired by the realization that we are, in fact, laying the foundation for the future of health care here in the eastern part of our state by enabling more young doctors, dentists, nurses, and other allied health practitioners to remain in our region to provide essential services to our citizens. We are humbled by that overwhelming responsibility.

The entire board wishes to thank our many donors as well as to encourage those who share our passion for the health of our region to join us in both spirit and in substance through the efforts of the ECU Medical & Health Sciences Foundation. The challenges are many but the rewards are great!

Thank you for embracing the vision.

Richard Brown

Chair

ECU Medical & Health Sciences Foundation







Front row (L-R): Tom Southern, Jon Day, Kathy Walker, Dennis Young, Dasha Little, Richard Brown, Diane Poole, Mayo Boddie Jr., and Dr. Doug Privette. Second row (L-R): Chris Dyba, Dr. Stephen Thomas, Tom Robinson, Greg Hassler, Dr. Mary Raab, Dr. Paul R. G. Cunningham, and Marcy Romary. Back row (L-R): Joe Tart, Rob Jones, David Ward, William Robinson, Dr. Lamont Wooten, and Dr. Greg Chadwick.

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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Because **Ken and Bobby Phillips** have a vested interest in Bakersville and western North Carolina, they have each created a significant scholarship specifically to support ECU dental students who are from Mitchell and surrounding counties.

Returning Home

Cousins Provide Scholarships for Dental Medicine Students

As budding professionals in the late 1950s, first cousins Dr. Ken Phillips and Bobby Phillips pursued education and careers beyond the hills of their boyhood homes in Bakersville, North Carolina.

Ken earned a DDS from the University of North Carolina at Chapel Hill and has been a practicing dentist in Winston-Salem for nearly 50 years. Bobby earned a master's degree in applied mathematics from North Carolina State University in 1959 and worked as a systems analyst for Lockheed Martin in Florida for nearly 30 years.

Though the cousins' professional lives took them from the beautiful Blue Ridge Mountains of their youth, they have never forgotten their roots. Bobby retired to Bakersville in 1989 and has pursued his woodturning craftsmanship. Ken maintains a home in Bakersville and returns often to hunt, fish, and visit Bobby.

Ken and Bobby grew up on farms in the vicinity of Bakersville in Mitchell County. Ken enjoyed hunting and fishing even as a kid, and Bobby loved riding horses. They attended Bowman High School in Bakersville and played football. Their parents valued education highly. The children of both Phillips families finished college, and all went on to professional careers.

"Mostly, we worked on the farm growing up," Bobby said with a chuckle. "My dad



was a high school principal, and Ken's dad was a mail clerk for the railroad, but they also farmed. Both of our dads worked constantly, and they didn't believe in leisure time activities. Dad never quite understood why I spent time on woodturning."

Bobby used his love of mathematics and artistic talent to become a master woodturner. His beautiful and functional art is sold in several of Bakersville's arts and crafts galleries.

Phillips Scholarships

Because Ken and Bobby Phillips have a vested interest in Bakersville and western

North Carolina, they have each created a significant scholarship specifically to support ECU dental students who are from Mitchell and surrounding counties. They hope their support will mean more dentists for the area in the future.

Bobby said the idea for the scholarships originated with Ken. "As a dentist, Ken knows about people's health needs around here," said Bobby. "He thought it would be a good idea for both of us to give some money to help get more dentists over here."

Ken said, "We know we have some good students in the West who don't have the money to attend dental school. We thought these scholarships would encourage students to attend and also help us get good dentists in rural western areas where they are needed."

"We know we have some good students in the West who don't have the money to attend dental school. We thought these scholarships would encourage students to attend and also help us get good dentists in rural western areas where they are needed."

—KEN PHILLIPS

The timing of the scholarships coincides with the construction of the ECU School of Dental Medicine Community Service Learning Center in Mitchell County. The center, located in Spruce Pine, will allow faculty members, residents, and students to provide care for adults and children in an educational setting and at reduced cost.

Spruce Pine is just one of the eight sites across the state where ECU dental education centers will serve the oral health needs of rural and underserved communities. Centers in Ahoskie, Elizabeth City, Lillington, and Sylva are already serving patients. Centers in Davidson County and Lumberton will also open this fall. A Brunswick County site will be ready for patients

in 2015.

Ken and Bobby Phillips follow the progress of the Community Service Learning Center in Spruce Pine enthusiastically. "I've kept my eye on the construction of the new facility, and it is looking really good," said Ken. The new center is located near the Blue Ridge Regional Hospital, which provided the land and serves as ECU's partnering institution in the region.

An important part of the service learning experience for fourth-year students and residents is that they will get to live in Spruce Pine for several weeks to fulfill their clinical rotations—enough time to fall in love with the people and the mountains.

As young men, the Phillips cousins had to leave their mountain community to fulfill their career aspirations. But with support from people like Ken and Bobby and with ECU's new chapter in oral health for North Carolina, perhaps more young dentists from the beautiful Blue Ridge will return home to make a difference.

Thanks to an endowed fund established by **Sandy and George Reel**, a father's memory is honored while the educational needs of ECU health sciences students are met.



A Father's Legacy

Bequest Supports the Laupus Library

Note: Sandy Reel offers this first-person account.

Our journey to Laupus Library began in 2010, shortly before my dad, Bernard Sandick, died. It was his profound wish that I include in my estate plan, as well as my husband, George's, one of the two universities where he received his degrees. He received his master's degree in psychology from East Carolina University and was working toward his doctorate in clinical psychology at the University of South Carolina before his illness from Alzheimer's prevented him from completion.

I grew up in Greenville and East Carolina College, as I knew it then, had always been a part of my family's life. So my decision was easy. I just didn't know "the how" and "the where" to keep the promise that I had made to my dad.

As a young boy growing up in Chicago during the Depression, most of his free time was spent in the public library. He would tell me that the library saved him from the streets and propelled him to graduate from two universities and into the field of economics and psychology. Thus began a lifelong love of reading and discovery for him. Later, he would tell the story of taking me with him to the library in my stroller when I was 10 months old, often checking out as many as 10 books at one time.

It wasn't until I accidentally ran into a Kiwanian friend, Dr. Dorothy Spencer, then director of the Laupus Library, that I realized Laupus was a serious consideration. After our thoughtful discussion with Mr. Greg Abeyounis, assistant vice chancellor for university development, we contacted our attorney and drew up our estate plans. The final signing took place at the Laupus Library, where we toured this gem of a library with Dr. Richard Eakin, then associate vice chancellor and Laupus Health Sciences Library director (interim), and Mr. Dwain Teague, director of major gifts, at East Carolina University.

Nestled in the heart of the medical community of the university is this powerhouse of digital technology. I thought of the students who entered these doors and the impact that these future health professionals would make in the medical field. I also realized that Laupus must be ready to meet the needs of these students! One thing became critically apparent: Laupus would need financial support, not only from the university level, but also from the private funding sector.

My father made me promise him two things. Number one, he wanted a Jewish funeral. Number two, because I had no children of my own, he requested that a portion of his estate be shared in such a way that many children could benefit. He often stated, "Education is the key to everything. It allows you to dream to be what you want to be."

—SANDY REEL

As I left Laupus the day of the final signing, I thought about the connection of the young boy in Chicago, sitting in a quiet nook in a library, and the final signing at Laupus Library. My husband and I kept our promise to my dad, and in doing so, we honored his memory. I am very happy that the library that was so important at the outset of his life will now be perpetuated in his memory, for all the young adults and professionals who enter through those doors.

The Sandy and George Reel Endowed Fund is earmarked primarily for collections and materials in the health sciences field.

"My father . . . often stated, 'Education is the key to everything. It allows you to dream to be what you want to be.'"

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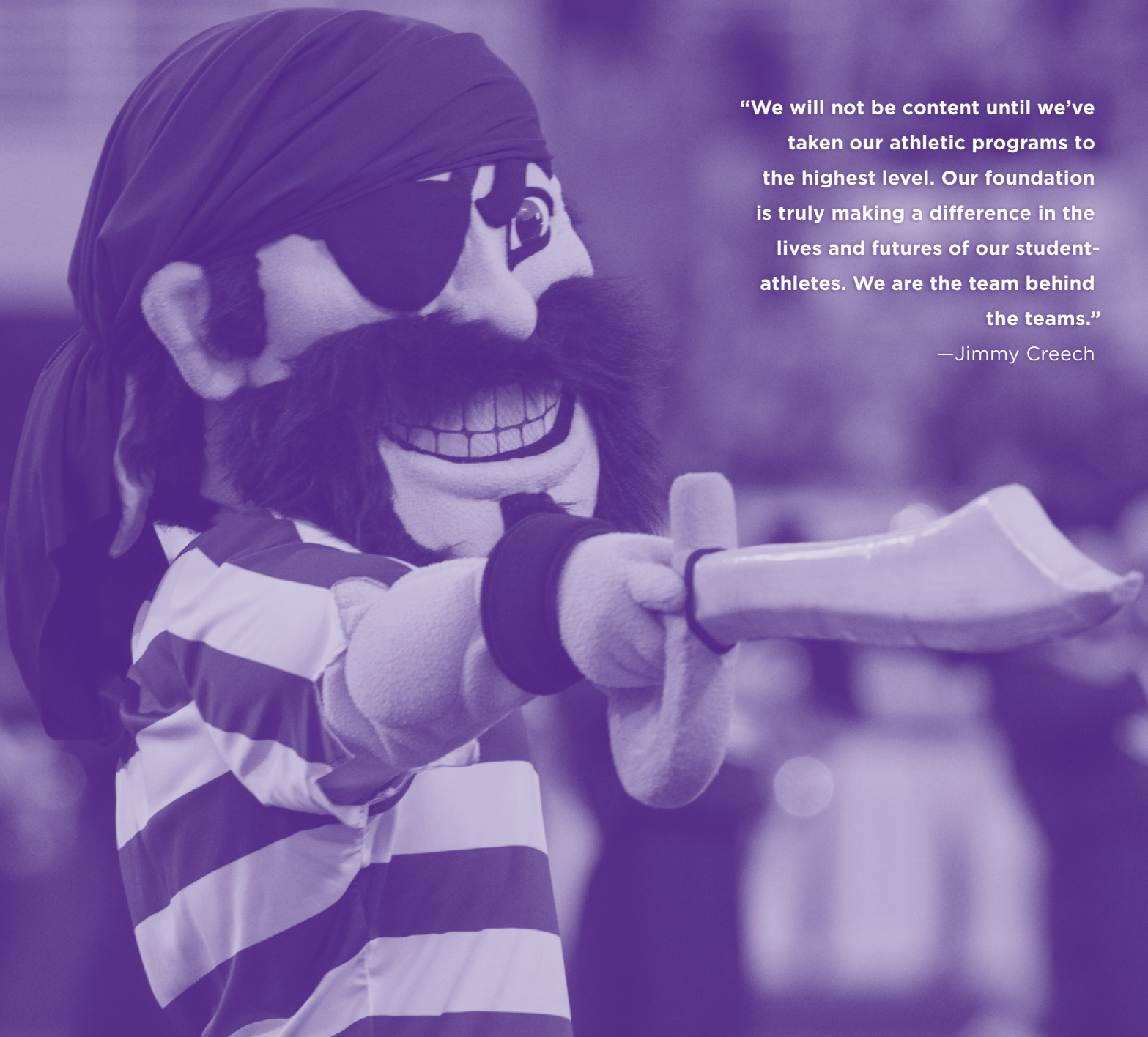


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ECU Educational Foundation Inc.

**“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





Undaunted in Our Efforts

As I look back on the last 12 months, it is evident that there is an ever-increasing level of commitment, determination, and dedication from our Pirate Nation in support of our athletic programs and our student athletics. These “Undaunted” efforts to achieve excellence in athletics and in the classrooms are paying huge dividends. Our athletic programs are stronger and more competitive than ever before, and our student-athletes are excelling scholastically. We are continuing to graduate young men and women who will be great contributors to society and who we will all be

proud of.

This year I am honored and privileged to be serving as the president of the East Carolina University Educational Foundation. I serve with an incredible group of men and women who are outstanding professionals and business leaders and are passionate about our support role as a foundation. These board members fully understand what it means to be “Undaunted” in our efforts to compete at the highest level on the field, on the court, and in the classroom.

This year, the Pirate Nation completed the \$17 million fundraising effort for the Smith Williams center. Over 800 loyal Pirates contributed to the “Step Up to the Highest Level” campaign. Our foundation played a major role in helping the Pirate Club staff and Athletics Director Jeff Compher complete this drive. This facility will not only help with recruiting and basketball practice needs, but will also be home to our Athletics Hall of Fame. This will allow us to showcase our accomplishments and rich history across all sports. Pirate Club membership remains strong, and we are on a record pace for annual fundraising that should meet and exceed our \$7,000,000 goal.

We are now officially in the American Athletic Conference. We will be performing on more of a national stage with greater opportunity to show the nation our passion and “Undaunted” commitment. We have high expectations of our student-athletes, our coaches, our administration, and our foundation.

As a foundation our work is endless. Our needs will continue to grow as we push to compete with the best programs in the country. We all realize that there is still much to be done, other projects to be funded, and growth to be supported. We don’t take our responsibility lightly, and we will remain “Undaunted” in this effort.

Today the Pirate Club is strong financially as well as in its commitment to meet the future challenges of an ever-growing athletic program. I’m confident our board will continue to see the services of serious, engaged, well-qualified leaders who are passionate about this place we so love. I’m also confident that the ECU Educational Foundation will continue to play a major role in the efforts to compete at the highest level and to educate outstanding young men and women.

“It Continues to Be a Great Time to Be a Pirate.”

A handwritten signature in black ink that reads "Carl Rogers". The signature is fluid and cursive.

Carl Rogers

Executive President

ECU Educational Foundation







Seated (L-R): Perry Hudson, Walter Williams, Tracey Allen, Dan Nichols, Carl Rogers, Clara Darden, Rogers Clark, and Walter Hinson. Standing (L-R): J. Batt, Landon Minges, Dr. William (Bill) Bogey, Michael Steadman, Robert Maynard, Tim Martin, Arnold Wallace, Mike Rogers, Elaine Denton, Billy Dunn, Mike Ash, Jeff Compher, and Rick Niswander.

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 fundraising 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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Tim Martin's love of East Carolina University has continued to grow since he saw his first Pirates football game when he was 10 years old. He has given back to his alma mater on many occasions.

Fostering Opportunities

Business Savvy, Love for Alma Mater Fuel Winning Combination

Two factors have remained influential in Tim Martin's life since he was a youngster: his penchant for business and his love of East Carolina University.

"At 9 years old, I began delivering the *Rocky Mount Telegram* in Robersonville, my hometown," Martin said. "At that time my dad taught me how to balance a checkbook. That's how influential Mr. Joseph Warren Martin was to me. He taught me a lot of things about life and at a young age."

Martin, 56, is now president of Bobby Murray Toyota in Rocky Mount. He resides in Greenville, close to his alma mater.

Work has long been a big part of who Martin is.

"I worked all the way through high school and worked to put myself through college," he said. "In college, I worked at Harris Supermarket for Mr. Durwood Harris. He allowed me to work every hour that I wanted to work. I would work all day Saturday and all day Sunday and go home and go to bed. I'd get up at four o'clock in the morning and study on Monday morning and do whatever I had to do to get that sheepskin on the wall."

Shortly after starting his paper route, Martin made his first trip to an ECU football game, which turned out to be a life-defining experience. He was 10 years old.

Later, he said, when it came time to choose what college to go to, "there was just never any doubt in my mind that I was going to be a Pirate. I knew I wanted to be in the School of Business, now known as the College of Business."

Martin has been a guiding force in the Nash/Edgecombe chapter of the Pirate Club. His support has included an endowment, gifts to the Circle of Excellence campaign, a donation to the Shared Vision Campaign, a donation to the Step Up to the Highest Level drive for the basketball practice facility, and additional help for the recent No Quarter Challenge. He is on the executive committee of the Pirate Club and also served in that capacity from 1999 to 2001.

Martin's wife, Dianne, works at East Carolina as a database administrator in the information technology department. "There's no human way all this could happen without her support," Martin said. "She is my right arm. She's an incredible partner in life. Without her, we could never have done this."

J. Batt, senior associate athletics director and executive director of the Pirate Club, is extremely appreciative of the manner in which the Martins have backed ECU.

"Tim and his family continue to support ECU Athletics at the highest level time and time again," Batt said. "From his work with the ECU Educational Foundation's executive committee, the courtesy car program, Nash/Edgecombe chapter of the Pirate Club, and his ongoing generous philanthropy, there is no one that cares more about our athletics program than Tim."

One reason Martin cares is that his education didn't come easily.

"My parents did not have the ability to attend college. My mom (Ruth), my brother (Earnest), and my sister (Alice) have all been very positive influences on my life journey. I just wanted so much for other kids to have the opportunity that I had."

Martin hasn't forgotten the assistance he got.

"My dad was a World War II veteran," Martin recalled. "He helped me get a scholarship through the North Carolina Veteran's Administration to go to school at East Carolina. Without that, I never would have been able to go. It changed my life. I wouldn't be sitting in the chair that I'm sitting in today without that."

Martin has put his ECU education to good use.

"My degree was in finance," he said. "I learned a lot about spreadsheets and managing a business and interpreting what accountants prepare. That's a big part of what I do here every day. It's not just marketing. There's a big finance side of it where I have to manage the funds of the dealership and make sure they're appropriated properly. I never would have been able to do that without my education."

Martin takes pride in his workplace environment. The dealership opened in 1983. "It's been in business for 31 years, and I've been here for 26 of that," he said.

The Murray Organization also has a Chevrolet dealership in Raleigh. Martin cites the benefits of the Pirates Helping Pirates philosophy within his company.

He got in the courtesy car program in 1993.

"Dennis Young and Charlie Carr (former Pirate Club executives) came and visited with me," Martin said. "They spent several hours with me and talked about the Pirates. Of course, my love was already there. That's how I got involved in the courtesy car program was because of the influence of Dennis Young. Dennis and Ellen have been incredible influences on me and my love for East Carolina University."

"Walter and Marie Williams have been incredible supporters. Walter has written me many two-page handwritten letters encouraging me and being a mentor to me, teaching me how to be a Pirate."

Martin, a member of the Sabre Society who enjoys socializing during his game-day routine when the Pirates play at home, is excited about the potential for continued growth in ECU athletics, particularly with a new home in the American Athletic Conference.

"Incredible leadership for the future and what we have at ECU is unbelievable," he said. "I just see the conference growing and flourishing and us getting more and more TV exposure on a national basis and people knowing who ECU is."

Closer to home, Martin understands from firsthand experience a great deal about ECU's role in the region.

"East Carolina University affects so many people who may be the first person in their family who attends college," Martin said. "I was not. My older brother (Ed) went to school at ECU, so I got to follow in his footsteps. At the same time, there are so many kids in eastern North Carolina that East Carolina affects, and that was my reason for the endowment and for trying to help the athletic program is to give those kids a chance to get an education and change their life the way East Carolina University has changed mine."

His love of ECU continues to grow from that football game when he was 10 years old. He has given back to his alma mater on many occasions.

"I could never give as much to ECU as ECU has given to me," he said.



David Bond's support of East Carolina helps ensure that Pirates can achieve excellence in the classroom and on the playing field.

Repaying the Favor

Alumnus Gives Back in His Support of East Carolina

David Bond had a problem his senior year as an undergraduate at East Carolina in the 1970s.

"I'll never forget Dean (James) Bearden, who was dean of the business school," Bond said. "I needed a class, a senior-level class, to graduate. ... I kept getting closed out so I went to him. It was when we were registering and I said, 'Dean Bearden, I need your help. I have to have this management class to graduate. My parents have been paying out-of-state tuition for four years. I've got a 3.2 average in my major concentration.'

"Sure enough, he checked on it and he got me in the class. I'll never forget that conversation."

Bond has repaid the favor many times over in terms of his support of East Carolina, both academically and athletically.

He helped renovate the football locker room, gave \$50,000 to the Circle of Excellence, has done a \$250,000 football endowment, made a \$250,000 gift to the basketball practice facility, and gave another \$30,000 match donation for the No Quarter Challenge. Bond often feeds both the football and men's basketball teams after their seasons.

"Achieving excellence on the field and in the classroom takes hard work from our student-athletes, but also takes significant investment from our supporters," said J. Batt, senior associate athletics director and executive director of the Pirate Club. "David and his wife, Pam, have invested their time, expertise, and resources in ECU Athletics at the highest level. They continue to lead from the front and make a difference for our great young men and women."

Bond spent his early years in Fredericksburg, Virginia. His family moved to Carlisle, Pennsylvania, where he went to junior high and high school. He was accepted to Penn State and Tulane in his college selection process.

"I wanted to get back to the South," he said. "I applied to several schools. I flew down to East Carolina and really liked it. They had a very good business program. I had worked in restaurants in Ocean City, Maryland, during the summer, and a couple of kids had gone to East Carolina so I decided on ECU back then. ... I kind of liked

the feel of East Carolina back then. It was not a huge school, but it did have a very good business department.

"I got into a fraternity (Kappa Sigma), so I obviously got to meet a lot of people and do a lot of things. I was treasurer at the fraternity house for two years."

One of the biggest changes that Bond notices on campus since his days as a student has been in the Pirates' athletics facilities.

"Ficklen Stadium back then sat 16,000 or 18,000," Bond said. "It has changed a lot."

Bond moved into the work force quickly after getting his diploma. His people skills, refined in the maturing process at ECU, have served him well.

"I graduated on a Thursday or Friday, and the following Wednesday, I had a job in Raleigh," Bond said. "The business school had a very good reputation here in the Triangle. ... I got a job with a very good company. Luckily, a lot of those people I met at that company, we actually ended up forming as a by-product of that, a large medical management software company as a result of a lot of those earlier relationships from the first job I got."

Bond now is semiretired. He resides in Raleigh but enjoys a home at the coast as well. He remains in cutting-edge technology, which has practical value in the business side of the health field.

"I used to be president and CEO of a company called A4 Health Systems," Bond said. "We sold in 2006 to a company called Allscripts, a public company out of Chicago. I ran their ambulatory division for two years, which was located in Cary, and then I walked away from running a public entity or business. I do some consulting and other things, but for the last three years, I've been working with a company called PatientPay in Durham."

His current schedule with PatientPay, an e-billing company, allows time for Bond to be an advocate for East Carolina. He engages with people to gauge their involvement with giving to ECU and stresses the importance of private funding for athletics and academics alike.

"We've got to educate people in eastern North Carolina and, more importantly, we've got to try to keep them in eastern North Carolina to spur, hopefully, economic development whether it's in health care, whether it's in manufacturing, whether it's in software, high tech, whatever. It's a tremendous need in eastern North Carolina."

Bond has developed a deeper understanding of ECU athletics over the years, and his success professionally has allowed him to be more supportive of the Pirates.

"When I had smaller kids, it was a little bit harder getting to the games, but then I started getting much more involved in the late '90s and early 2000s, and I had a better income stream, too, so we endowed the quarterback position when Terry (Holland, former athletic director) first came in," Bond said. "I got to know Terry and got a little bit of understanding of the business of athletics, all about the conferences and needs and wants and everything. That was very good."

Bond feels it's important for ECU fans to lend their assistance financially, at a level that works in their individual situations.

"I remember Coach Holland talking about the power of one—if we could just recruit one other person to join the Pirate Club," he said.

"We need the next generation of Pirates to think about their giving and spreading it out," he added. "It's just amazing if you look at what the power of money can do if you get a wider base of people giving. ... It's not the amount of money you give. It's the (question of whether) you give."

ECU's entry into the American Athletic Conference is the realization of a goal and inspires optimism for the future, Bond said.

On the home front, Bond always has a confidant with whom he confers before bestowing a portion of his assets on the Pirates.

"My wife is passionate about it and she's a big part of it," he said. "She enjoys East Carolina. She went to Peace College. She's become a big fan of the Pirates. When we make a gift, we both make the gift and both talk about it. It's not my decision. She plays a role in it as well."

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East Carolina Alumni Association Inc.

“At the East Carolina Alumni Association, we believe in advancing the university, increasing the power of the Pirate alumni network, and impacting the student experience.”

—Angela Moss

Celebrating a Year of Firsts and Growth



Dear East Carolina alumni,

The past year was a year of “firsts” for the East Carolina Alumni Association.

We held the first Pirate Alumni Legacy Brunch and gave the first Legacy Parent of the Year Award in fall 2013. We also held the first “Paint It Purple” edition of the Pirate Alumni Road Race and Fun Run in spring 2014.

These new events serve a longtime purpose. Our mission is to inform, involve, and serve members of the East Carolina family throughout their lifelong relationship with the university. This year, we really focused on what we believe in. At the East Carolina Alumni Association, we believe in advancing the university, increasing the power of the Pirate alumni network, and impacting the student experience.

The legacy brunch and road race were wildly successful, with both events at full capacity. The brunch allowed current students to see the living history and tradition at East Carolina. The road race raised more than \$3,200 for our Alumni Scholarship program, along with proceeds from our other fundraisers like the Pirate’s Bounty Scholarship Auctions and the ECU Alumni Scholarship Classic golf tournament. From its beginning in 2005, our Alumni Scholarship program has awarded 197 scholarships totaling more than \$260,000.

Your support of Alumni Scholarships and our other student programs means that ECU can retain accomplished students who will advance ECU’s reputation and continue to give back to the university as alumni.

In addition to impacting the student experience with these successful new events, we also worked to advance the university by promoting alumni accomplishments through our magazine, newsletter, and awards ceremony, and increase the power of the Pirate alumni network through our networking events, reunions, career webcasts, and regional chapter activities.

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

Angela Moss '97, '98
Chair
East Carolina Alumni Association





Front row (L-R): Dan Spuller, Joy Ruhmann, Glenda Moultrie, Melanie Holden, and Adrian Cullin. Second row (L-R): Keith Frazier, Tyna Sloate, Angela Moss, Neal Crawford, Duane Grooms, Wes Johnson, Dave Englert, and Mark Garner. Third row (L-R): Neil Dorsey, Tim Willis, Dick Eakin, Michael McShane, Charlie Martin, Ralph Finch, Harry Stubbs, and Chris Dyba.

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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The Pirate Alumni Road Race and Fun Run is one of the many ways the East Carolina Alumni Association collaborates with ECU alumni and friends to inform, involve, and serve the university community.



Running Ahead, Giving Back

Alumni Scholarship Recipients Run in Fundraiser Road Race

Alumni Scholarship recipients are focused on getting ahead in life, but they also make sure to give back to their fellow students at East Carolina University.

Six young Pirates who received a scholarship from the East Carolina Alumni Association this past year came back to run in the Pirate Alumni Road Race and Fun Run "Paint It Purple" Edition on April 12, 2014, and help raise money for the Alumni Scholarship program.

These individuals, some of whom are now graduate students or alumni, were among 500 runners who participated in the race. At maximum capacity for the first time in its history, this race raised more than \$3,200 for the Alumni Scholarship program.



"I've been running in 5Ks for almost two years now, but there was a much larger purpose for me running this race. I not only ran this race for my enjoyment, but more so to be able to give back to such a wonderful cause," said Olivia Richardson '13, a 2013–2014 Alumni Scholarship recipient. "I feel it is very important to give back to the alumni association so that others can receive the recognition they deserve for their academics and community involvement, just as was done for me when I received the scholarship."

Not only did Richardson run in the race, she was also the featured scholarship recipient who spoke to participants before the race began.

"It was such an empowering feeling to be able to run with other alumni who give back to this scholarship," she said. "It was an honor to not only be able to run by their side, but to also know that I am becoming a part of the legacy of extraordinary people who have gone on to do successful things thanks to ECU. Now, it is my turn to prosper and be the person that I want to be, just as many other alumni have done before me."

Richardson graduated magna cum laude in May 2013 with a bachelor of science in business administration with a concentration in accounting. She plans to complete her master's degree in accounting in December 2014.

A member of the Haliwa-Saponi tribe, Richardson has been very active in the Native American community on campus throughout her time at ECU. She served as treasurer and co-president of the East Carolina Native American Organization and as treasurer and social chair of Sigma Omicron Epsilon Sorority for Native American Women.

"While involved in these organizations at ECU, I reminded myself, and continue to remind myself, to be a good role model to younger Natives and encourage them to continue their education in college," she commented.

"Native Americans have one of the largest high school dropout rates in the US, and I want to do my part to help lower that statistic by encouraging them to continue their education to better their future."



Steven Branch '14: "I participated in the road race in order to somehow give thanks to those who help fund the scholarships. Running with so many alumni was a great feeling. It made me feel connected to something bigger than myself. I am a proud graduate of ECU and I look forward to helping the next season of graduates the same way alumni helped me."



Courtney Dupree: "I ran in the road race because I wanted to be a part of something with both current students and alumni. This event really brought people together to celebrate such a wonderful university. It was so exciting to see so many different people sharing one common denominator: We're all Pirates, whether past, present, or even future!"



Kaitlyn Dutton: "There was no question as to whether or not I wanted to participate in the road race. For me, it meant another way to show gratitude towards the alumni association and thank them for what they have done for me and so many others."



Sarah Morgan Hunter '13, '14: "The alumni association has made such a great impact on my life that the least I could do was run in a purple and gold color run with my friends in order to give back! Hopefully my friends' experience opened their minds to giving back to ECU as well."



Andi Justice: "I ran in the road race for many reasons. First, I enjoy running, especially when it's a color run! Second, I was running with my younger cousin, and it was her first 5K. Third, I wanted to support the organization that is helping to fund my education. It was exciting and heartwarming to know that so many alumni were investing their time and money into the organization that does so much for the university and its students!"



Ted Hollingsworth is the first recipient of the Legacy Parent of the Year award. The East Carolina Alumni Association inaugurated the Pirate Alumni Legacy Brunch to recognize families of current ECU students with two or more generations of Pirates.

Honoring Generations

First Pirate Alumni Legacy Brunch Held

A new event celebrating legacies at East Carolina is sure to become a legacy of its own. The inaugural Pirate Alumni Legacy Brunch, held September 15, 2013, was a sold-out event with more than 140 participants gathered in the club level of Dowdy-Ficklen Stadium.

The Pirate Alumni Legacy Brunch honored families of current ECU students with two or more generations of Pirates (including parents, grandparents, aunts and uncles, siblings, and/or cousins).

Ted Hollingsworth '79 was named the first Legacy Parent of the Year. This award honors an alumnus or alumna with a child currently attending ECU who has served as a role model to their student and all students through campus involvement and service to the university and community. Students submitted essays to nominate their parents, and Ted was nominated by his daughter Kayla Hollingsworth. The recipient was a surprise until announced at the event.

"I was filled with emotion and could not speak," Ted said. "I was very surprised, as my family did not tell me that I was nominated, so I just thought we were going to a social event. The fact that I was nominated by my daughter brought tears to my eyes. It is an extreme honor to be chosen as the first Legacy Parent of the Year. I know there are a lot of parents who bleed purple and gold just like I do. Passion for ECU runs deep in our family as in many other families, and that is what makes ECU such a special place."

Ted, whose degree is in art, is the president and creative director of Line Design Graphics in Greensboro. He has designed T-shirts for student groups on campus and helped design how the football field would be painted on game day when ECU became part of Conference USA. He is an active member of the Pirate Club and was fundamental in starting the Ron Pugh Memorial Golf Tournament.

"It is an extreme honor to be chosen as the first Legacy Parent of the Year. I know there are a lot of parents who bleed purple and gold just like I do. Passion for ECU runs deep in our family as in many other families, and that is what makes ECU such a special place."

—TED HOLLINGSWORTH '79

"My dad has always dedicated his life to ECU; he is one of the biggest Pirate fans I know," Kayla said. "He has always done anything and everything he can for the school or anyone who simply attended ECU. I am extremely proud to be part of an ECU legacy."

"The legacy brunch was a very nice event," Kayla continued. "It was a great way to hear other families' stories. It was awesome to have so many legacies in one room. It shows the true dedication Pirates have to ECU. I would recommend anyone who is a legacy to attend the brunch next year. It was a wonderful event."

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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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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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As with any listing of this magnitude, it is extremely difficult to ensure that there are no omissions or errors. We have made every effort to carefully check the listing of each contribution to the Order of the Cupola and the Leo W. Jenkins Society. If for some reason a name has been omitted or incorrectly listed, please notify us so that we can correct our records. Thank you.



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

See 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

See 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

See 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
252-ECU-GRAD

WEBSITE: www.piratealumni.com

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