



GRAYSON
C O L L E G E

Blue Book

ANSWER BOOK

Name _____

Subject *“Supporting the Dream”* _____

Class *Annual Campaign* _____

Date *Spring 2017* _____

Chapter 1:
Message from
the Chairs

Help Us Support the Dreams of Many

It was Winston Churchill who once said “We make a living by what we get, but we make a life by what we give.” By touching the lives of others with our gifts, we won’t fix all the ills of our world but we can certainly make a significant difference in the lives of some.

Most of us lead relatively comfortable lives. Yet, around us are many who struggle to survive and keep up. Their desires to succeed are no less than ours. Their capabilities to succeed may be no less than ours. They share the dream of success that many of us may have taken for granted. The lack of education in a field of their choice may be all that stands in the way of achieving their dream!

Grayson College recently celebrated over 50 years of changing lives for the better through education. Your generosity to the Grayson College Foundation has led to scholarships being awarded to over 5,000 students since 1965. Yet, there are many that still go unfunded. We’re hoping the tugging of your heart-strings will lead to the opening of your purse-strings to fund all viable candidates. Letters of appreciation from these students will touch your hearts. Knowing that someone in the community cares enough to help is the encouragement that often leads to success. The nurse-trainee you support may one day make a difference in your life. The welder you support may one day help build the campus infrastructure that continues to make local education possible.

Please consider personally supporting the 2017 “Supporting the Dream” Campaign! There are numerous giving options laid out in this brochure. If you need additional information or have other thoughts for supporting Grayson College, please contact us at your convenience. You can also call Randy Truxal, Executive Director of the Grayson College Foundation at (903) 463-8717 or Kathy Hendrick at (903) 463-8716. Personal visit requests are welcomed!

We’ll close with one more quote, this one from Nelson Mandela: “Education is the most powerful weapon which you can use to change the world.”

Ross & Sharon Rolirad



2017 Campaign Goal

Every gift counts, and meeting our goal of \$360,000 this year will take each and every one of us! Join us and help change lives and support education in our community.

\$360,000

Types of Gifts

A blue location pin icon with a white circle in the center containing the text 'Annual Giving'.

Annual Giving

These gifts range from \$250 to \$2000 and are awarded in their entirety.

A blue location pin icon with a white circle in the center containing the text 'Endowed Giving'.

Endowed Giving

When an individual, business, organization or foundation makes a large contribution (beginning at \$5,000), the principal balance of the fund is invested. The annual earnings from the investment enable the College to award various levels of funding to students and professors. Endowments can be funded with a one-time payment of cash or stock securities, over a multi-year period, and even through gifts from multiple donors.

A blue location pin icon with a white circle in the center containing the text 'Planned Giving'.

Planned Giving

Gifts that create a lasting legacy are created through the inclusion of the College in a will or as the beneficiary of a life insurance policy.

How Your Gift Can Help

Additional resources are needed to provide the “best in nation” educational services and to foster the learning environment our community needs.

A few priority projects for you to consider are:

Endowed Faculty Chairs

This important funding allows faculty to participate in professional development training above and beyond the usual experiences, and to gather resources and tools to enhance their program.

Innovative Teaching/Learning Fund

This new project will provide resources for new and creative teaching practices and/or learning concepts. This fund enables a Grayson College colleague to be creative in his or her respective field in implementing innovative teaching strategies that support student success.

Military Veterans Program

“Boots to Books and Beyond” will assist the College’s Veterans Affairs office to break down significant barriers and foster our warrior’s success in higher education.

Project “88 KEYS”

With new instruments and equipment, professional instructors, and the expanded space for practicing and performances, students are enjoying excellence like never before. Funds raised will help this program continue to expand and enrich the community. Grayson College is one of only two colleges to becoming a certified Petrof College.

Scholarships

Student support through scholarship contributions allows a student to begin or continue their dreams of a new career and bright future.



Many donors endow a fund in honor of or in memory of a loved one to create a lasting legacy.

Ways to Support a Dream

Chapter 4: Ways to Give & Levels

Make a contribution

Your dollars can be designated toward a program outlined above or another idea you may have. Your contribution can be pooled with others' or can be set aside to create a named annual or permanently-endowed fund.

1:1 match from employer programs

Many major employers will match charitable contributions. This is a great way to double your dollars toward a great purpose. Ask your employer if they match gifts.

Tell your friends, family and future students

Can't make a financial contribution at this time? You can still help future students by passing this brochure along to a friend and encouraging them to participate.

Endowment Levels

Valhalla	\$1,000,000+
Platinum	\$ 500,000
Gold	\$ 250,000
Silver	\$ 100,000
Bronze	\$ 50,000
Dream Weaver	\$ 35,000
Dean's Honor	\$ 25,000
Leadership	\$ 10,000
Achievement	\$ 5,000

Frequently Asked Questions

Who will benefit from your gift to the Grayson College Annual Campaign?

Every student who attends Grayson College goes on to make a positive impact on the region, which results in a better community for everyone. The better Grayson does, the more enriched lives we will all have. It's a Win-Win situation!

What are this year's Annual Campaign goals?

- To raise \$360,000 in overall annual giving
- To strengthen our volunteer and donor bases
- To retain students through scholarship support

And you can help achieve these goals!

How do most donors choose to contribute to the Grayson College Foundation?

Grayson College donors often choose to contribute with cash or checks or credit cards, and through Planned Giving. Many also choose to make a gift in the form of stock certificates, "in-kind" gifts such as real estate or several planned giving options. Plus, donors often make annual payments to fulfill a pledge of an endowment.

Are all gifts to the Grayson College Foundation tax deductible?

Since the Grayson College Foundation is a 501(c)3 corporation, gifts are tax-deductible to the extent allowed by law. Donors should always consult with their tax professional regarding the charitable nature of a contribution.

How does employer matching work with my gift?

Participation in the matching gift program can double or even triple the value of your personal gift. Contact your human resource office and inquire about the company's matching gift program. Then complete and send their form(s) in with your gift to Grayson College Foundation.

May I establish a "named" fund?

For as little as \$250, a donor can name an annually-funded scholarship. In order to set up a permanently-endowed named scholarship fund (so that the investment earning generate annual awards year after year), make a contribution at the level in which you wish to perpetuate your contribution.

The Giving Levels chart outlines the established levels and the annual award each endowment level generates.

Can I add to my endowed fund once it is established?

Annual contributions from yourself and/or from others may be designated to the endowment. When the principal cash balance of the fund reaches the next higher level of endowment, we continue to award at the higher level until the fund reaches the next higher level, and so on.

How are scholarships awarded through the GC Foundation?

Students complete the Grayson College General Scholarship Application, which is the application used for a majority of the scholarships available. The applications are submitted to the Grayson College Office of Financial Aid. Those submitting an application and necessary documentation by the Mar. 15 priority deadline are given the highest consideration. Scholarship applicants must also complete the FAFSA process so that each student receives the most assistance available to him or her. Scholarships are awarded as long as funds are available, so even those who apply later are eligible to earn an award.

Do students ever receive cash from their scholarship award?

Only in the form of a reimbursement for personal, out-of-pocket qualified expenses, for which they must produce an original receipt and/or proof of grant or loan funds having been used for such expenditures.

Who selects recipients of Grayson College Foundation awards?

The Foundation forms a Scholarship Committee comprised of five to seven faculty, staff and/or Foundation Board members who meet following the Mar. 15 priority deadline to review applications.



Chapter 7: Student Thanks

Student Thank You Letters: The Difference YOU make

I promise to do the best that I can so that I can prove to you that I deserve and really appreciate this amazing gift.

I am a fifty-year old mother of four children. I wanted to go back to school because I had to get my youngest son out of college and started down his career path. My children are so proud of me, and that means everything to me, and being selected for this scholarship just blows me away. The day that I got the letter telling me that I had been selected to receive it, I cried all day, and I couldn't believe that someone believed in me enough and cared enough about me to present me with such an incredible gift.

You will never know just how much this means to me, and again thank you so very much. - A.R.



There are not enough words to enable me to try express what a blessing this help is to me. Neither of my parents are college graduates so for me to be able to attend college makes them so very proud.

I will be the first in my family to have a career that is not in fast food or waitressing or sanitation. I feel so blessed to have been given this opportunity to attend college.

You are both angels on earth and people like you make this crazy world we live in worth making ourselves better so we can give back also. - J.P.

Thank you for your support in me furthering my education.

Because of your generosity, I can focus more on my academics and impact other students on at Grayson College rather than my finances. It brings a big smile to my face that a complete stranger to me would read my essay and decide to support me without having ever met me. It takes a special kind of person that chooses to impact someone that they do not know. I have hope to be able to put a face to such kindness and personally thank you both someday.

One day I hope to be able to impact a total stranger just like you have impacted me. You are truly an inspiration and hero. Thank you for aiding me in my quest to impact others an achieve my dream of becoming an attorney. - M.J.



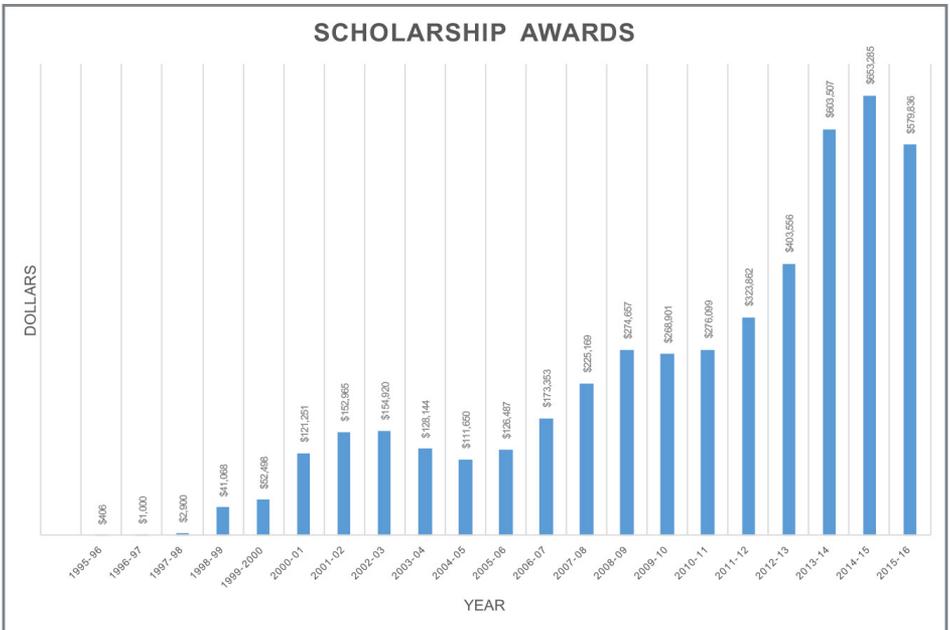
Your kindness will go a long way in helping me get my degree in business management. I love working for Whataburger and want to manage my own someday. I've been working for Whataburger for 2 ½ years, since I was 16 years old.

I promise to make you both proud that you chose me as a recipient of this scholarship. - B.L.

Growth of the Grayson College Foundation

When the Foundation first began awarding scholarships in 1995-96, we funded four students with a total of \$406. The first annual campaign drive was initiated in 1997-98 and the growth has been steadily upward over the next several years. The Annual Campaign started as a scholarship donation drive, and has grown to include funding for other campus programs and needs.

This chart shows the increase in scholarship awards over the years:



*2013-14, 2014-15, and 2015-16 include a grant to fund TSTEM scholarships

Annual Campaign Pledge Form

Chapter 7:
Pledge
Form

YES! *I want to help students attending Grayson College.*

Name: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Please apply my gift to the: _____

This gift is in memory/honor of: _____

Payment

Check Enclosed _____ Pledge (bill me) _____ Credit Card _____ Amount \$ _____

Visa/Master Card No.: _____

Cardholder Name: _____

Card Expiration Date: _____ Card Billing Zip Code: _____

Signature: _____

The Foundation will make appropriate notifications if your contribution is in honor of or in memory of someone. The honoree family will be notified when the gift has been made to the Grayson College Foundation. Please indicate below how you would like your name(s) to appear in the notification.

Gift is from: _____

Name of person to notify of gift: _____

Address: Street _____ City _____ State _____ Zip _____

Please make checks payable to the Grayson College Foundation and return this form to: Grayson College Foundation, 6101 Grayson Drive, Denison, TX 75020.

For more information contact Kathy Hendrick (903) 463-8716 or hendrickk@grayson.edu

*The Grayson College Foundation Inc. is a 501(c)3 non-profit corporation.
Gifts are tax deductible to the extent allowed by law.*

Learn more about the Grayson College Foundation,
or make a gift on our website,
www.grayson.edu (look for Make A Gift).

Also, help us keep our mailing list current.
Please let us know of address or name changes.

The Grayson College Foundation is a
501(c)3 tax-exempt corporation.

Your scholarship contribution is tax-deductible to the extent
allowed by law.



Main Campus

6101 Grayson Drive, Hwy 691 | Denison, TX 75020

Foundation Office 903.463.8617

Email: hendrickk@grayson.edu

www.grayson.edu

South Campus

1455 W Van Alstyne Pkwy | Van Alstyne, TX 75495

Grayson College is an equal opportunity institution.