

The many paths to building endowment

As young graduates leave Hope, their life-paths take many forms.

The endowment gifts contributed to the college through the *Legacies: A Vision of Hope* campaign demonstrate the variety. Scholarships, faculty chairs, operating funds of every sort—whatever their shape, they typically represent the journey the donor has traveled, informed by appreciation for the place the route began.

An endowed chair might celebrate the college's foundational role in building a career. A scholarship might honor a treasured colleague or mentor. A fund might support projects of personal interest, like groundskeeping.

Dr. Harrison Visscher '51 of Holland, Mich., is among the alumni who appreciate what a Hope education provided and the difference that endowment can make. A retired physician who most recently was director of education for the American College of Obstetricians and Gynecologists in Washington, D.C., he is establishing the "Harrison C. and Mary L. Visscher Endowed Professorship in Biology," to provide support in the field of genetics and/or molecular biology.

"I think this is the most exciting, newest emphasis in medical science, and I wanted to do what I can to help Hope be in the forefront in that area," he said. "Hope is the type of place that in emphasizing teaching and research will also have a feel for the medical ethics involved in that knowledge and the use of such knowledge," he said.

Dr. Visscher values the positive personal memories associated at Hope—he and his late wife Mary '52 (who served on the Board of Trustees for 10 years) met at the college; all four of their children are alumni; he made numerous friends at Hope, and stays involved now through organizations like the Hope Academy of Senior Professionals (H.A.S.P.)—but also values what the college offers academically, and not only in his own science-related field. "I think Hope College has a tremen-

dous reputation in liberal arts education in the context of the Christian faith," he said.

Dr. John Witte '54 of Vero Beach, Fla., is another physician who appreciates Hope's role in his life. He has spent 30 years in medical administration, research and teaching. He was with the Florida Department of Health and Rehabilitative Services from 1982 to 1996, and with the Centers for Disease Control for 21 years before that.

He and his wife have arranged in their estate planning to endow a chair in the biological sciences. They started discussing the topic a decade ago, using the term "legacy" even before it had become the name of the campaign.

"Had it not been for Hope College, I wouldn't be where I am today," Dr. Witte said. "Thanks to being here, I got to go to medical school at Hopkins, and from there it was really an outstanding career."

"I can thank Hope College for all of it, and basically the biggest factor, in my way of thinking, was the faculty, and to be able to endow a position to maybe enrich the faculty was something that appealed to both my wife and me," he said.

Such chairs are only one form that endowment takes. Here are five other examples of endowment funds established through the *Legacies* campaign:

- The late Rev. Henry Beukema '38, a missionary and U.S. Navy chaplain established three scholarships, all for students preparing for Christian ministry. One bears his name, the others honor the memory of his wives: Jeanette Aggen Beukema and Ernestine Klerekoper '30 Beukema, the latter of whom he met at an alumni event following Jeanette's death.
- Marie Haldenwang '51 Goodwin Hunter was so moved by reflecting on her Hope experience during her 50th reunion last year that she was prompted to include Hope in her estate planning. Before her untimely death in January, she established the William E. and Marie G. Hunter Scholarship Fund on behalf of needy students.
- Larry Kieft '65 of Grand Haven, Mich., has a professional interest in landscaping, his activity including serving as a broker between plant growers and retailers. He and his late wife Linda established a fund to help develop and enhance the college grounds.
- When long-time provost Dr. Jacob E. Nyenhuis retired in June of 2001, friends and colleagues established a scholarship in his name, and in the name of his wife Leona, who graduated as a non-traditional student in 1993, for students who value diversity and cultural understanding in society.
- The late Beth Schouten '31 endowed the John Schouten Award in honor of her father, long-time Hope coach and instructor John (Jack) H.L. Schouten. Presented since 1983, the award is given to the outstanding female student-athlete in the senior class. In addition, she established a scholarship for students in education, health-related professions, nursing, ministry or music.

Endowment is a behind-the-scenes hero in the Hope story. It doesn't do the work of



Paths wind through campus near Graves and Voorhees halls. As there are many ways to reach most points on campus, so, too, does the college's endowment build from many different visions.

Hope College—that's the role played by the faculty and staff—but it does make the work possible. Whatever the expense, endowment helps cover it.

Accordingly, endowment has a very real impact on tuition. While tuition during 2001-02 was \$17,348, the actual cost per student of providing a Hope education was \$20,053. In effect, every full-time student this year received a discount of \$2,705 through the combination of endowment income and support to the Hope Fund. As Hope tries to limit tuition increases, enhancing the endowment becomes critical.

Hope is seeking to add \$30 million to the endowment through the \$105 million *Legacies* campaign. Although the endowment had climbed to an impressive-sounding \$100 million or so prior to the start of *Legacies*, the total is relatively low.

As the campaign began, Hope was 11th out of the 12 Great Lakes Colleges Association Schools in endowment per student. During 1999-2000, Hope had an endowment of \$37,619 per student while, for example, Kalamazoo College had \$76,950 per student and Albion College had \$97,800 per student. Albion and Kalamazoo were near the middle of the pack—seventh and eighth respectively.

Since the *Legacies* campaign began, Hope has added 91 endowed scholarships.

The college is seeking to add at least 100 of them.

A gift of any amount will establish a scholarship fund, which exists in perpetuity. Once the market value reaches \$10,000, the college begins to award a set percentage of the market value as a scholarship to one or more students. The scholarship is considered fully funded when it reaches at least \$25,000.

Three new endowed professorships have been funded through the campaign, out of a goal of at least 10. Such chairs enable the college to honor and attract outstanding professors. In addition to providing salary support, they also provide funding for research and other professional activity.

Given how well the college is regarded on the national stage (in the top half among the best liberal arts colleges in the U.S., according to *U.S. News & World Report* this past fall, for example), the question occurs: how much more Hope could be if only its endowment per student wasn't a fraction of the competition's...

Regardless, maintaining status quo isn't enough. In a dynamic system, standing still means falling behind. For the college to continue to compete favorably, much less to excel, Hope must do more.

Endowment gifts from the Hope family will help make it possible. ✍

LEGACIES

A VISION  OF HOPE

Legacies: A Vision of Hope is a \$105 million fund-raising effort that has four primary components: renovating and expanding the science center, constructing the DeVos Fieldhouse, increasing the endowment, and addressing short-term and long-term facility and space needs.

Thus far, the campaign has raised \$86 million.

For more information about the campaign, please visit the college on-line at www.hope.edu or call (616) 395-7783.