



# The Centennial Campaign for ESF

State University of New York College of Environmental Science and Forestry



LEARNING LIVING LEADING

Environmental Leadership for a Second Century



**WHEN** the SUNY College of Environmental Science and Forestry (ESF) was established in 1911, the founders envisioned an institution of higher education that would "help in the solution of forestry problems."

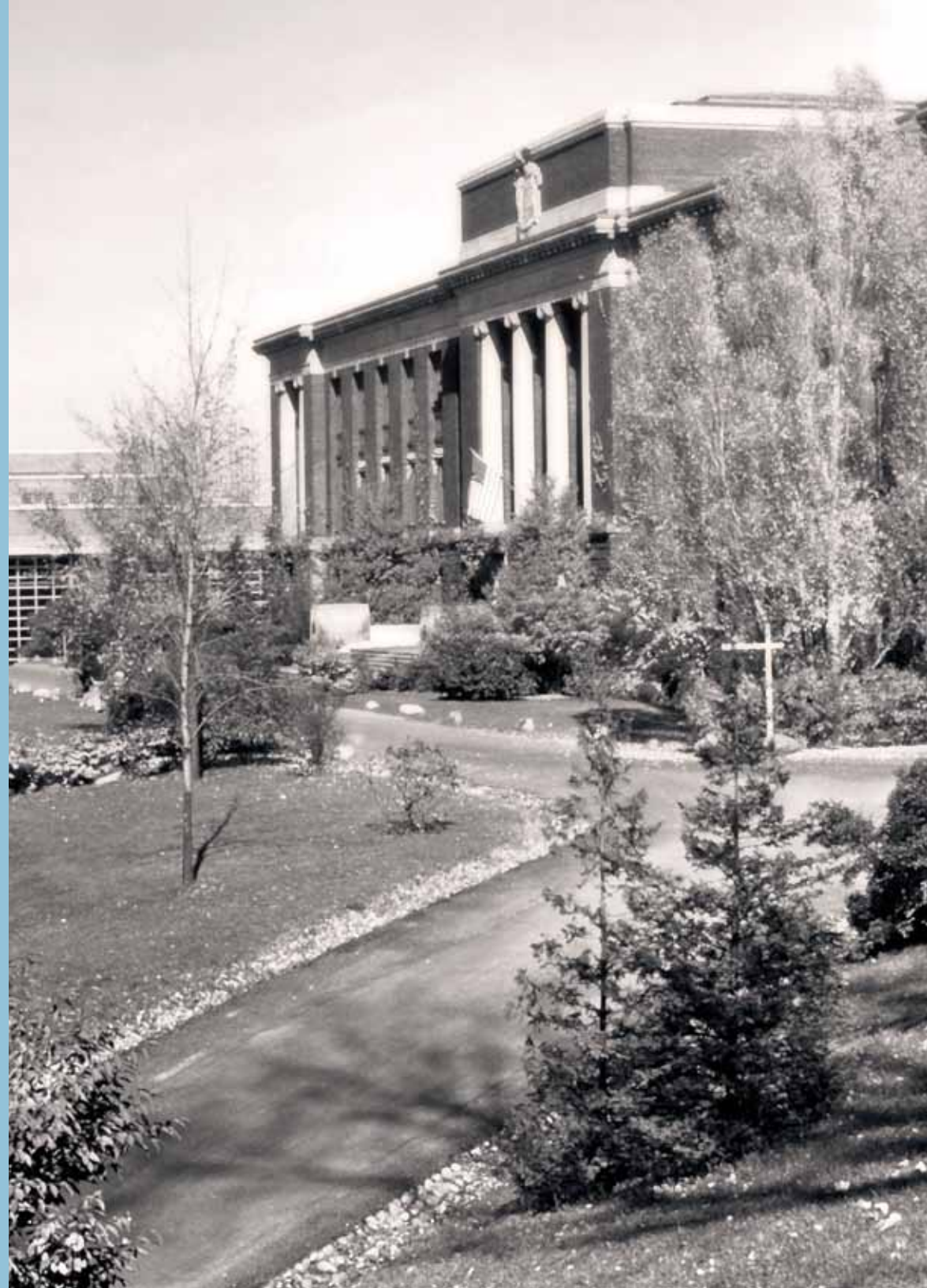
Today, ESF is the nation's oldest college dedicated solely to the study of the environment. Each academic department is focused on environmental matters, in particular, developing green technologies and building a sustainable future. Offering 22 undergraduate and 30 graduate degree programs, ESF has been a leader in innovations in landscape architecture, paper science, polymer chemistry, environmental engineering, biotechnology, bioprocess engineering and sustainability.

ESF's 12-acre main campus in Syracuse, N.Y., is supplemented by more than 25,000 acres on eight regional campuses and field stations, along with a field station in Costa Rica. This extensive network of ecosystems gives ESF students a unique opportunity to do the applied research that is a hallmark of an ESF education.

At the beginning of its second century, ESF is at a transformational point, making an unprecedented investment in the future: construction of the College's first residence hall and a Gateway Building that will showcase ESF's commitment to sustainability.

Celebrating the College's centennial gives us a unique opportunity to examine ESF's rich history of achievement and, at the same time, plan for the next century of success. Please join us as we look to the future: "Environmental Leadership for a Second Century."

Bray Hall during the 1950s.





Dear Friends,

This is an exciting time for our College. Celebrating the Centennial of the SUNY College of Environmental Science and Forestry in 2011 gives us an opportunity to celebrate ESF's first century of achievements while preparing for the challenges the College will face in the coming years.

The Centennial has allowed us to showcase the many accomplishments of our alumni, faculty and staff, from early advances in forestry and paper science to recent discoveries involving climate change and sustainable energy. But it also focuses our attention on the future, which will present challenges both complex in nature and global in scope.

It is ESF's mission to advance the skills and knowledge to promote the leadership necessary for the stewardship of both the natural and built environments. In other words, ESF is steeped in the responsibility to educate future generations of young people about how to care for our resources for the betterment of our world.

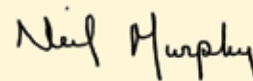
With that in mind, the College has embarked on its largest and most comprehensive fundraising campaign, The Centennial Campaign for ESF. With a goal of raising \$20 million, The Centennial Campaign for ESF will provide financial resources essential to the future success of the College in producing the environmental leaders of tomorrow.

Our dreams for ESF will only be realized with the generous support of private donors. We seek to:

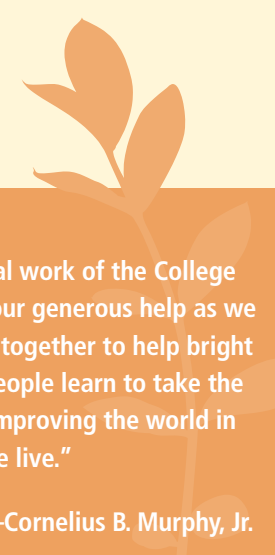
- develop innovative academic programs and provide the infrastructure to support them so ESF can respond to the changing needs of society.
- expand our scholarships and fellowships to help bring high-caliber students to the environmental sciences.
- increase our partnerships with industry and government so our students can gain experience that will make them valuable additions to the workforce in a changing economy.
- establish more endowed professorships and academic chairs to attract highly qualified faculty members.
- expand campus facilities with a new student residence hall and Gateway Building to improve the student life experience at ESF, including residential life, student activities and athletics.
- build our financial strength so members of the campus community can dream big and then pursue those dreams.

We ask for your support as The Centennial Campaign for ESF moves forward. The vital work of the College needs your generous help as we all work together to help bright young people learn to take the lead in improving the world in which we live.

Sincerely,



Cornelius B. Murphy, Jr.  
President, SUNY-ESF



"The vital work of the College needs your generous help as we all work together to help bright young people learn to take the lead in improving the world in which we live."

—Cornelius B. Murphy, Jr.



## An Opportunity to Shape the Future

Tremendous opportunity exists for ESF to build on its history of environmental leadership and respond to the urgent needs of society. To be an environmental leader in the next century, the College must expand development and application of new science and technology, craft new curricula to train an evolving workforce, attract more of the best and brightest students and faculty, and expand and update our campus and field stations.

To accomplish this, ESF has identified four essential goals for The Centennial Campaign for ESF:

### Academic Innovation

Financial resources are needed to support creativity and spur innovation in academic programs and research.

### Student Scholarships

Private donations are essential to increase the College's ability to reward student achievement and attract capable, enthusiastic students in an increasingly competitive higher education marketplace.

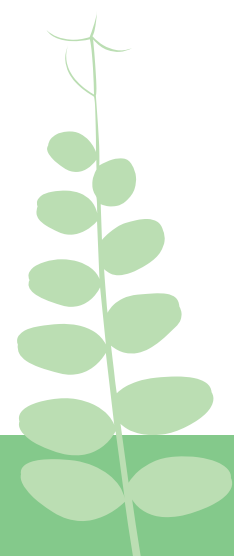
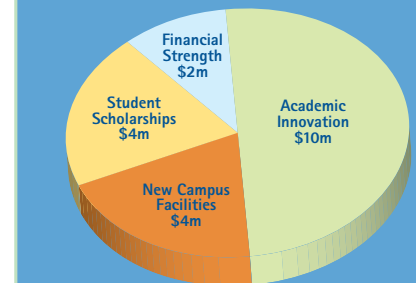
### New Campus Facilities

The campaign will help construct and furnish an environmentally sensitive residence hall for ESF students, marking the first time ESF students will be able to live in an ESF-owned building. Funds are also sought for special enhancements to the College's new Gateway Building.

### Financial Strength

ESF seeks to build a larger reserve of flexible financial resources to be better able to respond to unexpected opportunities, budgetary challenges and areas of urgent need.

### The Centennial Campaign Goals



ESF offered the nation's first academic programs in paper science and polymer chemistry.

# Academic Innovation

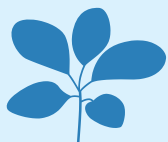
The College's plan for academic innovation builds on the excellence already achieved in education, research and experiential learning across all ESF academic departments. With an understanding of the complexity of today's environmental challenges, an interdisciplinary approach focuses our academic vision on *Global Environment, Health and Sustainability*. Areas of concentration include sustainable systems and communities; renewable energy and materials; understanding and addressing impacts of climate change; biotechnology; bioprocess engineering; and environmental health.

## The Fund for Academic Innovation

Building a fund devoted to supporting academic innovation will benefit ESF graduate and undergraduate students and the faculty members who educate them. The fund will:

- Enable creation of graduate student fellowships and internships, endowed academic chairs and professorships.
- Increase the number of faculty.
- Support the development of new curricula.
- Provide the opportunity for an international experience for all ESF students.

The opportunity for students to apply what they learn in the classroom to the real world is a central feature of an ESF education. Whether visiting The Ranger School at Wanakena, the Adirondack Ecological Center in Newcomb, or the College's newest field station in Costa Rica, students gain invaluable field experience. Facility expansion and improvements will allow the College to support faculty research, engage a greater number of students in experiential education, and maintain a competitive learning environment with state-of-the-art equipment, modern classrooms, and robust academic support for the field component of applied science courses.



ESF scientists work with Honeywell International and O'Brien & Gere to grow shrub willows as a cover for the harsh conditions left at the Solvay settling basins after 100 years of soda ash production.

## Graduate Student Fellowships

Financial support is vital if ESF is to compete with other colleges and universities that seek to attract the brightest, most dedicated graduate students. Given the scope and importance of the world's environmental problems, it is imperative that high-caliber graduate students enter the field of environmental science. World-class faculty combined with top graduate students is the formula for producing scientific advances of national importance.

## Academic Chair or Professorship

Named Academic Chairs or Professorships provide top professors with new resources to expand their academic and research pursuits, much to the benefit of our students. Endowed chairs not only help ESF recruit top-quality scholars as faculty members, they also help the College retain the nationally recognized professors who are already here to teach, mentor and attract highly qualified graduate and undergraduate students.

## Facilities, Technology and Equipment

In order to provide our students with the best educational experience, we seek to upgrade, renovate and otherwise improve several buildings, field stations and research facilities. Contributions to the campaign will support improvements to facilities that enrich our students' academic experience: the Thousand Islands Biological Station, the Ranger School, the Adirondack Ecological Center and the Costa Rica Field Station.

## Academic Programs and Project Support

For individual or corporate donors with specific interests, opportunities exist to support individual academic departments, projects and research efforts.





## Student Scholarships

ESF provides both need-based and merit-based scholarships to undergraduates. Need-based scholarships make an ESF education affordable for students who lack financial resources, while merit-based scholarships provide an incentive and reward for high academic achievement. To attract and retain more qualified and eager young scholars, ESF must increase scholarships for undergraduate students across all of its academic programs.

Contributions to our Student Scholarships Fund will increase the assistance provided to ESF students through several important scholarship programs:

### ESF Presidential Scholarships

Awarded to students with outstanding academic records earned in high school or college, Presidential Scholarships reward academic achievement regardless of financial need. They help ESF compete with the nation's top colleges and universities to attract the best students we can find, and they ensure that ESF graduates are ready to face tomorrow's environmental challenges. Recipients must maintain a 3.0 grade point average once enrolled to renew their annual scholarship.

### ESF National Scholarships

As ESF continues to gain a wider national reputation, the College now attracts almost 20 percent of its undergraduate students from outside New York state. These students face significant financial challenges because SUNY's annual tuition charges for out-of-state residents are more than two and a half times the amount charged to New York state residents. As our New York state high school population continues to decline, ESF must attract a more regional, national, and international student body in order to increase enrollments in our specialized majors. ESF's National Scholarship Program is a wise strategic investment that assists out-of-state families with higher college costs.

### Student Housing Scholarships

Each year, ESF students face residence hall room and board expenses that total more than their annual tuition charges. Our newly established Student Housing Scholarships will help to offset these costs by providing need-based grants to students living in the College's new Centennial Hall residence facility. These scholarships will encourage students to live on campus in a facility that we expect will transform student life at ESF.

### Endowed Scholarship Funds

The College's Centennial provides special opportunities for donors to create named scholarship funds. Established as endowments, these funds create a lasting legacy to support students long into the future.



## New Campus Facilities

An exciting transformation of the ESF campus is under way as the College embarks on the addition of two new facilities devoted to serving student needs beyond the classroom. A student residence hall (the first ever built at ESF) and a campus “gateway” building will showcase the College’s environmental commitment, dramatically enhance student life, and become the focal points for a planned west campus expansion.

### Centennial Hall

ESF’s new residence hall is a \$32 million student housing project that will be owned and operated by the ESF College Foundation. Scheduled for completion in summer 2011, the facility will be named Centennial Hall in celebration of this milestone in the College’s history.

Centennial Hall will be an environmentally friendly facility with dormitory and apartment-style housing for 452 students located just west of campus. It will enhance ESF’s sense of campus community and pride while filling a significant need for safe, affordable and convenient housing for generations of ESF students. Contributions to the Centennial Hall Fund will:

- Provide Student Housing Scholarships to help reduce annual room charges for needy undergraduates.
- Allow for several desirable enhancements to be added to the facility, including a rooftop solar array to reduce energy costs and improve sustainability.
- Help offset land and construction costs that are being financed through long-term bonding.

Centennial Hall provides a number of unique opportunities for donors who would like to designate special naming gifts to fund student rooms or apartment suites, lounge areas, an outdoor terrace, or other significant parts of the building.

### Gateway Building

Located just west of Moon Library, ESF’s new Gateway Building will provide a stunning first impression to campus visitors and serve a variety of student needs. The building will feature a conference and event space with seating for 500 people, along with an expanded College Bookstore, an exhibition gallery, administrative offices, a new cafeteria and a fitness center. A unique wood-pellet-and-natural-gas system will provide heat and electric power for this building and several others on campus. The project is expected to achieve a LEED Platinum level of sustainability.

Construction of the Gateway Building will be state funded but private donations will allow the College to move forward with two important building enhancements, which will:

- Provide exercise equipment and furnishings for a fitness center that will serve students, faculty, staff and alumni, while also improving the training facilities available to ESF’s intercollegiate sports teams.
- Fund a wonderful new exhibition of the College’s Roosevelt Wildlife Collection, putting our natural treasures on display for all to see.

This building will also have a variety of naming opportunities available to recognize special donations.





## Financial Strength

ESF has been at the forefront of America's environmental colleges since its founding in 1911. The Centennial Campaign for ESF will increase the College's financial strength and flexibility, and position ESF to provide environmental leadership for a second century.

As we face a turbulent economy and an ever-changing outlook for state funding, the financial resources provided each year by our alumni and friends can mean the difference between a very good institution and a great one.

A generous donation can give ESF the financial resources needed to respond to new opportunities or unanticipated needs and help to ensure continued progress in achieving our College mission.

### Endowed Funds

Endowed funds support the ESF College Foundation's vision "to provide the resources necessary to allow the College to achieve its dreams without constraint." Our endowment gives the College an important measure of financial security while encouraging the members of our ESF family to dream big dreams and achieve them. Endowed funds can be established to support special scholarships and fellowships, academic chairs, professorships, facilities and field stations, academic departments, or a variety of other important needs.

### Annual Fund Contributions

Donors wishing to support our goal of increasing the College's financial strength and flexibility are encouraged to consider making regular gifts to the ESF Annual Fund. The Annual Fund raises most of the money directed to urgent needs each year. For example, these funds can be used to fill unexpected gaps in resources for student scholarships or related student services. All levels of donations are welcomed to the Annual Fund. As we celebrate ESF's

Centennial, we encourage donors to consider a special gift by becoming one of our Centennial Campaign Sustainers or joining the 1911 Society.

### Mighty Oaks Athletics Fund

ESF has launched an intercollegiate athletics program featuring men's and women's teams in cross-country running, golf, soccer, and timber sports. This program enhances school spirit and identity, and creates opportunities for student-athletes to develop teamwork and leadership skills. Athletic scholarships are not provided and student-athletes meet the same academic and social expectations established for all undergraduates. Our teams are funded primarily through student fees, but they lack resources in several areas. Donations are being sought to purchase a bus for team transportation and to establish an endowment to help fund additional sports teams.



# Donor Recognition

The ESF College Foundation, Inc., the charitable arm of the College, bestows special recognition on all donors who provide philanthropic support to ESF's programs and students. All donors are recognized annually in Foundation print and electronic publications, including the "Honor Roll of Donors." Additional recognition is given to those who provide exceptional support via gift society special events and on commemorative plaques installed in prominent campus locations.

## Gift Societies

### Founder's Club

The Founder's Club recognizes cumulative lifetime giving levels of our most loyal and generous donors. Founder's Club members are highlighted in the Honor Roll of Donors, invited to all ESF special events and normally receive naming rights for the endowment or facility they choose to support. Gifts that have been received by the Foundation and irrevocable planned gifts are counted toward Club membership and recognized at the following levels:

#### Marshall Society

Lifetime gifts of \$1 million to \$5 million

#### Huntington Forest Society

Lifetime gifts of \$250,000 to \$999,999

#### Dubuar Forest Society

Lifetime gifts of \$100,000 to \$249,999

#### Heiberg Forest Society

Lifetime gifts of \$50,000 to \$99,999

#### Pack Forest Society

Lifetime gifts of \$25,000 to \$49,999

### Robin Hood Oak Society

Donors recognized as members of the Robin Hood Oak Society support the College by making a provision for ESF in their estate plans. Eligible gifts include either revocable or irrevocable bequests, beneficiary designations and gifts of future interests in trusts, annuities or real property.

Robin Hood Oak Society members are highlighted in the Honor Roll of Donors, individually recognized at a dedicated special event and receive a commemorative pin.

### 1911 Society

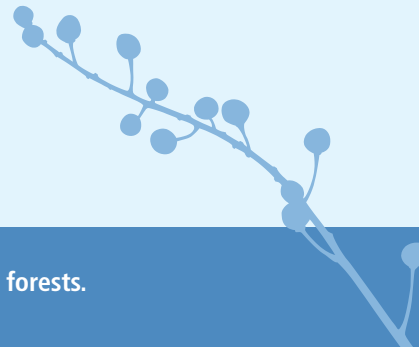
Sustaining Members have made an annual unrestricted gift of at least \$1,911 (in recognition of the year the College was founded). Gold Members have made an annual unrestricted gift of at least \$5,000. Platinum Members have made an annual unrestricted gift of at least \$10,000. 1911 Society members are highlighted in the Honor Roll of Donors, individually recognized at a dedicated special event and receive a commemorative pin.

### President's Club

Members make annual gifts of \$1,000 or more and are noted in the Honor Roll of Donors.

### Centennial Campaign Sustainers

Members have made a written commitment for a minimum cash contribution for each of five consecutive years to any component of the Centennial Campaign to support campaign momentum. At the conclusion of the campaign, the names of all Centennial Campaign Sustainers will be engraved on a commemorative plaque to be prominently displayed on the ESF campus.





## Naming Gifts

Donors who wish to formally acknowledge their own connection to the College or create a lasting tribute to honor another may do so through a naming gift. The Centennial Campaign provides an array of opportunities to name a scholarship, fellowship, academic support fund or facility. Naming gifts provide permanent recognition for the donor or the donor's honoree. A list of potential naming gifts and associated gift ranges are as follows:

### Student Support

Endowed Undergraduate Scholarship	Minimum gift: \$25,000
Endowed Graduate Support Fund	Minimum gift: \$75,000
Endowed Graduate Assistant Fellowship	Minimum gift: \$250,000

### Academic Support

Endowed Academic Lectureship	Minimum gift: \$25,000
Visiting Professorship	Minimum gift: \$250,000
Endowed Professorship	Minimum gift: \$500,000
Endowed Chair	Minimum gift: \$1 million
Academic Center, Institute or Department	Minimum gift: \$1 million

### Facility Support

Classrooms	Gift range: \$10,000 to \$25,000
Labs or Studios	Gift range: \$25,000 to \$100,000
Centennial Hall Common Spaces	Gift range: \$10,000 to \$100,000
Centennial Hall Building	Minimum gift: \$3 million
Gateway Building Public Spaces	Gift range: \$25,000 to \$250,000
Gateway Building	Minimum gift: \$3 million
Regional Campus Buildings	Gift range: \$250,000 to \$1 million

## Ways to Give

Gifts to the ESF College Foundation are eligible for charitable deductions for federal income tax purposes to the full extent of the law. The Foundation accepts a multitude of gift options and our staff members are available to consult with you on the best mechanism for your personal gift.

### Types of Gifts Accepted

- Cash
- Marketable securities, including stocks, bonds and mutual funds
- Real estate, particularly forested property
- Charitable gift annuities, lead trusts, remainder trusts and unitrusts
- Planned gifts, including bequests, annuities, life insurance, and retirement plan proceeds

ESF's forest technology program is the oldest such program in the United States, having been established at The Ranger School in Wanakena, N.Y., in 1912.





ESF students take advantage of the opportunity to learn in an array of settings. As depicted in these photos, ESF offers a place for quiet study time, coursework that applies lessons learned in the classroom, research in high-tech labs, international field studies, hands-on experience in preparation for careers and field work with faculty members.





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