

Legacy Endowment Campaign

Overview

Goal: The total goal for the Blackburn Institute Legacy Endowment Campaign is \$2.1M to support the growth of both student programs and Fellow engagement for the state of Alabama. Fully half of this goal is dedicated to the creation of a Statewide Action and Fellows Support Fund, ensuring the financial and human resources necessary for the next phase of our growth. With 24 years of success as a student leadership development and civic engagement program, a dedicated network of alumni (Fellows) now exists, ready to take action in communities throughout the state.

Why: This campaign is a combination of fundraising priorities to build long-term capacity for coordinated state-wide activities by Fellows, expand our immersive student programming opportunities, support the growth of our new student class size, and improve the campus reach of existing programming. Fully half of this goal is dedicated to the newly created Statewide Action and Fellows Support Fund, which will provide funding for a dedicated staff member for the Fellows Involvement Network to enhance Fellows programming and activities and regional networking events.

Throughout the history of the Institute, taking thoughtful and strategic action has been at the core of our work. The curriculum incorporates learning outcomes associated with identifying and researching community problems, working with community partners, building budgets, and implementing civic engagement projects. Combined with the Institute's core value of facilitating a diversity of opinion, these skills facilitate students' transitions to their roles as Blackburn Fellows. They leave The University of Alabama prepared to engage in the work of community discussion and to make systemic change for the betterment of Alabama.

Priorities:	Statewide Action and Fellows Support Fund	\$1,225,000.00
	Protective Life Government Experience	\$150,000.00
	Burt Jones Rural Community Experience	\$300,000.00
	D. Ray Pate New Student Retreat Fund	\$35,000.00
	Spring Networking Dinner Fund	\$250,000.00
	Blackburn Support Fund	\$130,000.00
	Don and Bobbie Siegal Scholarship Fund	<u>\$10,000.00</u>
		<u>\$2,100,000.00</u>

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A Case for Success

Student Curriculum

The one-year student curriculum, nationally recognized by NASPA - Student Affairs Administrators in Higher Education, introduces students to the state through travel experiences; meetings and panel discussions with leaders in the state; practical application of our values; and dialogue opportunities intended to foster collaboration, cooperation, and understanding.

Early Outcomes

The alumni (Fellows) of the Blackburn Institute already have an impressive track record of accomplishment in the Tuscaloosa community and throughout the state of Alabama. As students in the program, they utilized the resources of the Daniel Community Scholars Program to address identified needs in their local community. Tackling issues including K-12 academic achievement, environmental conservation, and community health, they worked with existing community partners to take thoughtful direct action.

Many Blackburn students are also actively involved in campus, local, and state politics, learning the crucial skills of collaboration, cooperation, and compromise. Since its founding, 7 students of the Blackburn Institute have served as president of The University of Alabama's Student Government Association, as well as many others that were elected or appointed to serve in office.

Alumni Involvement and Action

After graduation, Fellows have gone on to serve the state individually and collectively in a variety of capacities. They have attained statewide elected office, served on municipal and statewide boards, founded non-profit organizations, led communities of faith, organized grassroots community efforts, contributed to philanthropic causes, and critiqued and proposed new public policies.

Fellows enter into a wide range of professional endeavors and have the potential to come together and address Alabama's problems from multiple perspectives. Through professional practice, year of service programs - such as Teach for America or AmeriCorps, prestigious national and international fellowships, and direct community engagement, our Fellows draw on a wealth of experience and approach community problem-solving in a collaborative and interdisciplinary manner.

Colleges and universities across the country struggle to find ways of engaging alumni in meaningful action of importance to their states and institutions; the Blackburn Institute is the solution for The University of Alabama and the state of Alabama. With the financial and human resources to support regional and statewide action by alumni, the untapped potential of the Fellows Involvement Network (FIN) can be fully realized.

Daniel Community Scholars Program

Selected Student Project Highlights

2006: Hang TYMERS: Teaching Youth Math Enrichment and Reading

Through the creation of an after-school program at Collins-Riverside School, Blackburn students sought "to make an impact on 'at-risk' kids in the community." The Collins-Riverside guidance counselor recommended students who had previously been enrolled in similar programming (lost due to budget cuts) to participate in Hang TYMERS, through which they would receive mentoring and tutoring services from University students. Ultimately, the project's goal was met: "In just a short eleven weeks, the twenty-five students who enrolled in the program improved their grades in each class by seven percent on average."

2008: Hispanic Jumpstart Program

This project was created through inspiration drawn from a university-sponsored Alternative Break in Xalapa, Mexico and in conjunction with a Blackburn student's interactions within the Hispanic community in Tuscaloosa. It combined the framework of pre-existing Jumpstart programs with ESL-focused (English as a Second Language) curriculum to benefit children who had not fully bilingual: "As has been made clear in the K-12 system, students who start out drastically behind in kindergarten often never catch back up, ultimately resulting in the drop-outs of students before graduation. An understanding of the English language before reaching their first year in public schools will not only make the kindergarten year easier but potentially provide for these students a future they never dreamed possible."

2010: Baby Beats: Music to Grow By

With an incredibly detailed and well-researched proposal, Blackburn students introduced an issue in Alabama that affects all of our futures: namely, that of neonatal care and the problems NICU environments pose to an infant's development. Intensive care for premature babies, Hamm writes, is expensive to our state and nation on multiple fronts. On average, more than \$50,000 was spent by the United States on each premature infant in 2009, costing more than \$26.6 billion in a single year. These costs aren't limited to the hospital buildings – from parents taking time off work to visit their children, to the long drives from hospital to home, the March of Dimes calculated that in 2009, "communities collectively lose \$5.7 billion a year in lost household and labor market productivity." All of this is compounded by the exorbitant costs of early intervention services for developmentally delayed infants – in areas already plagued by low resources and overworked staffs, many necessary programs simply aren't possible. Hamm took this issue and partnered it with her clinical experience as a music therapy student – creating a research-backed CD with music and interactive activities alongside easy-to-read instructions for parents. This CD would be able to stay with the child throughout the time spent in the NICU, and would also be able to go home with the child – allowing a low-cost, easily implemented solution to a very large and compounded issue.

2013: Hypertension Clinic

Given Tuscaloosa's concentrated amount of low-income families in the regions of West End, Alberta, and Holt, and the statistical probabilities of deficient health outcomes for those with low incomes, there was a desperate need for an accessible, free health clinic in underserved areas. When poor health prevents people from creating safety nets and social networks in order to realize a more economically secure future, it becomes clear that

healthcare is in all of our best interests. The 2013 proposal of the hypertension clinic would “fulfill the healthcare need for citizens of Alberta and West End by providing hypertension and diabetes treatment,” dually benefitting the patients and practitioners alike. Staffed by medical students and pre-health focused undergraduates, the clinic would serve as a vital resource for teaching, learning, and community engagement. Providing weekly opportunities for vital health sign monitoring, allowing people to identify possible symptoms of hypertension, diabetes, and obesity, in combination with health counseling that would help educate patients on how to prevent and treat such long-term disorders, would continue far beyond Daniels Community funding – the “West End Health Clinic” continues to make a widespread and positive impact in Tuscaloosa today. This program is currently sustained by The University of Alabama's College of Community Health Sciences.

2015: Greener Tide Project

Established to “promote and administer recycling pickup on the Quad during Game Days,” the Greener Tide Project identified its main goals towards its mission as collecting plastic and aluminum for recycling, in addition to spreading awareness about the importance of recycling with opportunities for student involvement. In the Fall of 2015 football season, the Greener Tide project ensured that more than five hundred pounds of plastic and eight hundred pounds of aluminum produced over the span of seven home games would be recycled – saving an incredible amount of natural resources and energy from being sent to the landfill. Through a partnership with UA Recycling staff, student volunteers would set up collection areas and clean up litter until right before kickoff, when the materials were left at the Greener Tide Project informational tent for UA Recycling staff to bring to the appropriate facilities and measure the collected amounts. This project also provided an interesting avenue for collaboration with ESPN, when College GameDay broadcasted from Bryant-Denny twice in the fall season: “the Greener Tide Project volunteers worked alongside the ESPN sustainability team after the show to help collect recycling in the broadcast area and learn about ESPN’s sustainability initiatives.” Not only did students benefit from this collaboration – so did the environment: “significantly more recycling was collected during the weekends ESPN came to campus in comparison to other home game weekends.” With many potential options for furthering the program, the Greener Tide Project will hopefully be re-implemented with other campus organizations in the coming seasons.

2017: Holt Community Gardens

The 2017 Daniel Community Scholars group decided to research and implement a project on food insecurity in segments of the Tuscaloosa community. Moving forward from the retreat the group began researching food insecurity and its impact in the Holt area. Research compiled by the group revealed that every county in Alabama has at least one food desert, affecting a total of 1.8 million Alabamians, according to the American Heart Association. A food desert is an urban or rural area where the availability of affordable, healthy, fresh food is limited. After looking more closely at the Tuscaloosa area, the team identified two food deserts, one in the Holt community and one in Alberta City. They selected Hurricane Baptist, a predominantly African-American church, and SOMA, a non-denominational church with a Hispanic ministry, and reached out to the leaders in each community. Each of the churches was heavily involved in the planning of the project. They helped decide that a community garden was the best project to pursue and provided ample information on the construction of the gardens. Constructed in mid-April by Blackburn students, other students from The University of Alabama, and volunteers from each church community, the gardens have been a tremendous success. They started to produce food in the early summer, including crops of summer squash, zucchini, tomatoes, bell peppers, banana peppers, and watermelon.

Legacy Endowment Campaign

Donor Recognition

The University of Alabama has established the Blackburn Institute Legacy Endowment Campaign to allow our alumni and supporters to join us in celebrating the 25th anniversary of the Institute in 2019. Friends of the Institute can participate in this campaign by pledging a gift to support Alabama's student and civic leaders as they work to improve the state.

Gifts pledged as part of this campaign are eligible for permanent naming recognition in one of two ways:

- **Ferguson Student Center Naming Opportunities**

A permanent naming recognition in facilities used by the Blackburn Institute. With a permanent naming recognition, you may have a room or space in the Ferguson Student Center named in your honor or in honor of a loved one. Naming opportunities are available starting at \$10,000.

- **Endowment Naming Opportunities**

A permanent naming recognition for an endowment to support student and alumni programming. With a permanent naming recognition, a supported program will be named in your honor or in honor of a loved one. Examples of existing endowed programs include the Gloria and John L. Blackburn Academic Symposium and the Frank A. Nix Memorial Lecture. Naming opportunities are available starting at \$25,000.

Pledged gifts may be fulfilled in installments for up to 5 years, with 1/5 payable upon creation of the giving agreement.

In addition, donors' contributions will be recognized through a plaque in the Blackburn Institute for cumulative lifetime giving (\$10,000 - \$500,000+) and through publication on the Blackburn Institute's website, in the Annual Connections magazine, and at the Annual Symposium for annual giving (\$1 - \$1,001+).

One-time or recurring gifts may be made online at <http://give.ua.edu/blackburn>. For pledges over \$1,000, gifts of securities, or planned giving, contact Allison Leitner, Executive Director of Fundraising Initiatives, at 205-348-5535.

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Ferguson Student Center Naming Opportunities

Space	Description	Area (sq. ft.)	Giving Level
Room 2400 Entire Blackburn Suite	Encompasses all spaces listed below (excluding Room 2408), which are part of the Blackburn Suite, including hallways adorned with student composite photos and plaques for the Blackburn Society and Siegal Scholarship	1281	\$250,000
Room 2408 Blackburn Room	Spacious meeting room adjacent to the Blackburn Suite used for meetings, dinners, and Blackburn curriculum	880	\$150,000
Room 2402 Gathering Space	Blackburn Institute's "living room," which is a cross-functional space used for formal and informal meetings, student gatherings, and study space.	490	\$100,000
Room 2403 Director's Office	Office in corner of the suite with view of the Ferguson Center Lawn	139	\$50,000
Room 2405 Assistant Director's Office	Office in middle of suite for staff member charged with student curriculum and programming	119	\$25,000
Room 2406 Assistant Director's Office (Anticipated FY19 hire)	Office in middle of suite for staff member charged with outreach and programming for the Fellows Involvement Network	118	\$25,000
Room 2407 Student Work Room	First room encountered on entering suite, used as study and work space for Blackburn students and student employees	120	\$15,000
Room 2404 Kitchenette	Small kitchenette that serves as staging and preparation area for communal meals that are an integral part of student programming	99	\$10,000

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Statewide Action and Fellows Support Fund

Naming Opportunities

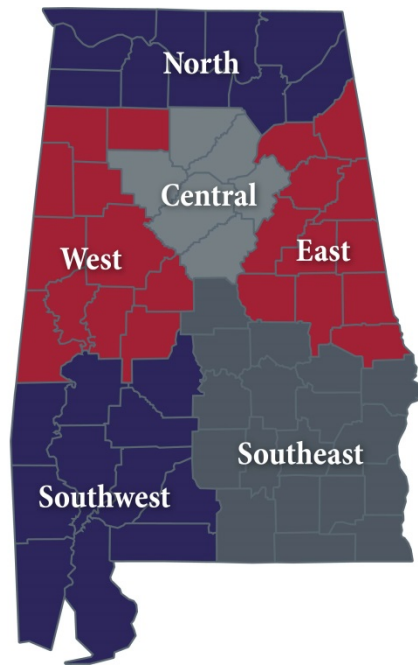
Endowment	Description	Giving Level
Statewide Action and Fellows Support Fund East Region <i>Including the metro areas of Anniston-Oxford, Gadsden, and Auburn-Opelika</i>		\$250,000
Statewide Action and Fellows Support Fund West Region <i>Including the metro areas of Tuscaloosa</i>		\$250,000
Statewide Action and Fellows Support Fund North Region <i>Including the metro areas of Huntsville, Decatur, and Florence-Muscle Shoals</i>	Combined funding will cover a .5 FTE staff member, network activities, regional networking events, and program costs.	\$250,000
Statewide Action and Fellows Support Fund Central Region <i>Including the metro area of Birmingham-Hoover</i>		\$250,000
Statewide Action and Fellows Support Fund Southwest Region <i>Including the metro area of Mobile-Fairhope-Foley</i>		\$250,000
Statewide Action and Fellows Support Fund Southeast Region <i>Including the metro areas of Montgomery and Dothan</i>		\$250,000

Naming opportunities are available for 6 regions of the state to allow donors to highlight their communities of interest, but contributions to the Statewide Actions and Fellows Support Fund will be utilized for activities across the state, not limited to named region.

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Statewide Action and Fellows Support Fund

Regions



East Region:

Calhoun, Chambers, Cherokee, Clay, Cleburne, Coosa, Etowah, Lee, Randolph, Talladega, and Tallapoosa Counties

Southeast Region:

Autauga, Barbour, Bullock, Butler, Chilton, Coffee, Covington, Crenshaw, Dale, Elmore, Geneva, Henry, Houston, Lowndes, Macon, Montgomery, Pike, and Russell Counties

North Region:

Colbert, DeKalb, Franklin, Jackson, Lauderdale, Lawrence, Limestone, Madison, Marshall, and Morgan Counties

West Region:

Bibb, Fayette, Greene, Hale, Lamar, Marion, Perry, Pickens, Sumter, Tuscaloosa, and Winston Counties

Southwest Region:

Baldwin, Choctaw, Clarke, Conecuh, Dallas, Escambia, Marengo, Mobile, Monroe, Washington, and Wilcox Counties

Central Region:

Blount, Cullman, Jefferson, Shelby, St. Clair, and Walker Counties

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Endowment Naming Opportunities

Endowment	Description	Giving Level
Spring Networking Dinner Support Fund	Funding will cover existing event that brings together students, alumni, and advisory board members to meet goal of networking through the generations.	\$250,000
Customized Support Fund	Customized endowments can be created to provide new sustained funding for components of the student curriculum or provide supplemental funding to existing endowments such as the Protective Life Government Experience, Burt Jones Rural Community Experience, D. Ray Pate New Student Retreat Fund, or the Blackburn Support Fund.	\$25,000+

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Blackburn Lifetime Giving Circles

Circle	Giving Level
Diamond	\$500,000+
Platinum	\$250,000 - \$499,999
Gold	\$100,000 - \$249,999
Silver	\$25,000 - \$99,000
Bronze	\$10,000 - \$24,999

Blackburn Annual Giving Circles

Circle	Giving Level
Legacy	\$1,001+
Visionary	\$501 - \$1,000
Leadership	\$101 - \$500
Heritage	\$1 - \$100

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How Will My Gift Make a Difference?

Endowed Giving Level	Example of Impact
\$250,000	Fund an annual series of 5 summer networking events throughout the state and in Washington, DC to bring together current Blackburn students, Fellows, and Advisory Board members for social interaction, topical discussions, and professional development.
\$125,000	Fund an annual civic engagement project to be planned by a group of 5 new students - in collaboration with a local community partner - and implemented by the full class of 50 new students.
\$87,500	Fund an annual retreat for 60 students to learn about the Blackburn Institute's mission, vision, and values; build trust and unity within the group; gain knowledge about the state of Alabama; and start planning for the class civic engagement project.
\$37,500	Fund an annual series of 6 public panel discussions on different perspectives on leadership to promote the work of the Blackburn Institute, recruit new student members, and provide an opportunity for Blackburn students to engage in a small-group discussion over dinner.
\$8,750	Fund the participation of 1 student in an annual 4-day travel experience to explore Alabama, learn about issues faced by communities, discuss challenges and opportunities, and engaged in dialogue with peers, experts, and elected officials.

Make the Most of Your Gift

Employer Matching and Collective Giving

Giving with friends and seeking matching contributions from your employer can stretch your contributions! An individual monthly gift can add up substantially over time and allow you to have greater impact through sustained giving. For example, a pledge of \$50/month would accumulate to \$3,000 over a five-year period. Combine with a 1:1 match from your employer and the contribution is now \$6,000. Finally, bring together 4 classmates, family members, or friends and you've reached \$30,000 and surpassed the threshold for a named endowment to recognize your collective contributions to the future of the Institute!