



LAKE SUPERIOR STATE UNIVERSITY

Advancement Report February 21, 2025

Agenda Item #1: Dashboard

Information

Action

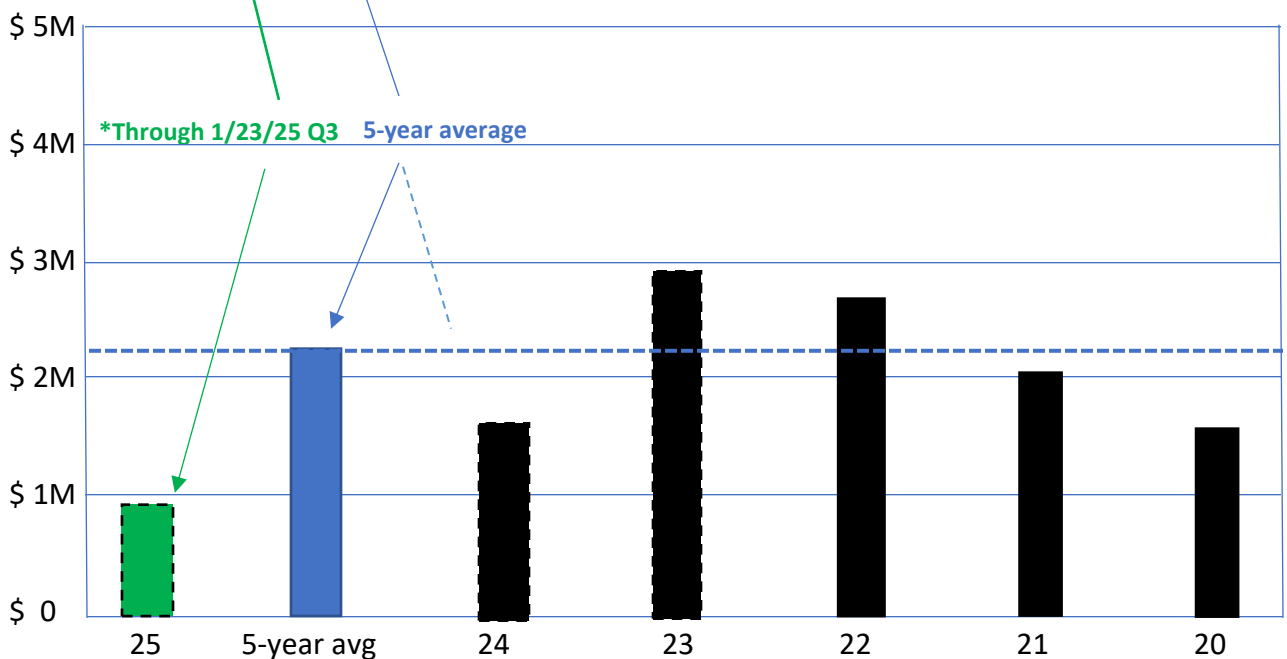
Discussion

Purpose: The dashboard below compares **current fiscal year fundraising** to the previous five years by quarter. The **five-year average** is also included for comparison.

Note: Financial data follows CASE industry standards and represents cash gifts, and documented pledges and estate gifts.

Dashboard 1 ~ Total Fundraising Five Year comparison: Year to Date (YTD) by Quarter (Q#)

Fiscal Year (7/1 – 6/30)	To date 2025	'20 – '24 5-year avg	2024	2023	2022	2021	2020
YTD							
July - Sept Q1	148,898	473,007	277,550	450,901	586,835	618,111	431,637
Oct – Dec Q2	527,192	588,777	241,543	289,855	1,347,312	311,982	753,192
Jan – Mar Q3	*169,406	503,588	428,669	530,640	573,531	513,088	472,013
Apr – June Q4		637,744	717,111	1,643,509	198,225	593,960	35,917
Total	845,496	2,203,116	1,664,873	2,914,905	2,705,903	2,037,142	1,692,759



Suggested Action/Motion:

No Action Required

President's Recommendation:

N/A



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Agenda Item #2: Major Gifts and Grants Update

Information

Action

Discussion

Background:

Major Gifts are defined by LSSU Advancement as gifts received in excess of \$10,000. The following summary represents the recent major gift activity in support of the University's current key initiatives since the September meeting.

A grant consultant was retained to identify potential grant funders in support of select LSSU strategic priorities. The consultant also provides background information on each grantor, a calendar of submission dates, and proposal review services.

Major Gifts: An anonymous gift of \$125,000 was made in support of the newly established Laker Hockey Legacy Advancement Fund which supports the men's D1 hockey program at LSSU.

Richard Gulliver made a \$15,000 gift supporting the Teneyck-Gulliver Nursing Scholarship in honor of his late wife Marjorie, who was a 1949 Soo Tech alum and a graduate of the Sparrow Hospital School of Nursing. Their scholarship benefits a sophomore nursing student who demonstrates a dedication and commitment to a career in the nursing field.

Michael Hart made \$10,000 gift in support of the Philip A. Hart Memorial Scholarship. Michael Hart is an LSSU alum and son of Senator Philip A. Hart. He is great benefactor to the prestigious endowment that honors the late Senator Hart's legacy.

JC and Tammy Huizenga made a \$10,000 (Donor Advised Fund) gift supporting the School of Engineering and Technology. Mr. Huizenga is a long-time benefactor of the LSSU School of Engineering. He received the Donald and Catherine Finlayson Award in 2011, which is presented to an individual who has enjoyed success in their profession and community and who is a strong advocate of the University.

Lisa Jirikovic made a \$10,089 stock gift creating an annual scholarship called the *David Jirikovic Memorial Scholarship*, in memory of her husband, David Jirikovic. The scholarship will be awarded to a member of the LSSU cross country or track team for the fall 2025-26 academic year.

Sharon and Paul Moggach made a \$40,000 gift through an IRA in support of the Laker Hockey Program.

Kim and Nancy Strawe made a gift of \$29,500, with \$22,000 in support of the Barch Center for Freshwater Research and Education, and \$7,500 to provide a \$2,500 annual scholarship and to establish an endowment benefitting students majoring in the Fisheries and Wildlife Management programs who also have an appreciation for the outdoor environment. Kim Strawe is 1968 alumnus.

Family and friends of the LSSU Men's and Women's Club Hockey teams donated through an online donation support platform called Vertical Raise, in support of these programs. The total raised was \$23,567, with \$11,829 in support of the men's club, and \$11,738 supporting the women's club.

Grants:

A grant consultant was retained to identify funding opportunities for LSSU based on a list of LSSU priorities.

To date 56 prospective grant making organizations have been identified.

Suggested Action/Motion:

No Action Required

President's Recommendation:

N/A



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Agenda Item #3: Annual Fundraising & Alumni Relations Update

Information

Action

Discussion

Purpose:

This agenda item provides a summary of the LSSU Advancement’s recent Annual Fundraising and LSSU Alumni Relations activities.

Background:

Annual Fundraising activities provide financial support for University initiatives and assist in the identification of potential major gift donors. Alumni Relations activities and communications facilitate the initial engagement of alumni and friends to LSSU beginning the cultivation process for joining the Alumni Membership Program and potential future giving.

LSSU Advancement Annual Fundraising Activities:

Laker Club and Athletic Related Activity

Fiscal Year	Gross Revenue	Number of Donors
2024-25 YTD	\$57,465	88
2023-24	\$61,802	120
2022-23	\$49,802	85
2021-22	\$54,411	113
2020-21	\$50,855	103



Laker Meal Sponsor Program continues to be the main driver for increased Laker Club revenue. We are closing in on \$15,000 for the 2024-2025 fiscal year being attributed to the program.

Laker Men’s Basketball Locker Room Renovation Campaign

The Laker Men’s Basketball Locker Room Renovation Campaign has started construction, and has over **\$250,000** committed of the original **\$225,000** goal. The increase in donations will allow for additional amenities and new technology.

You can click here to view the full scope, photo, and commitments to the campaign:

<https://advancement.lssu.edu/laker-basketball-facility-renovation/>

Laker Women’s Basketball and Volleyball Locker Room Renovation Campaign

Work has begun to develop the plan and scope for the Laker Women’s Basketball and Volleyball Locker Room renovation campaigns.



Annual Lake State Golf Classic

The 35th Lake State Golf Classic took place on Friday, August 2nd 2024. After a sold out event in 2023, the 2024 event once again boasted a sold out field, and net revenues grew by over \$2,500 in support of Laker Athletics.

SAVE THE DATE: The 36th Annual Lake State Classic will take place on Friday, August 1st at Wild Bluff in Brimley, MI.

Fiscal Year	Gross Revenue	Net Revenue	Golfers	Location
2024	\$50,620	\$38,604	144	Wild Bluff
2023	\$52,892	\$35,931	144	Wild Bluff
2022	\$45,450	\$34,315	110	Wild Bluff
2021	\$41,686	\$34,161	108	Wild Bluff
<i>2020</i>	<i>COVID</i>	<i>COVID</i>	<i>COVID</i>	<i>Virtual</i>
2019	\$44,720	\$32,326	90	Wild Bluff
2018	\$32,740	\$17,897	76	Gaylord

Give-a-thon

The annual give-a-thon with student callers will be running from late February through mid-April 2025. This year we are moving back to primarily having evening callers, and will have a renewed e-mail and social media focus to help support the initiative.

Fiscal Year	Gross Revenue	Number of Donors
2023-24	\$19,925	143
2022-23	\$20,395	144
2021-22	\$16,485	137
2020-21	\$15,860	109
2019-20	\$8,971	104

Alumni Association

Events



Lake State Night at the Red Wings - Saturday, January 25, 2025

Lake State Night at the Red Wings took place on Saturday, January 25th, with 160 Alumni attending the game. All attendees received a ticket that included an LSSU Quarter Zip. LSSU receives \$5 back from our offer to support LSSU and the LSSU Alumni Association.

Upcoming Events



LSSU Alumni Day at the Soo Greyhounds – February 23, 2025

LSSU will host an alumni afternoon at the Soo Greyhounds on Sunday, February 23rd at 2:07pm as they face Owen Sound. This will be the first time we've held this event since the COVID-19 pandemic. Tickets can be purchased by calling the Greyhounds at (705) 574-0090 and mentioning LSSU.



LSSU Night at the Tigers - TBD

LSSU at the Detroit Tigers is planned for June 7, 2025 vs the Chicago Cubs. First pitch scheduled for 1:10pm. More details coming soon.

Suggested Action/Motion:

No Action Required

President's Recommendation:

N/A



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Agenda Item #4: Legislative Affairs update

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 Discussion

Purpose:

The purpose of this submittal is to provide a summary of the linkage between the LSSU BOT approved strategic plan with LSSU Legislative Affairs and LSSU Advancement.

Background:

The following DRAFT dashboards provide a multi-year comparison between key legislative priorities. For example, once approved by the LSSU BOT, traditionally a state capital outlay is necessary for any capital campaign undertaking. Capital outlays provide 75% of the funding for projects like the Richard and Theresa Barch Center for Freshwater Research and Education, with the remaining 25% raised through a capital campaign. The current executive budget has no FY26 capital funding proposed.

Capital Outlay table

Capital Outlay	FY26 \$30M CASET (request – rank 6th)	FY21 \$8.8M Barch CFRE Approved	FY18 \$9M Considine Approved	FY05 \$11.5M Arts Center Approved
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Other legislative work is connected with LSSU strategic priorities and the higher education budget, which includes funding for LSSU and priorities like the Budget, Tuition, ITEMS (infrastructure, technology, equipment, maintenance, and safety), and ITW (Indian tuition waiver). Note, MPSERS (Michigan public schools employee retirement system) has been funded and will be removed.

Budget table – Executive branch

	2026 Proposed	2025 Actual	2024 Actual
Budget	4%	2.5%	5.0%
Tuition	4.5% or \$735/student – whichever greater	4.5% / \$703	4.5% / \$676
ITEMS	\$0	\$0	\$762,300
ITW	Fully funded	Funded	Funded
MPSERS	\$0	Funded	\$6.1M

The Prison Program and ensuring all eight paths to financial aid are available for those students is also a priority being tracked. If and when that occurs, Michigan will be the first state in the nation to allow it.

Suggested Action/Motion:

No Action Required

President's Recommendation:

N/A