Beyond the bottom line

At Gonzaga, financial aid is a term defined less by a balance sheet and more by the human relationships and interactions that occur throughout the process. Jim White, dean of student financial services, has been involved in university financial aid for over 30 years and explains it this way, “Other schools might approach student funding in a more rudimentary way, but at Gonzaga, we care about the greater issues in life, taking into account a worldview. Here, we inquire about the ‘hows’ and the ‘whys’ and are concerned with having that dialogue with students and developing the whole person.”

The philosophy of Jim’s department is to act as a supportive role to students so that they can be, first and foremost, students. In many ways, the financial aid office is invisible, yet when situations arise and help is needed, the staff is there to offer relief to families experiencing seemingly insurmountable financial challenges.

Sarah Everitt, associate director of financial aid, shares, “The great thing about the Gonzaga financial aid office is that we are not only personal but we are fortunate to be part of the greater Gonzaga community, which supports our students through private giving and provides us opportunities to be flexible with student aid.” In terms of federal and state funding, financial aid can be rigid. The benefit of having institutional aid available allows counselors to look beyond the black and white and study a family’s situation to help address its needs.

Prospective students and their parents often meet with the financial aid office. Sarah recounted the story of a recent campus visit by a mother and daughter who said Gonzaga was the daughter’s dream school, but the mother was concerned she could not make it work financially. After meeting with the financial aid office, the student’s mother had hope that she might be able to send her daughter to Gonzaga. “Institutional aid is what makes the difference,” Sarah said.

In another example, a current Gonzaga student from a small Montana town outside Glacier National Park sought Jim’s assistance. “The stress and tension in his face and body language was quite visible,” Jim said. The father had

“After four years, when I get to see the students I helped walk across the stage — that’s a good day. I know that they’ve made it.”

- Jim White, dean of student financial services
Beyond the bottom line (continued)

just lost his job, and the mother, who was in real estate, had to take another position as hotel housekeeping just to get by. Through a series of conversations, Jim found a way to help with an award from the Completion Fund, supported by private donor gifts, which provided just enough aid to get the student to his senior year. A short time later, three thank you cards were received – one from the student, one from the mother and one from the father – all with heartfelt comments. “It’s not often you get thank you cards, and to get three from different members of a family, at different times, was truly touching,” Jim said.

Jim can identify with the students who walk through his door. As the first in his family to graduate from college, he worked and borrowed to make ends meet. “I saw the transformative nature of higher education in my life and want that for our own students here at Gonzaga. Sometimes I can’t solve their problems by the end of the day, but at home while I’m cooking dinner or washing the dishes, a light bulb may come on with an idea for getting them funds.”

A theme that resonates from the financial aid office, and was verbalized by counselor Sharon Griffith, is that the work they do helps students and their parents realize their dreams. “The satisfaction I get from my job is watching dreams become a reality,” Sharon said. “We get to work with students one-on-one to provide them with an opportunity that they otherwise may not have been able to receive.”

Jim adds, “After four years, when I get to see the students I helped walk across the stage, that’s a good day. I know that they’ve made it.”

For more stories from the financial aid office visit blogs.gonzaga.edu/gonzagagiving

Ducks in a row
[Planned Giving]

As we begin a new year, take a moment to revisit your estate plans and philanthropic goals. Let Gonzaga help you prepare for your future with this checklist:

- Make certain your insurance policy and retirement accounts (401(k), IRA) have the correct beneficiaries listed.
- Update your will or living trust.
- Review your Power of Attorney and Health Care Directive documents. Are they accurate and in force?
- Contact your estate planning advisor to ensure your plans factor in new tax laws that accurately reflect your family and philanthropic goals.

If reassessing your estate plans is one of your New Year’s resolutions, please don’t forget your Gonzaga family. The “Corporation of Gonzaga” [501(c) (3), Tax ID#91-0236600] may be included in your will, living trust or listed as a beneficiary of your retirement assets or life insurance. Depending on the type of gift, you may be provided tax benefits or income for life.

For more information, or our free Guide to Wills and Trusts, contact us at (800) 388-0881 or visit gonzaga.edu/plannedgiving.

By the numbers
[Matching Gifts]

$161,319
Total dollars received from matching gifts between June 1, 2010 and May 31, 2011

97 Donors who utilized their company’s matching gift benefit last year

Boeing and Microsoft Companies providing the most matching funds to Gonzaga

$300,000 in estimated eligible matching gifts that are not being utilized

Double your impact
Find out if your company matches gifts by visiting gonzaga.edu/matchinggifts or check with your human resources or payroll office.

AC[Update]

Because of you, Gonzaga’s Annual Campaign is starting the last half of the fiscal year with some promising activity. Currently, parent and alumni giving and participation numbers are trending higher than last year and the flagship Telefund program ended December with over $400,000 pledged dollars with 10 percent of those dollars as matching gifts. Thank you for your continued commitment to give annually to Gonzaga University.
What is your role on the Parent and Family Council?
We are a conduit from the parent community to the school administration on a variety of topics and concerns that involve the students and the school as a whole. We also serve as the Parent and Family Campaign chairs, communicating to parents about the fundraising needs of the University.

What does being part of the Zag family mean to you?
We get to participate in the greater reach of Gonzaga. We get to network with parents and students in our local area. We have had the opportunity to broaden our view of collegiate education and revisit its value towards strengthening a network of family and friends that stretches well beyond four years of schooling.

Why do you feel passionate about being representatives for current parents?
The moment we toured the campus and began to learn what the school offers, we knew that the school would expand our children's lives and help us continue to build intelligent, caring and deeper individuals. To us, developing the "whole" person provides a foundation for happy, productive children that are prepared to live in a complex world.

Why is it important to give back to your students' university?
It is valuable to support Gonzaga to maintain and grow the programs and experience that make the school unique. There is a greater sense of being a participant in the school by contributing and we have learned that it can be done in so many very simple ways. Giving now has allowed us to enjoy making a difference that we feel will continue over time and grow with the students exponentially.

The Fund for Gonzaga, formerly called the Great Teachers Program, directly supports the highest priorities of the University and the complete academic experience by focusing on three core pillars: scholarships, faculty resources and student experience. This year, the University’s highest priority is to increase scholarship support so more students are able to attend Gonzaga and complete their education here. Gifts to the Fund for Gonzaga honor the intent of the Great Teachers Program and are vital to supporting the overall student experience.

Gifts to the Fund for Gonzaga are a source of strength and flexibility for Gonzaga, especially as the requests for additional financial aid remain at levels equal to appeals received in 2009. Scholarships provided through the Fund of Gonzaga ensure that the ability to learn, not the ability to pay, determines who receives a GU education. Just last semester, 4,703 students were awarded institutional scholarships that were supplemented by the fund.

The Fund for Gonzaga contributes to 80 percent of the Annual Campaign goal every year.

Tradition & Transformation
[Celebrating Gonzaga’s 125th Anniversary]

The year ahead brings much to look forward to, with Gonzaga’s 125th anniversary celebration officially kicking off in September. The anniversary is a perfect time to come back to campus to remember and relive the “Gonzaga experience”

A variety of activities and events are planned throughout the 2012-13 academic year to commemorate 125 years of Gonzaga providing exemplary Jesuit education.

Some events to look forward to include:
- Fall Family Weekend & All Class Reunion
- School of Law Centennial celebration
- National Gonzaga Day
- Limited edition anniversary book release

Visit gonzaga.edu/125 for dates of these unique festivities and to learn more.
The Gonzaga experience for today's students is largely made possible by the generosity of dedicated parents, friends, and alumni. Gonzaga alumni make up the largest group of constituents and have the power to significantly impact the University in a variety of ways.

Alumni gifts at any level are the key to Gonzaga's success:

- Participation shows alumni satisfaction and commitment to improving and sustaining the Jesuit mission.
- Corporations and foundations take into account alumni participation numbers when considering significant gifts to the University.
- Alumni gifts contribute directly to student needs.
- Each year, Gonzaga University is rated by such organizations as US News & World Report, and the percentage of alumni who give back is factored into the ranking process.
- For 125 years, alumni have been giving back, showing gratitude for the support they received by making gifts that support current and future students.

More than half of all alumni have given to Gonzaga at some point in their lives, yet less than a quarter gave last year, placing Gonzaga third in undergraduate alumni participation in the West Coast Conference (WCC). The University relies on alumni to contribute every year. Generosity from Zags not only shows their pride for the institution, but a true understanding of the Gonzaga mission, with the belief that what you give to the University will never compare to what you can obtain from it.

**Zag, you're it [Alumni Participation]**

**WCC Undergraduate Alumni Participation Comparison**

<table>
<thead>
<tr>
<th>University</th>
<th>Rate of Participation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Santa Clara U.</td>
<td>20.30%</td>
</tr>
<tr>
<td>Loyola Marymount U.</td>
<td>19.88%</td>
</tr>
<tr>
<td>Gonzaga U.</td>
<td>19.60%</td>
</tr>
<tr>
<td>Brigham Young U.</td>
<td>16.22%</td>
</tr>
<tr>
<td>U. of Portland</td>
<td>14.10%</td>
</tr>
<tr>
<td>U. of San Diego</td>
<td>11.87%</td>
</tr>
<tr>
<td>St. Mary's U.</td>
<td>11.00%</td>
</tr>
<tr>
<td>U. of San Francisco</td>
<td>11.00%</td>
</tr>
<tr>
<td>Pepperdine U.</td>
<td>8.50%</td>
</tr>
</tbody>
</table>

Based off of 2011 data.

**Did you know?**

Throughout the year, development staff travel across the country to meet with alumni, parents and friends of the University. If you receive a phone call from a GU representative, consider meeting with him or her to learn about new initiatives and how your gift is at work.

If you are interested in meeting with someone about giving opportunities, contact Shane Hatcher at (509) 313-6401 or hatchers@gonzaga.edu.