The Campaign for Moravian is underway

As the guests gathered in the grand ballroom at the Hotel Bethlehem, toward the end of October, anticipation filled the air. The first public comprehensive capital campaign was about to officially begin its public phase and those filing in and taking their seats were excited to be taking part in this historic occasion.

“Show your pride, share your passion, and seize the opportunity to make a significant difference in the life of Moravian College and our students,” encouraged President Christopher Thomforde in his welcoming remarks.

During the leadership phase, $27 million was raised toward the overall goal of $45 million. Contributions made during the five-year campaign will fund capital projects, endowments for students, faculty and programs, and annual giving.

“This campaign is the first time we've reached out to a broad segment of the public, and the first to include all gifts made to the College,” said Lyn Trodahl Chynoweth ’68, chair of the Board of Trustees. “Moravian College exists because of the generosity of those who have gone before us. Now it's our time to give back, to say thank you.”

Ken Rampolla ’79, chair of the Campaign Committee, spoke about his experience as a Moravian College student and how it shaped his adult life, addressing the importance of legacy. “It is important that throughout this campus, we develop the next generation of leaders to help provide financial support for Moravian College,” said Rampolla.

Additional speakers included Gordon Weil, vice president for academic affairs and dean of the faculty, who spoke about the quality of a Moravian education and its monumental role in shaping the lives of young people. Corey Koenig ’11, project manager at Aetna Inc., spoke of his experiences at Moravian and the importance of alumni engagement in the life of the College.

The evening also included a choral performance by Vocalis, directed by Paula Ring Zerkle, and a screening of new student recruitment videos. President and Kathy Thomforde closed the evening with a toast to Moravian and a rousing rendition of the alma mater.

President Thomforde, left, Lyn Trodahl Chynoweth, top, and Vocalis, below, celebrate the College in word and song.

PHOTOS BY JOHN KISH IV
Reawaken your pride in Moravian: message from the Campaign chair

by Ken Rampolla ’79
Chair of the Campaign Committee

Welcome to the first edition of the Campaign for Moravian newsletter. This publication is a way of informing those close to the College about the Campaign and its progress. As you may know, this is the first comprehensive campaign in the College’s history, and it is critical that we are successful.

I have always had pride in my Moravian education and experience. However, it has only been since I have become more involved with the College that I have discovered my true passion for our institution. I would guess that many of you may have a similar experience. You are proud of being Moravian alumni but, due to busy lives, may have “lost touch” with our alma mater.

I am here to ask you to reawaken your pride in Moravian College. Return to campus and see the exciting things going on. Meet our students, faculty, and administration, and I am confident you will be impressed. Please contact me at k.rampolla@rmi-steel.com or Gary Carney, vice president for advancement, at 610 625-7910 or carneyg@moravian.edu to arrange a visit. I guarantee that either Gary or I will see that you are given a first-class tour of our campus and information about many of the exciting things happening at the College.

We are off to a great start in this Campaign, but we will need the support of many more alumni and friends to be successful. We will also need increased support, through a pledge to the Campaign, from those who have traditionally supported the College. The long-term strength of Moravian College is dependent upon our ability to increase our philanthropic support. Success in this Campaign is a vital first step.

If you follow current news stories, you know the difficulties that all educational institutions are experiencing. Trust me, everyone at the College is working harder, longer and differently to ensure the Moravian legacy not only continues, but grows stronger every day. I invite you to visit the campus, take a closer look at the College and consider your support for the Campaign for Moravian: Pride. Passion. Opportunity.

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Campaign update

by Gary Carney
Vice president for institutional advancement

When the Campaign for Moravian officially kicked off in October 2011, it was announced that we had raised $27 million toward the goal of $45 million. I am pleased to report that as of March 1, we now stand at $31.4 million, which means we have reached the 70 percent mark. While this is great news and we are grateful to those who have made this progress possible, the remaining $14 million will pose the greatest challenge for the College.

We have made significant progress in endowment support and have raised $15 million toward our goal of $18 million in this area. Endowments are vital to the long-term financial health of the College as they ensure that there will always be funding for financial aid, programmatic support and faculty positions. Thank you to all those donors who have given so generously.

The greatest opportunity for support lies in the area of capital projects. Our goal is to raise $13 million in support of the Collier Hall of Science and Comenius Hall, and we currently have received gifts totaling $3.5 million. Work will begin this summer on both of these buildings, and we hope that alumni, parents and friends will continue to support us. Our ability to make more than modest improvements to these facilities is dependent upon future support.

Of course, we must never forget the importance of Annual Giving, which supports the ongoing, annual needs of the College. We are more than halfway toward our goal of $14 million in this area.

This campaign is crucial to the future of Moravian College, and I am confident that by demonstrating the pride and passion that alumni, parents and friends have for this College, we will be successful in achieving our goal.
From Alaska through Arizona to Moravian
Financial aid made Lindsay Henkelman's odyssey possible

The first time Lindsay Henkelman ’12 visited Moravian’s campus was also the first time she had ever visited the East Coast. Raised in Homer, Alaska, Lindsay is a small-town girl at heart, and realized in her freshman year at the University of Arizona that the big school wasn’t for her.

“I liked it, but I didn’t love it, and I really wanted to love where I went to college,” she remembers.

She fell in love in the summertime, while visiting Moravian’s campus with her family, looking at the school for her younger sister. She loved Moravian’s small campus and its character.

“But it was only a few weeks before school was going to start, and I didn’t think it could happen,” she says. Enter Erika Mondok, director of transfer enrollment. “I met with Erika and she said, ‘We will make it work.’ That shows you the small school aspect. They want you to achieve what you want and they are there to help you do that,” Henkelman says.

“Lindsay is a dynamic member of our transfer community, and enriches our campus life,” says Mondok. “She is passionate about learning and fully embraces our Live Learn Enjoy motto.”

According to Henkelman, her paternal grandfather, Clarence Henkelman, was a 1955 graduate of Moravian Theological Seminary, so she knew about Moravian, but thought it would be out of reach for her financially.

The financial aid prepared for Henkelman included work study—she works in Admissions, the bookstore and the mail room, and is a peer tutor. She was awarded a Legacy Grant, a Founders Scholarship, and additional funding throughout her three years here. She said the total financial aid award is what allowed her to transfer from Arizona.

“I really value the financial aid I’ve received. It allowed me to do what I had dreamed of doing . . . to see another part of the country and go to school in the place I really wanted to be. And going to a bigger school first helped me recognize everything else I value about Moravian,” she added.

Lindsay has direct experience of the value of giving back, and she wants her classmates and soon-to-be fellow alumni to share her appreciation. Her participation in the life of the College includes serving as a chair of the Senior Class Fund Drive.

Now, with graduation just around the corner, the sociology major is looking at new options. She knows she wants to pursue a master’s degree in social work, and then, maybe law school. She may work in her native Alaska for a non-profit organization for a while, gaining experience, and figuring out her next step.

“I’m bittersweet about graduation, although it’s very exciting. It means a new adventure to go on, and I can’t wait for that,” she says. “What I do know is that I want to continue learning for the rest of my life.”

Lifetime-spanning gifts

One of the largest single gifts to Moravian College was made just last year by the husband of an alumna. And this was not the first donation by the couple. Gladys Edgar Marcus ’42 and her husband James were regular supporters of Moravian College, the school she loved so much.

In 2006 they donated $25,000 to endow the Gladys Edgar Marcus ’42 Scholarship Fund. This fund provides financial assistance for Moravian students, with a preference for music majors. After Gladys died in July 2007, her husband of 54 years increased his support in her honor with a $90,000 gift to name a room for her in the Priscilla Payne Hurd Academic Complex.

The couple lived modestly in Deland, Fla., where they enjoyed golfing, gardening and photography. Gladys and Jim loved to travel, visiting all 50 states and the seven continents of the world. After Gladys passed away, Jim continued to enjoy his retirement—tending his flowers and fruit trees, surfing the Internet, and continuing to travel. “He was always so positive about life,” said Bertie Knisely ’69, director of leadership giving.

Jim, a chemical engineer, graduated from Lafayette College before serving with the U.S. Navy in the South Pacific during WWII. He was a devoted family man and friend who knew how to give back, supporting several colleges and charitable organizations.

“He was a savvy investor, and people had no idea how successful Jim had been in his investing,” said Patti Price, Moravian’s director of planned giving. “When he died last year he left Moravian half his estate, more than $1.5 million. We are grateful for his generosity and blessed by it.”

Lindsay Henkelman ’12 displays one of her home state’s sockeye salmon.
What’s Inside

- Read about the Campaign for Moravian and the great strides we’ve made since launching the College’s first comprehensive capital campaign.
- James Marcus and Gladys Edgar Marcus ’42 showed extraordinary generosity to her alma mater.
- Lindsay Henkelman ’12 appreciates the scholarship aid that has made her Moravian education possible.
- Campaign chair Ken Rampolla ’79 rallies support for the Campaign goals.
- Visit the Campaign website for up-to-date information and ways you can help Moravian reach its goal: www.moravian.edu/campaign