



Campaign Steering Committee

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CAMPAIGN TAKES THE NEXT STEP

With \$13.5 million already in hand, Greenville College enters the public stage of its comprehensive campaign, “Transforming Lives, Shaping the Future.” Begun in May 2001 with a “silent phase,” the college solicited potential donors to determine the level of available support, and to establish priorities and goals. At the November 2003 meeting, the Board of Trustees set a goal of \$18 million in gifts and pledges for the campaign’s first juncture. It will run through the end of 2005. At that time, the board will plan the second phase, with its own timeframe and goal.

“I am gratified and encouraged by the positive response we’ve had to our efforts during this first phase,” said Dr. David A. Hoag, vice president for college advancement. “We are thankful for all God has done to help us and look forward to an exciting future.”

Hoag added that part of the enthusiasm was due to the college’s having received one of the largest estate gifts in its history. Dr. Vivien Wallace Maves ’28, who last year gave a campaign gift of \$300,000, named the college in his estate. Maves passed away in January at the age of ninety-nine. The original gift went to remodel and refurbish the art center located on Beaumont Avenue. Greenville College held a dedication ceremony to name the building the V.W. Maves Art Center last October, during Homecoming.



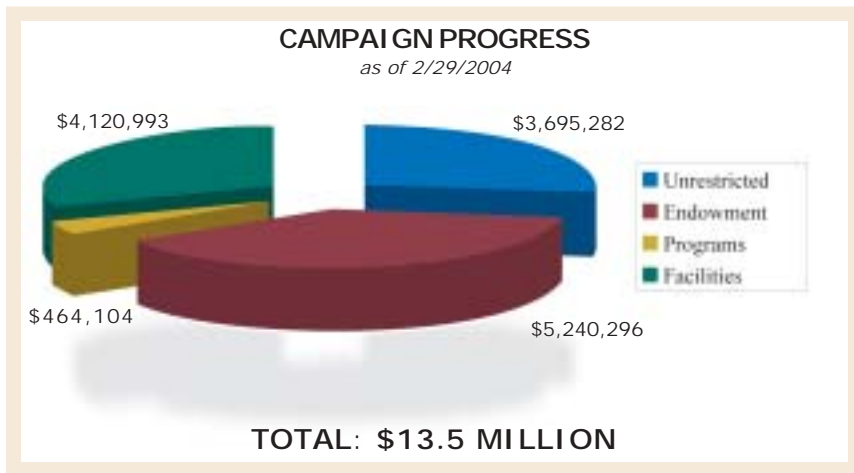
Students studying at the Ruby E. Dare Library

Due to stock market fluctuations, the final amount of Maves’ estate gift is still unknown, but the first distribution comes to \$1.45 million. Greenville College will divide the gift into two parts; the first portion of \$850,000 goes into the Vivien and Elizabeth Maves Endowment. The Board of Trustees will designate the remaining \$600,000.

FINDING ENRICHMENT IN ART

In other campaign news, Greenville College received a \$100,000 gift that allowed us to complete all the renovation and equipment needs of the V.W. Maves Art Center. The donor is Dr. Willard Rowland, a retired medical doctor and plastic surgeon from Portland, Oregon.

Rowland grew up in Greenville and attended G.C. during his freshman year in 1932-33, before transferring to Washington University in St. Louis, where he went on to earn his medical degree. In recognition of Dr. Rowland’s generous gift, Greenville College will name



TRANSFORMING LIVES — SHAPING THE FUTURE

the art gallery in honor of his father, Frank Taylor Rowland, who served on the Board of Education for the Greenville Public Schools from 1918 – 1934, several of those years as president; and also for Dr. Rowland’s wife, Blanche Elynda Rowland, who died one year ago. For more than 60

years of her life, Mrs. Rowland nurtured an interest in oil painting, having studied at the Instituto Allende, an international university of the visual arts in Guanajuato, Mexico.

In honor of their memory, the gallery will forever be known as the Frank Taylor

Rowland and Blanche Elynda Rowland Art Gallery. The name plate has been installed above the door, and a commemorative plaque will be added at a later date.

The college will hold a dedication ceremony for the Art Gallery on April 17.

FOCUS ON THREE INITIATIVES

Within the campaign total, Greenville College’s fundraising efforts will focus on four major components: the annual fund, programs, facilities, and the endowment. This spring, we turn our attention to three specific initiatives.

The first of these three initiatives focuses on alumni. Greenville College has a well-deserved reputation for being the kind of caring community that builds relationships with its students for longer than their days in the classroom. This campaign element seeks to return Bass-Mollett, “the house on the hill,” to its former glory.

We hope to create a warm and welcoming home for alumni when they return to campus. Having Bass-Mollett become the center for alumni relations will allow us to further those important friendships.

When complete, the facility will become a first stop for alumni to revisit their college days, where they could get information, have a cup of coffee and chat with the staff to learn about the changes happening around campus. We hope to install two or three guestrooms for overnight visits, a conference room for board meetings and other gatherings and a reception area for special events.

A LIFETIME OF SERVICE

On August 31, 2003, Dr. John M. “Coach” Strahl passed away at the age of 79, leaving behind a legacy of dedication and service to Greenville College, and a career that spanned over four decades. As he often

said, “I came for a year and stayed for a lifetime.”

That “lifetime” included 27 years as athletic director and coach for men’s basketball, tennis, baseball, and soccer. During the first three decades of Strahl’s leadership, the men’s program grew from three to seven sports, while the women’s program grew from a modest club level to five intercollegiate sports including basketball, field hockey, softball, tennis and volleyball.

At the November 2003 meeting, the Greenville College Board of Trustees voted unanimously to name the athletic complex just one mile south of the campus after Coach Strahl. Over the past three months, members of the 13-person John M. Strahl Legacy Steering Committee have contacted individuals with a special connection to Strahl in order to obtain their financial support of the John M. Strahl Athletic Development Fund. Thus far, the Committee’s efforts have netted more than \$190,000 in gifts and pledges.

In December, Greenville College moved forward with the purchase of the Rinderer Building directly south of the Greenville College baseball and softball fields. The acquisition was the first of multiple steps in the revitalization of the Strahl Athletic Complex. The college will eventually renovate the building to house locker rooms and indoor practice facilities.

Greenville College will formally dedicate the John M. Strahl Athletic Complex on April 17, in conjunction with the Hall of Fame banquet that evening. For more information, contact B. J. Schneck at 618-664-6621.

To find out how you can participate in our comprehensive campaign, contact the Advancement Office at (618) 664-6500, email us at giving@greenville.edu, or visit our website at www.greenville.edu/giving/campaign.



Bass-Mollett House



Coach Strahl

Honorary Campaign Committee

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