Another year has passed—not an easy year—and once again I find myself extolling the virtues of the Pirate Nation. Despite unprecedented challenges on many fronts, East Carolina University remains what it has been and always will be, an institution that believes in its mission and delivers on its promise of opportunity. And you have played a large part in helping us deliver on those promises.

Over the past two years, we have faced economic challenges on a domestic and global scale that have tested us and stretched our resources, but ECU remains strong in its students, faculty, and staff, and our mission and our future. While thoughts of these financial crises and their impact on the university’s fiscal sustainability have dominated our thoughts for two years, I believe that we will not just survive these trials, we will be better because of it.

In spite of these challenges, we are looking toward, and planning for, a future full of growth and achievement at East Carolina. We have more students than ever and have grown faster over five years than any other university in North Carolina, we have added more than 550 new faculty since 2002, we are experiencing an unprecedented building boom accounting for nearly $300 million in new facilities with more in the planning stages, we are on track to open a new dental school in 2011, one of only three new dental schools in the nation to be built over the past decade.

We have added more than 550 new faculty since 2002, we are experiencing an unprecedented building boom accounting for nearly $300 million in new facilities with more in the planning stages, we are on track to open a new dental school in 2011, one of only three new dental schools in the nation to be built over the past decade.

A growing base of philanthropic support has joined our traditional financial sources—state appropriations, student tuition and auxiliary enterprises—to help make things possible. Now more than ever, private support is vital for East Carolina and your contribution has truly made a difference for our university. This annual report tells the stories of only a few examples of the profound impact your support has at ECU, and I look forward to sharing more stories of promise and opportunity with you in the future.

We are confident in our abilities and our resolve. We can design our own future if we stay true to our history, mission, and values. Thank you for your commitment to East Carolina. It is a great time to be a Pirate!
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Order of the Cupola ................................................ 66
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The fund-raising arms of East Carolina University are its three foundations: the East Carolina University Foundation Inc., the ECU Educational Foundation Inc. (Pirate Club), and the ECU Medical & Health Sciences Foundation Inc. At the same time, the East Carolina Alumni Association nurtures a connection between ECU and its graduates, whose support of the university is vital.

Private support of ECU through these foundations provides resources that state support cannot, such as student scholarships, state-of-the-art equipment, programs that enrich the educational experience of all East Carolina students, and enhancements to our athletics facilities.

Generous support from alumni and friends continues to be a key ingredient in East Carolina University’s rich tradition of reaching new levels of achievement in student enrollment, academic accomplishment, athletic excellence, and economic development for eastern North Carolina.
**SOURCES OF REVENUE FOR ECU THIS YEAR**

The largest source of revenue for East Carolina University comes from the services it provides. These services include tuition, fees, student housing and dining services, and patient medical services. State appropriations are the next largest portion of revenue. Grants from and contracts with governmental and not-for-profit organizations are also major sources of revenue. Charitable gifts to the university’s foundations are an increasingly important source of revenue.

![Pie chart showing sources of revenue for ECU]

**SOURCES OF GIFTS TO ECU FOUNDATIONS THIS YEAR**

Alumni and other individuals are the largest contributors to the university’s foundations, making up 58 percent of total giving. Charitable foundations and other organizations account for the next largest block of contributors.

![Pie chart showing sources of gifts to ECU foundations]

**CONTRIBUTIONS TO ECU FOUNDATIONS**

Contributions to the ECU-related foundations continue to increase each year, funding the margin of excellence for both current and future students.

![Bar chart showing contributions to ECU foundations from 2005 to 2010]
FOUNDATIONS’ SUPPORT OF ECU IN 2009–2010

During the past six years, the ECU-related foundations have provided vital support to the university. This support funded scholarships, programs, and facility enhancements.

The Big Picture

FOUNDATIONS’ SUPPORT OF ECU

During the past six years, the ECU-related foundations have provided increased support to the university.

NET ASSETS OF ECU FOUNDATIONS

(millions of $)

<table>
<thead>
<tr>
<th></th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
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<td>ECU FOUNDATION</td>
<td>$ 59.1</td>
<td>$ 67.2</td>
<td>$ 80.7</td>
<td>$ 80.5</td>
<td>$ 65.4</td>
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<td>ECU MEDICAL &amp; HEALTH SCIENCES FOUNDATION</td>
<td>26.8</td>
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<tr>
<td>ECU EDUCATIONAL FOUNDATION</td>
<td>16.8</td>
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<td>19.5</td>
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<td>0.7</td>
<td>1.0</td>
<td>1.2</td>
<td>1.1</td>
<td>1.4</td>
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<tr>
<td>TOTAL NET ASSETS</td>
<td>$ 103.7</td>
<td>$ 113.9</td>
<td>$ 134.1</td>
<td>$ 133.7</td>
<td>$ 111.5</td>
<td>$ 131.7</td>
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</table>
MARKET VALUE OF ENDOWMENTS AT ECU (NACUBO Survey)

Endowments are important to East Carolina University because they provide perpetual financial support. The perpetual nature of endowments makes them an important component of university funding.

INVESTMENT PORTFOLIO (NACUBO Survey)

The investment objective for the foundations’ endowment portfolio is to manage the portfolio in a manner that will maximize the benefits intended by donors, support the university’s programs, and generate sufficient long-term growth of capital without undue exposure to risk. The portfolio is designed to provide a sustainable level of spending distributions as well as enhance the real (inflation adjusted) purchasing power of the endowments. The portfolio is invested in a diversified asset allocation.

INVESTMENT PORTFOLIO PERFORMANCE

<table>
<thead>
<tr>
<th></th>
<th>1 YEAR</th>
<th>3 YEAR</th>
<th>5 YEAR</th>
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<tbody>
<tr>
<td>ECU CONSOLIDATED PORTFOLIO</td>
<td>13.75%</td>
<td>-3.66%</td>
<td>3.23%</td>
</tr>
<tr>
<td>BNY MELLON ENDOWMENT &amp; FOUNDATION</td>
<td>12.7%</td>
<td>-3.7%</td>
<td>3.3%</td>
</tr>
<tr>
<td>70% S&amp;P 500/30% BC AGGREGATE</td>
<td>13.3%</td>
<td>-4.5%</td>
<td>1.4%</td>
</tr>
</tbody>
</table>
In March 2008, East Carolina University publicly launched its Second Century Campaign, a comprehensive campaign with a goal of $200 million to support many aspects of the university. While the monetary goal was simple but ambitious, the true goal of the campaign is to help provide financial resources necessary to undergird ECU Tomorrow: A Vision for Leadership and Service, the strategic plan adopted by the university’s Board of Trustees in 2007. This plan forms the basis of the university’s future, setting out very specific objectives to ensure that ECU continues to be a world-class institution with a strong positive impact on its students, faculty and staff, and eastern North Carolina, where it stands as one of the region’s largest economic drivers and a source of quality health care for the region.

Although implementing this plan may require more than $1 billion in state, federal, and private funding over the next decade, the Second Century Campaign is among the first steps toward accomplishing this important goal. Now, nearly three years after its launch, thousands of ECU’s alumni, donors, and friends like you have stepped up to support this vision for ECU’s future, adding their voices to the ever-growing chorus of Pirates that believe that tomorrow truly starts at ECU. We’ve made great strides toward accomplishing our goal. But we’re not there yet.

As one of the tens of thousands of donors to the Second Century Campaign, you are among impressive company, those people that know that a gift to East Carolina is more than just a contribution to a university—it is a vote of confidence in our university and the students that will become the leaders for the next generation. And that vote of confidence will have an effect on more than just East Carolina University. It will affect the communities that get their first dentist because of ECU’s new School of Dental Medicine, the students taught by a teacher that earned a degree in his community through Wachovia Partnership East, the patient that comes to the East Carolina Heart Institute to be treated for heart disease, and the student that graduates unburdened by debt because of the support from a privately-funded scholarship program.

Through your contribution to the Second Century Campaign, you have made a difference at East Carolina that will spread far beyond eastern North Carolina, and for that we are grateful. In 2011, we hope to reach and exceed the ambitious goal of $200 million for the Second Century Campaign, but we need your continued support to do it. Please consider how you might support ECU as we reach toward even more ambitious goals in our bright, bright future.

Mickey Dowdy
Vice Chancellor
University Advancement
Well on our way to meeting the $200 million goal set for the university’s Second Century Campaign, East Carolina University needs your support. We have raised more than 90 percent of the $200 million goal more than a year ahead of schedule. And we have the momentum to raise $200 million and more to support every aspect of the university, including student scholarships, professorships, lectureships, research and outreach, facilities, and athletics. Let’s make 2011 the year we go over the top!

Now in its second century, East Carolina is stronger than ever. We are confident in our faculty, staff, and students, our mission, and our future. We are confident in our abilities and our resolve. Our legacy over 103 years is one of service, passion, access, promises kept, respect for diversity, and generosity, and that will not change. But these uncertain economic times make your support of East Carolina and the Second Century Campaign more important than ever. With increasing demands for funding across the university, it is imperative that 2011 is the year that we meet and exceed our $200 million goal. The demands for funding are increasing at an alarming rate and we must provide the resources to meet those needs.

In 2011, consider how you can support East Carolina University’s Second Century Campaign. Gifts may be designated for the program, college or school, or area of your choice. Every gift, whether large or small, makes a difference. Let’s go over the top in 2011.

For more information about the Second Century Campaign and how you can contribute, contact East Carolina University Vice Chancellor for Advancement Mickey Dowdy at 252-328-9550 or visit www.ecu.edu/devt.
East Carolina University
Foundation

“We thank each of the loyal alumni and friends of East Carolina University who support our ongoing efforts to achieve the vital mission of this great institution with both their advocacy and their gifts.”

—Carol Mabe
East Carolina University’s positive impact on our community, region, and state is widely recognized, and the ECU Foundation provides strong support for the university’s mission of becoming a national model for public service and regional transformation and creating a strong and sustainable future for eastern North Carolina. Our dedicated board of directors and experienced professional staff partner closely with ECU’s administration to provide funding for a wide variety of programs and purposes critical to achieving this mission and ensuring the success of our students, the future of our institution, and the progress of the region.

As the demand for financial aid rises, a key focus of the ECU Foundation continues to be the expansion of the Access Scholarship program, which provides an educational opportunity for North Carolina students with strong potential but limited means to pursue an education. We are also strongly committed to increasing funding for academic scholarships to help attract top students to our university. In addition, our endowments fund academic chairs, professorships, and a variety of programs that deliver the margin of excellence at ECU, and we continue to partner with the university to acquire real estate property essential for future growth.

During another year of significant economic challenges and reductions in state funding for higher education, the ECU Foundation worked diligently with University Advancement staff to deliver a successful year of private fund raising toward the Second Century Campaign goal of $200 million. We also realized a strong rebound in the value of our endowments in spite of uncertain economic times.

As the operations of many financial institutions and businesses are under scrutiny, the ECU Foundation prides itself on a commitment to the highest integrity in everything we do. We are diligent in our financial management, carefully controlling costs and delivering a balanced budget. We provide total transparency of all operations through our Web site and adhere to all governance best practices.

We thank each of the loyal alumni and friends of East Carolina University who support our ongoing efforts to achieve the vital mission of this great institution with both their advocacy and their gifts.

Carol Mabe
Chair
ECU Foundation Board of Directors
The East Carolina University Foundation is a dynamic, forward-looking volunteer organization that plays a critical role in advancing our university. This tax-exempt body cultivates friends; raises, manages, and distributes private resources to benefit the institution, its students, and its academic programs; provides positive public advocacy; and ensures the “margin of excellence” that defines East Carolina University today and in the future.
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ECU Real Estate Foundation  
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East Carolina University  
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David A. White  
Interim Dean, College of Technology and Computer Science  
East Carolina University  
Greenville, NC
Lynn N. Kelso (pictured) and his business partner, Clarence “Pop” Beasley, made what was then one of the largest gifts ever to ECU in 1987, when they established the Lynn N. Kelso Charitable Remainder Unitrust and the Clarence Beasley Charitable Remainder Unitrust. Both unitrusts were liquidated upon their deaths in 2006 and 2010; the proceeds will benefit general education purposes at ECU.
Supporters Give Back

Two friends join to leave ECU invaluable undesignated gift

In 1987, Lynn Kelso and Clarence “Pop” Beasley made a commitment to East Carolina University that would help them during their lifetimes while benefiting ECU long after they are gone. By establishing the Lynn N. Kelso Charitable Remainder Unitrust and the Clarence Beasley Charitable Remainder Unitrust, they contributed more than $1 million to the ECU Foundation to be used for general education purposes. Since their gift was given without restrictions on its use, it was—and remains—in rare company.

Today, approximately 1 percent of contributions to ECU are given without designation for its use. Undesignated gifts are important to ECU because they allow the university to support student scholarships, academic programs, and other areas in the manner it sees fit.

“When donors make undesignated gifts to the ECU Foundation, they are providing the funds and the flexibility for us to support the university’s greatest needs at the time they need it the most,” said ECU Foundation President Bill Clark. “Undesignated gifts are our most valuable assets because they can be used when and where we need them.”

After meeting in 1947 as US Marine Corps officers at amphibious warfare school in Quantico, Virginia, Beasley and Kelso formed a lifelong friendship. They were stationed at the Cherry Point Marine Corps Air Station together and attended classes in business administration at ECU’s Cherry Point Center. Kelso retired from the military in 1962 and Beasley in 1963. In 1962, they started Beasley-Kelso & Associates Inc., a real estate and insurance firm in New Bern, North Carolina, where they remained business partners for the next 19 years.

And together, Kelso and Beasley left a strong legacy at ECU. They donated a real-estate development corporation to the ECU Foundation, and the corporation’s assets were liquidated to fund the two charitable remainder unitrusts that would revert to ECU upon their deaths.

With charitable remainder unitrusts, assets are transferred into a trust, and the trustee manages the trust assets and pays the donor or people of their choice a variable income for life or for a term of years. Upon their death or after a fixed term, the remaining assets in the trust are transferred to ECU. Upon Kelso’s death in March 2010, the remainder of their contribution came to ECU to support its students, faculty, and academic programs.

Before his death in 2006, Beasley said of the gift, “These trusts are good for everyone. We can use the income now, and it’s nice to know that will eventually help the students of eastern North Carolina. I think those of us who have been fortunate enough to acquire a little something should help the universities that helped us make it.”

According to Kelso, the decision to make the gift came from a deep sense of gratitude and community service. “Pop and I are both interested in eastern North Carolina. What’s good for eastern North Carolina is good for all of us.”

And that is as true today as it was in 1987.

For more information about contributing to the ECU Foundation or setting up a charitable remainder unitrust to benefit ECU, contact Bill Clark at 252-328-9594 or Greg Abeyounis at 252-328-9573.

“These trusts are good for everyone. I think those of us who have been fortunate enough to acquire a little something should help the universities that helped us make it.”

—CLARENCE “POP” BEASLEY
In 2010, James and Connie Maynard renewed their support of the Maynard Scholars program for ECU’s College of Education. The program named in their honor provides scholarship support to a select group of students from eastern North Carolina, provided they return to teach in eastern North Carolina schools.
In 2006, East Carolina alumni James and Connie Maynard made a decision that has already changed the lives of students in the university's College of Education and communities throughout eastern North Carolina. Through a gift to the College of Education, they established the Maynard Scholarship program, which funds scholarships for 10 students from eastern North Carolina each year and requires that recipients teach in a public, charter, or government school in eastern North Carolina after graduation.

"Both of us really value education for the kids of eastern North Carolina. We feel like ECU does a marvelous job of serving the area where we were both raised, and our way to try to have a small part in the education of children in eastern North Carolina is through creating new teachers," said James Maynard. "It was our choice to invest our money in kids interested in education. We feel like you couldn't do anything better for the kids."

In 2010, they renewed their commitment to the Maynard Scholars program for four more years and committed to funding the Maynard Access Scholars Fund, which will provide scholarship support to 10 students over a five-year period.

James, originally from Jacksonville, North Carolina, and Connie Mizelle Maynard, originally from Plymouth, North Carolina, met at East Carolina, where James majored in psychology and Connie majored in elementary education. Married nearly 50 years, they have two children, Easter and Quinton, and four grandchildren. James is cofounder and chairman of Investors Management Corp., the holding company that owns Golden Corral restaurants. With more than 500 restaurants in 41 states, Maynard has built Golden Corral into a major restaurant chain across the country.

The Maynards fund a number of other scholarships and programs at ECU, including one in the School of Music that honors James’s late brother and one that honors Connie’s late mother, Jeanette, and provide corporate support of the College of Human Ecology by funding the Golden Corral Culinary Center in the hospitality management program. But educating students and training teachers has been their main focus of late.

"Our personal experience with the schools and the economic conditions of eastern North Carolina, we feel like you couldn't do anything better for the kids than try to improve their education," James Maynard said. "We can do that through developing really outstanding teachers, and these young people that go into the Maynard Scholars program are people that have expressed a desire and demonstrated their ability to be top performers."

"I had wonderful teachers in Plymouth growing up, and I was so prepared coming here," Connie Maynard said. "I had such a good experience because of my teachers being so good. I want to have the same kind of teachers for the children coming up now."

"Our vision would be that children in eastern North Carolina are able to have a better education because of the dedicated teachers that will come out of this program and go back into the east."

—JAMES MAYNARD

Maynard Scholars have up to seven years after graduation to teach in eastern North Carolina.

"We feel like that by targeting students from eastern North Carolina, they are more likely to teach there," Connie said.

"That's our homeland," said James.

With the success of the first four years of the program, both James and Connie Maynard have high hopes for the long-term impact of the Maynard Scholars program.

"Our vision would be that children in eastern North Carolina are able to have a better education because of the dedicated teachers that will come out of this program and go back into the east," James said. "Success would be that there are more kids from eastern North Carolina that do go to college and become fully productive citizens."

And they urge other alumni to follow their lead and contribute to the school, college or program of their choice.

"The satisfaction that comes from making investments in your university is as meaningful to a life's work as almost anything a person could do," James said. "If you are fortunate to get an education at your university, giving back is easy and pleasurable."

For more information about the Maynard Scholars program, contact Teaching Fellows Director Dionna Manning at 252-328-4126 or manningd@ecu.edu. For more information about contributing to the College of Education, contact Marcy Romary at 252-328-9580 or romarym@ecu.edu.
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252-328-9597
loftink@ecu.edu
CONSOLIDATED FINANCIAL REPORT

The accounting firm of Clifton Gunderson LLP, Certified Public Accountants, has completed the annual audit of the books and records of the East Carolina University Foundation Inc. and its consolidated affiliate for the fiscal year ended June 30, 2010. The ECU Foundation Inc. received an unqualified opinion from the auditors. A full copy of the audited financial report, which includes the auditor’s opinion letter, is available for review on the foundation’s Web site at www.ecu.edu/ecuf.

For your convenience, the following summary financial statements of the ECU Foundation Inc. are included on the next page:

Statements of Financial Position
Statements of Activities

IRS FORM 990

The East Carolina University Foundation Inc. is a 501(c)(3) nonprofit organization and is required to file an IRS Form 990 each year. A copy of the latest Form 990 is available for review on the foundation’s Web site at www.ecu.edu/ecuf.
## EAST CAROLINA UNIVERSITY FOUNDATION INC. AND CONSOLIDATED AFFILIATE

### Summary Financial Statements

Fiscal Years Ended June 30, 2010 and 2009

in Thousands of Dollars

### Statement of Financial Position

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<td><strong>Liabilities and Net Assets</strong></td>
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### Statement of Activities

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**Revenues Exceed Expenses by:**

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<td>$8,025</td>
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ECU Medical & Health Sciences Foundation

“In these economic times, private support is needed more than ever to ensure that we are able to meet the growing demand for highly skilled health-care professionals and continue the innovative research and groundbreaking studies being done every day.”

—Thomas L. Edwards Sr.
For East Carolina University, health care is not just about treating patients. For ECU, health care is also about providing impeccable patient care, training talented health-care professionals, conducting innovative research, providing economic development, discovering groundbreaking cures to diseases, and improving the quality of life for eastern North Carolina and beyond. The ECU Medical & Health Sciences Foundation is working hard every day to ensure that ECU’s Division of Health Sciences, including the College of Nursing, Brody School of Medicine, College of Allied Health Sciences, William E. Laupus Health Sciences Library, East Carolina Heart Institute, School of Dental Medicine, East Carolina Diabetes and Obesity Institute, and the Leo Jenkins Cancer Center have the resources they need to enhance education, teaching, research, and service.

In the 2009–2010 fiscal year, the ECU Medical & Health Sciences Foundation raised $6 million, a 70-percent increase over 2008–2009. We are incredibly grateful for your support, because of the tangible difference that these contributions make in the lives of your friends, family, and neighbors near and far. This annual report features two stories of donors to the ECU Medical & Health Sciences Foundation. One tells of the generosity of a faculty member to benefit the Brody School of Medicine and Leo Jenkins Cancer Center. The other tells of a milestone gift to name the building that will house the university’s new School of Dental Medicine. Like every contribution to the ECU Medical & Health Sciences Foundation, these two gifts will have a direct and lasting impact on ECU and its students, faculty, and staff. As importantly, they also will have an immeasurable impact on the lives of real people. These stories are but two examples of the thousands of gifts to the ECU Medical & Health Sciences Foundation every year. It is our hope that you see yourself in the spirit and commitment of these contributions.

Your support of the ECU Medical & Health Sciences Foundation makes it all possible. In these economic times, private support is needed more than ever to ensure that we can meet the growing demand for highly skilled health-care professionals and continue the innovative research and groundbreaking studies being done every day. We appreciate your support and look forward to even greater things in the future.

Thank you for your contribution.

Thomas L. Edwards Sr.

ECU Medical & Health Sciences Foundation

The East Carolina University Medical & Health Sciences Foundation Inc. is a 501(c)(3) organization whose purpose is to seek and acquire charitable gift support from individuals, businesses, organizations, corporations, and foundations to support ECU’s Division of Health Sciences, including the College of Nursing, Brody School of Medicine, College of Allied Health Sciences, William E. Laupus Health Sciences Library, East Carolina Heart Institute, School of Dental Medicine, East Carolina Diabetes and Obesity Institute and the Leo Jenkins Cancer Center. As the division’s official charity, funds received and managed by the Medical & Health Sciences Foundation are designed to enhance education, teaching, research, and service within the Health Sciences Division at East Carolina University.
OFFICERS

CHAIR
Thomas L. Edwards Sr.
President, Carolina Ice Company Inc.
Kinston, NC

VICE CHAIR
James W. Chesnutt
President/CEO, National Spinning Co.
Washington, NC

SECRETARY
Stacy C. Brody
Community Volunteer
Greenville, NC

TREASURER
Gary R. Vanderpool
Executive Associate Vice Chancellor for Health Sciences Administration and Finance, Brody School of Medicine
East Carolina University
Greenville, NC
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<td>Gale B. Adcock</td>
<td>Director, SAS Corporate Health Services</td>
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<td>Steve Ballard, PhD</td>
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<td>Mayo Boddie Jr.</td>
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<td>Barbara W. Bremer</td>
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<td>Hazel J. Brown, DDS</td>
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<td>Sylvia T. Brown, EdD</td>
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<td>Yonnie Butler</td>
<td>Business Development Director</td>
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<td>North Carolina Biotechnology Center</td>
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<td>Research Triangle Park, NC</td>
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<td>Gabriel (Gabe) Cipau, PhD</td>
<td>President, Key Partners Inc.</td>
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<td>Paul R. G. Cunningham, MD, FACS</td>
<td>Dean, Brody School of Medicine</td>
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<td>Jonathan R. Day</td>
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<td>Benjamin L. Dixon Jr.</td>
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<td>John P. Holt Jr., MD</td>
<td>Partner, Triangle Gastroenterology</td>
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<td>Phyllis N. Horns, RN, DSN, FAAN</td>
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<td>Brenda Humienny</td>
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<td>James R. Hupp, DMD, MD, JD, MBA</td>
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<td>Former (retired) Sr. VP and Treasurer</td>
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<td>R.J. Reynolds</td>
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<td>Jasper L. Lewis Jr., DDS</td>
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<td>Dr. J. Gregory Nelson</td>
<td>Rocky Mount Orthopaedics Center</td>
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<tr>
<td>Carole L. Novick</td>
<td>Associate Vice Chancellor and President</td>
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<td>ECU Medical &amp; Health Sciences Foundation</td>
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<td>H. L. (Steve) Stephenson III, JD</td>
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<td>Shelby S. Strother</td>
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**BOARD OF DIRECTORS**
Dr. Ledyard Ross pledged $4 million to support ECU’s new School of Dental Medicine. The new building housing the school was named Ledyard E. Ross Hall in recognition of his significant contribution to the school.
Generosity Creates Smiles

Dr. Ledyard Ross contributes to ECU’s new School of Dental Medicine

For decades, the name of Dr. Ledyard Ross was associated with beautiful smiles and straightened teeth. As an orthodontist for generations of children and adults, Ross used the latest techniques to provide services to thousands of people in eastern North Carolina. Now, his generosity will help provide vital dental services across the state to people that may not have had access to a dentist before.

Ross, who attended then-East Carolina College after leaving the US Marine Corps in 1946, made one of the largest gifts in ECU’s history, pledging $4 million to support the new School of Dental Medicine’s academic interests, including student scholarships and faculty research. In recognition of his contribution, the ECU Board of Trustees voted to name the new building housing the school after Ross. When finished, the 100,000-square-foot Ledyard E. Ross Hall will be the center for training students to help fulfill the school’s mission of providing primary dental care to the people of North Carolina, including rural and underserved areas.

“I had more money than I need to live on, and if East Carolina hadn’t been here, I doubt very seriously I would have been able to go to school,” Ross said. “I’m just fortunate I was able to help East Carolina. When the good Lord lets you be successful, you should help people.”

And help, he has. Not only has he provided orthodontic services to generations of eastern North Carolinians, but his gift will also help train dentists that will serve across the state.

“Dr. Ledyard Ross’s extremely generous gift will help us in three ways: It will help us attract the best faculty since, as Dr. Ross has said, without a strong faculty you cannot give students an excellent education; second, his gift will let us provide needed financial assistance to good students coming from economically disadvantaged backgrounds who might otherwise not be able to become dentists; and third, his major contribution will help impress upon our students the importance of giving back to society, a personal value we plan to stress throughout their time at ECU,” said Dr. James Hupp, dean of the School of Dental Medicine.

After graduating from high school, Ross served in the US Marine Corps First Marine Division and was stationed in Okinawa; China; the Solomon Islands; Camp Pendleton, California; and Paris Island, South Carolina. While in the service, he had the opportunity to observe a dentist, and his path was set.

“The dental clinic was in a tent,” he said. “I watched him and thought I would like dentistry.”

After leaving the Marines, Ross briefly attended Hardarger Business College before enrolling at East Carolina College. He graduated from Northwestern University Dental School with a Doctor of Dental Surgery in 1953.

That same year, Ross took over the practice of Ayden dentist Dr. Wes Gooding, who had been called into action during the Korean War. On Ross’s first day at Dr. Gooding’s practice, he saw 16 patients.

“When I was in dental school, I would take one in the morning and one in the afternoon and I had three assistants. It was the longest day of my life.”

But while practicing in Ayden, Ross had an opportunity to see how many people in rural Pitt County desperately needed dental services.

“Then you couldn’t really do good, fine dentistry because so many people had lost teeth,” Ross said. “It was just a mess. I made dentures for a 12-year-old child.”

After Dr. Gooding returned from Korea, Ross went on to earn a Master of Science degree in orthodontics from UNC-Chapel Hill in 1959, and practiced until 1991, when his son, Dennis, took over his practice.

“If I had to do it again, I would do it the same way. I enjoy what I did. I enjoy dentistry, and when you enjoy something it’s not like real work.”

And because of his generosity, Ross’s legacy will live on in the healthy smiles and straight teeth of many future generations of North Carolinians.

“I’m just fortunate I was able to help East Carolina. When the good Lord lets you be successful, you should help people.”

—LEDYARD ROSS
Dr. Paul and Mrs. Kathryn Walker made the largest gift ever by a member of the faculty in 2010. Their contribution will support the Leo Jenkins Cancer Center and established the Paul R. and Kathryn M. Hettinger Walker Distinguished Professorship of Clinical Oncology in Brody School of Medicine. Their gift will also provide vital support for cancer research and care in eastern North Carolina and beyond.
Dr. Paul and Kathryn Walker make historic contribution to cancer research

More than 19,000 residents of North Carolina will die from cancer in 2010, according to estimates by the American Cancer Society. Dr. Paul and Kathryn Walker hope they can help to change that.

With their historic gift to the ECU Medical & Health Sciences Foundation, Dr. and Mrs. Walker have made a clear commitment to East Carolina University. Their gift will benefit the Brody School of Medicine’s Leo Jenkins Cancer Center and support the groundbreaking cancer research conducted there, while setting the bar high for those that follow in their footsteps.

Dr. Walker, associate professor at the Brody School of Medicine, director of the thoracic oncology clinic, and director of the hematology oncology fellowship at the Leo Jenkins Cancer Center, and his wife, Kathryn, contributed $500,000 to fund the Paul R. and Kathryn M. Hettinger Walker Distinguished Professor of Clinical Oncology. Their contribution will also establish a fund to provide seed grants to jump-start promising cancer research, enabling scientists to collect data and apply for larger grants.

“You can truly improve people’s lives. What more can you ask for out of your money? You can have a bigger house or a new boat or all kinds of toys with your money, but putting your money here, it really goes on forever. It makes a big impact now and tomorrow.”

—KATHRYN WALKER

Working in a multidisciplinary team, medical oncologist Dr. Walker, two surgeons, two radiation oncologists, and an interventional pulmonologist meet every Thursday for a case conference where they spend two hours discussing the patients they will see that afternoon. Dr. Walker believes this approach has improved the level of care that patients receive, because of the exchange of ideas the conferences allow.

“The biggest detriment to advancing the treatment of cancer is that what we think determines what we do. If you keep thinking the same thing, you keep doing the same thing,” he said. “And in the multidisciplinary clinic where you get everybody’s input, the surgeon can tell me things that I did not grasp, the radiation oncologists can offer their views, and I can tell them things about chemotherapy and tumor biology that they might not have thought of. When you put all these things together, then you start thinking different. And because you start thinking different, you start innovating.”

That, according to the Walkers, makes all the difference in the lives and treatment of cancer patients in eastern North Carolina.

“No question,” said Dr. Walker, “the Leo Jenkins Cancer Center provides the best cancer care east of I-95.”

“Giving your money here is where it can really have an impact and where it truly matters,” Mrs. Walker said. “You can truly improve people’s lives. What more can you ask for out of your money? You can have a bigger house or a new boat or all kinds of toys with your money, but putting your money here, it really goes on forever. It makes a big impact now and tomorrow.”

For more information about how you can support the Leo Jenkins Cancer Center, contact Carole Novick at 252-744-2238 or novickc@ecu.edu or Greg Prince at 252-744-6265 or prncet@ecu.edu.
ECU MEDICAL & HEALTH SCIENCES FOUNDATION

Advancement Staff

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President
ECU Medical & Health Sciences Foundation
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Director of Development
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fredep@ecu.edu

T. Greg Prince
Director of Development
Health Sciences Division and
Brody School of Medicine
252-744-6265
princet@ecu.edu
CONSORTIATED FINANCIAL REPORT

The accounting firm of Clifton Gunderson LLP, Certified Public Accountants, has completed the annual audit of the books and records of the ECU Medical & Health Sciences Foundation Inc. for the fiscal year ended June 30, 2010. The ECU Medical & Health Sciences Foundation Inc. received an unqualified opinion from the auditors. A full copy of the audited financial report, which includes the auditor’s opinion letter, is available for review on the foundation’s Web site, www.ecu.edu/mhsfoundation.

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Statements of Activities

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ECU MEDICAL & HEALTH SCIENCES FOUNDATION INC.
Summary Financial Statements
Fiscal Years Ended June 30, 2010 and 2009
in Thousands of Dollars

### Summary Financial Statements

#### Fiscal Years Ended June 30, 2010 and 2009

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<td><strong>Total Liabilities and Net Assets</strong></td>
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<td>$26,042</td>
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### Statement of Activities

#### Revenues

- Gifts and Contributions: $6,045 / $2,553
- Contributed Services from University: 1,324 / 1,358
- Return on Investments: 2,413 / (5,680)
- All Other Revenue: 114 / 1,599
- **Total Revenues**: 9,896 / (170)

#### Expenses

- Scholarships and University Support: 1,817 / 3,831
- Management and Administrative: 706 / 689
- Fund-Raising: 635 / 854
- Write-off of Uncollectible Pledges: - / 146
- **Total Expenses**: 3,158 / 5,520

**Revenues Exceed Expenses by:**

- Year Ended 6/30/2010: $6,738
- Year Ended 6/30/2009: $(5,690)
“We can be proud of our accomplishments, but with all that has been achieved, we still have a tremendous journey yet to be completed.”

—Jerry Wilkins
As I reach a close on my term as executive president of the ECU Educational Foundation, better known to many as the Pirate Club, I have to reflect with amazement on the power of our dedicated Pirate Club members whom have come together to continue to raise more scholarship dollars this past year than the year before. The national economy continues to lack consistency and many “experts” are predicting many more months before we can truly breathe a collective sigh of relief. In spite of the economy, the Pirate Club brought in more than $10 million dollars and of that, turned over $4.1 million dollars in scholarship support. I believe it is truly a testimony of a lot of hard work and passion from everyone who wants to see East Carolina University's athletic programs and its student-athletes grow and compete at the highest levels.

I wanted my two years as president of the Pirate Club to be not only one of growth but of building a stronger foundation behind the scenes to ensure that the future of our Pirate Club gets stronger. In working with the athletic administration and many of our dedicated Pirate Club board members, we have put together a strong long-range plan to guide the Pirate Club board and staff toward high but achievable goals for the Pirate Club. Also, I am encouraging an even stronger relationship with our university’s financial services division to ensure every dollar raised is spent wisely and all our financial practices are in compliance with the IRS. And finally, the executive board of the Pirate Club amended our mission statement to include the words “honesty and integrity.” I want everyone to know that the staff, board members, and volunteers will do our jobs the right way and with conviction.

We can be proud of our accomplishments, but with all that has been achieved, we still have a tremendous journey yet to be completed. In last year’s letter, I made it a bold point that we all have to take responsibility to grow the base of the Pirate Club membership. I will continue to challenge our board, volunteers, staff, and all Pirate Club members to recruit a new member to our Pirate Club. Thank you for making a difference to OUR university. GO PIRATES.

Sincerely,

Jerry Wilkins
Executive President
ECU Educational Foundation
Members of the ECU Educational Foundation Board of Directors are shown above. Back row (L–R): Rhett Raynor, Don Edwards, J. Tom Mathews, Dr. Emmett Floyd, Phil Waugh, Edwin Clark, Terry Holland, Howard Swain, Gary Warren, Doug Gomes, Walt Hinson, Jim Post. Front row (L–R): Clara Darden, Grant Jarman (Immediate Past President), Jimmy Creech (Vice-President), Jerry Wilkins (President), Walter Williams (Director Emeritus), Mark Wharton, Henry Williamson, David Bond.

ECU Educational Foundation

The mission of the East Carolina University Educational Foundation Inc., d/b/a the Pirate Club, is to be the friend-raising and fund-raising arm of East Carolina University’s Division I athletics program, representing the highest principles of honesty and integrity. By conducting annual fund, endowment, and capital campaigns in support of student-athlete scholarships, athletic facility enhancements, and other programmatic needs, the Pirate Club seeks to bring positive recognition to East Carolina University and the region it serves through a competitive athletics program.
EXECUTIVE COMMITTEE

EXECUTIVE PRESIDENT
Jerry L. Wilkins
Wilmington, NC

EXECUTIVE VICE PRESIDENT
Jim Creech
Greenville, NC

IMMEDIATE PAST PRESIDENT
Grant Jarman
Jarman Auto Sales
Greenville, NC

2008–2010 BOARD OF DIRECTORS

David A. Bond
Retired
Raleigh, NC

J. Tommy “Tom” Mathews
Owner, HRST Finance Inc.
Portsmouth, VA

Gary Warren
Financial Advisor, Scarboro and Warren
High Point, NC

Don Edwards
University Book Exchange
Greenville, NC

Howard Swain
Retired
Raleigh, NC

2009–2011 BOARD OF DIRECTORS

Douglas L. Gomes
Grady White Boats
Greenville, NC

Harvey Lewis
E. R. Lewis Construction Co. Inc.
Greenville, NC

Henry Williamson
Retired
Advance, NC

Emmett Floyd, PhD
Professor, East Carolina University
Greenville, NC

Rhett A. Raynor
DTH Contractor Service Inc.
Dunn, NC

2010–2012 BOARD OF DIRECTORS

Edwin L. Clark
Executive Vice President,
Trade-Wilco-Hess
Greenville, NC

Tyre H. Moore
Vice President, Synovus Trust Co.
Charleston, SC

Philip Waugh
Partner, Tradestreet Capital Partners
Winston-Salem, NC

Clara Darden
Co-owner, Appraisers.com
Ahoskie, NC

Jim Post
Vice President, Clayton Constructors Inc.
Emerald Isle, NC

EX-OFFICIO

ECU Chancellor
Steve Ballard, PhD
Greenville, NC

Director of Athletics
Terry Holland
Greenville, NC
OTHER

Executive Treasurer
Kevin Seitz
Vice Chancellor for Administration & Finance
East Carolina University
Greenville, NC

Financial Director
Sherrilyn R. Johnson
Special Fund Accounting
East Carolina University
Greenville, NC

Executive Director
Mark T. Wharton
Pirate Club
Greenville, NC

Faculty Athletics Representative
David A. Dosser Jr., PhD
College of Human Ecology
East Carolina University
Greenville, NC

Director Emeritus
Walter L. Williams
Vice President, Trade-Wilco-Hess
Greenville, NC

COUNSEL

Walter Hinson
Senior Partner, Hinson & Rhyne, PA
Wilson, NC
Henry Williamson (left) and Walter Williams are long-time supporters of the ECU Educational Foundation. As co-chairs of the Step Up to the Highest Level campaign, they helped raise $11 million of the campaign’s $15 million goal from 31 leadership gift donors. The campaign raised money for a long-needed practice facility for men’s and women’s basketball.
As the East Carolina University Educational Foundation organized its capital campaign during the university's Second Century Campaign, serious consideration was given to the leadership for this critical initiative for Pirate Athletics. The initiative's case for support was strong—a long-needed practice facility for men and women's basketball—but the state of the economy was a cause for concern.

If this initiative was to succeed, it would be the result of the commitment and enthusiasm of its volunteer leadership. With this realization, two ECU alumni and long-time sustaining Pirate Club members, Walter L. Williams of Greenville and Henry G. Williamson Jr. of Advance, agreed to co-chair the Step Up to the Highest Level Campaign and to provide leadership to the campaign’s steering committee.

Through Walter and Henry's leadership and efforts of campaign steering committee members, the Educational Foundation launched the leadership gift phase of the campaign in February 2010 to raise $11 million of the campaign’s $15 million goal from 31 leadership gift donors. At the close of the Educational Foundation’s fiscal year on June 30, 2010, $5,15 million of $5,519,575 in pledges to the campaign had been committed by 13 leadership gift donors. With that success, the Educational Foundation felt it could take the campaign public in fall 2010, well ahead of the planned spring 2011 public announcement.

Walter Williams and Henry Williamson are no strangers to the Pirate Nation. In 1951, Walter received an undergraduate degree from ECU, followed by a graduate degree in 1955. After an early career in public education, then work with an oil company, Walter and his family founded Trade Oil Company in 1984. In 2005, Trade Oil Company merged its 102-convenience store operation into Trade-Wilco-Hess, where Walter has remained active as company vice president.

Walter and his wife, Marie ’53, have shared a passion for East Carolina and its athletics program. In 1993, his company contributed the Educational Foundation’s first $1 million gift to ECU’s Shared Visions Campaign. In addition to providing leadership gifts to the Educational Foundation’s subsequent campaigns, Walter co-chaired the foundation’s Kickoff to Victory and It’s a Whole New Ballgame campaigns. Agreeing to co-chair the Step Up to the Highest Level Campaign, Walter said, “I guess that I’m a glutton for punishment. But I believe that if you truly care, you have to share, and that includes your time and your finances.”

In recognition of his service and generosity to ECU, Walter received the East Carolina Alumni Association’s Distinguished Service Award in 1996 and the Council for Advancement and Support of Education District III’s Bill Franklin Volunteer of the Year Award in 2007. Walter also has served on the university’s Board of Trustees and as executive president of the Educational Foundation in 1997 and 1998, and since 2003, as director emeritus of the foundation.

Walter and Marie have been recognized for their unparalleled support of Pirate Athletics through the Educational Foundation by the naming of Williams Arena at Minges Coliseum, the Williams Strength and Conditioning Center in the Murphy Center, and the Williams Jungle at Clark-LeClair Stadium. The two men’s basketball position endowments and the Spirit of the East student-athlete scholarship endowment they funded are named in their honor. When it comes to dedication to ECU athletics, the name Walter Williams always rises to the top.

Henry G. Williamson Jr. is also a successful alumnus who has provided volunteer service and generous support to his alma mater. A 1969 graduate of ECU, like Walter, Henry’s first job was in education. Henry returned to East Carolina and earned an MBA in 1972. Shortly thereafter, he joined BB&T and began a banking career that would span 32 years. Henry rose through the ranks of the organization and in 1989 was named chief operating officer of BB&T Corporation, a premiere regional bank holding company with more than $160 billion in total assets. In 2004, Henry retired from the bank so he could spend more time with his wife, Nancy, and their family, and pursue causes and passions he and Nancy hold dear.

Since 2004, Henry has enjoyed an active retirement. He serves on the boards of Hooker Furniture Company and Waterstone Foundation, an organization that encourages charitable giving. Also, he is also chairman of the Board of Directors of the North Carolina Family Policy Council and serves as a trustee of the Southeastern Baptist Theological Seminary.

Over the years, Henry has provided dedicated service to his alma mater as a past member of the university’s Board of Trustees and an executive committee member of the Educational Foundation. As avid Pirate fans and supporters, Henry and Nancy have been sustaining Pirate Club members for 25 years.

Agreeing to serve as co-chair of the Step Up to the Highest Level Campaign, Henry said, “Given the changing landscape of college athletics, Nancy and I are convinced that this is a critical moment for the Pirate Nation. The facilities currently under construction or expansion are crucial for ECU to fulfill its mission of being victorious in every facet of college athletics, but none more crucial that the construction of the proposed basketball practice facility.”

Success of any capital campaign is directly correlated to the campaign’s ability to not only clearly articulate its case for support but also to the quality of leadership provided by key volunteers involved in the effort. In selecting Walter L. Williams and Henry G. Williamson Jr. to co-chair the $15 million Step Up to the Highest Level Campaign, the Educational Foundation could not have selected better leadership.
Pete and Lynn Murphy have invested significantly in Pirate athletics through the ECU Educational Foundation. They established a student-athlete scholarship endowment and have been sustaining scholarship-level donors to the Pirate Club’s annual fund for years. Their gift to the ECU Educational Foundation’s Kickoff to Victory Campaign is the largest gift the foundation has ever received.
Pete Murphy is one of those rare business executives who is equally comfortable in a board room wearing an expensive suit or wandering through a construction site wearing jeans, boots, and a hard hat. He is at home riding in a luxury automobile or straddled across a Harley-Davidson.

Born and raised in rural Duplin County, Pete has never lost the values he inherited from his late father, Holmes Murphy, one of Duplin County’s most successful and beloved benefactors. Since he was a teenager, Pete has been sensitive and dedicated to community needs, and he strongly believes that charity begins at home.

Born Harry Daniel Murphy, Pete admits that he was an average student who enjoyed playing sports in high school. After high school, he enrolled at then-East Carolina College, but left to join the family business before graduating. “Though I didn’t get my degree, East Carolina prepared me well for the business world,” he commented. “I appreciate what the university did for me. I was an anxious rookie eagerly looking for the challenge ahead and couldn’t wait to get started.”

In 1969, Pete married his high school sweetheart, Lynn Chandler, who graduated from ECU in 1967 with a BS degree. Over the years, Pete and Lynn have been inseparable and have been each other’s best friend and ally.

From 1969 to 2000, Pete and his family built Murphy Family Farms into one of the country’s largest pork producers until they sold the company to Smithfield Foods. The sale of Murphy Family Farms allowed Pete to take on other duties, including the development of the highly successful River Landing, a 1,400-acre golf residential community just off Interstate 40 in Wallace, North Carolina, and the adjoining Mad Boar Restaurant and seventy-room Holiday Inn Express, which ranks as one of the top hotel operations in the chain. The three projects represent an investment by the Murphy Family of more than $60 million, with a build-out potential of $900 million.

River Landing has enjoyed great success since its inception in 1995. As of June 30, 2010, 1,353 of 1,750 available home sites had been sold, and more than 330 homes completed with values ranging from $200,000 to $1.1 million.

Throughout his career, Pete Murphy has had a simple philosophy, “I like to work hard and play hard,” he explained, “and be good at both.” Included in Pete’s definition of play is his passion for college athletics and football in particular, and at the top of the teams he follows is his alma mater, ECU.

Like many Pirates of his generation who were students at East Carolina when it received university status, Pete maintains a dream for his old school. “I don’t care what sport the Pirates are competing in; even if it is tiddlywinks, I want ECU to win,” he said. “We have made great progress in our athletics program over the years, but we still have a ways to go if we’re going to experience and enjoy success on the big stage in the future.”

Pete and his wife have invested significantly in Pirate Athletics through the Educational Foundation. Their generous gift to the foundation’s Kickoff to Victory Campaign is the largest capital gift the foundation has ever received. In addition to this transforming gift, Pete and Lynn have established a student-athlete scholarship endowment and have been sustaining scholarship level donors to the Pirate Club’s annual fund for many years.

The Murphy Center in the west end zone area of Dowdy-Ficklen Stadium is named in their honor. In 2002, ECU recognized Pete Murphy with the EC Alumni Association’s Distinguished Service Award.

With all the success Pete Murphy has experienced in life, he has been generous to the community he grew up in, to East Carolina University in support of its athletics program, and to a number of charitable causes. Pete’s generosity goes back to his roots, his upbringing and advice his father once gave him.

“Dad always told me that you can’t give back to the community if you don’t have anything to give,” he recalls. “Never forgetting his advice, I have always tried to succeed so that I could offer my time, talent, and money where it is needed.”

In Pete’s definition of play is his passion for college athletics and football in particular, and at the top of the teams he follows is his alma mater, ECU.
Advancement Staff

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ECU Educational Foundation
252-737-4540
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Senior Associate Director
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Matt Maloney
Assistant Athletics Director for Major Gifts
ECU Educational Foundation
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Derek Denton
Assistant Director
ECU Educational Foundation
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dentond@ecu.edu
The accounting firm of Clifton Gunderson LLP, Certified Public Accountants, has completed the annual audit of the books and records of the ECU Educational Foundation Inc. (the Pirate Club) for the fiscal year ended June 30, 2010. The Educational Foundation received an unqualified opinion from the auditors. A full copy of the audited financial report, which includes the auditor’s opinion letter, is available for review on the foundation’s Web site at www.ecupirateclub.com.

For your convenience, the following summary financial statements of the ECU Educational Foundation Inc. are included on the next page:

Statements of Financial Position
Statements of Activities

IRS FORM 990

The East Carolina University Educational Foundation Inc. is a 501(c)(3) nonprofit organization and is required to file an IRS Form 990 each year. A copy of the latest Form 990 is available for review on the foundation’s Web site at www.ecupirateclub.com.
EAST CAROLINA UNIVERSITY EDUCATIONAL FOUNDATION INC.

Summary Financial Statements
Fiscal Years Ended June 30, 2010 and 2009
in Thousands of Dollars

STATEMENT OF FINANCIAL POSITION

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STATEMENT OF ACTIVITIES

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Revenues Exceed Expenses by:

|$ 5,199 | $ (1,411)
East Carolina Alumni Association

“It is because of dedicated alumni and friends who give their time and financial support to East Carolina that this university is one of the finest, comprehensive institutions of higher learning in the Southeast.”

—Ernest Logemann
Demonstration of Gratitude

During my six years as a member of the East Carolina Alumni Association’s Board of Directors and past year as chair, I have continuously been amazed by the passion, pride, and spirit of our great university’s alumni and friends. No matter the level of involvement, East Carolina’s faithful constituents are far and above the greatest group of Pirates the world over.

No doubt the reason for this pride lies in the tremendous effect East Carolina has on students, eastern North Carolina, and our region. East Carolina’s alumni are doing remarkable things in their careers. From elected officials and dedicated teachers to skilled surgeons and Hollywood actors, Pirates can be found in hundreds of professions—making a difference in the lives of others; living our motto To Serve. The university’s emphasis on service learning in its curriculum guarantees each generation of Pirates will continue to find ways to make their communities better. From renowned medical facilities to Broadway caliber performances, the services East Carolina provides for the citizens of eastern North Carolina are second to none, bringing a steady flow of visitors and revenue to the area.

Students, faculty, and staff who make Greenville their home support the local economy making the city a desirable destination for those who want to shop, dine, and experience culture.

The Alumni Association plays an integral role in fueling alumni pride. Events like Lunch and Learn and Networking Breakfasts provide venues for alumni and friends to reconnect and gain important career-related knowledge. Alumni Tailgate and regional football-viewing parties give Pirate fans a reason to get excited about ECU Athletics. Homecoming is the perfect opportunity to recognize alumni achievement at the annual Alumni Awards Ceremony and Dinner, to reconnect with former classmates during the Alumni Center open house prior to the Homecoming parade, and to renew good feelings about East Carolina. EC Alumni magazine and A Pirate’s Life for Me! radio program communicate the accomplishments of our university’s alumni and help spread Pirate Pride. The Pirate’s Bounty Scholarship Auction, ECU Alumni Scholarship Classic, and Pirate Alumni Road Race and Fun Run support the Alumni Association’s generous scholarship program, which continues to reward ECU’s talented students.

It is because of dedicated alumni and friends who give their time and financial support to East Carolina that this university is one of the finest, comprehensive institutions of higher learning in the Southeast. I applaud your efforts and am proud to call you a fellow Pirate!

With Pirate Pride,

Ernest Logemann ’68
Chair, 2009–2010
East Carolina Alumni Association

East Carolina Alumni Association

The East Carolina Alumni Association is the constituency of former students whose continuing interest and support have helped ECU become known as one of the finest comprehensive universities in the South. The Alumni Association will inform, involve, and serve members of the ECU family throughout their lifelong relationship with the university.
EXECUTIVE COMMITTEE

CHAIR
Ernest Logemann ’68
CPA and Partner, Gray Callison & Co., PA
Winston-Salem, NC

VICE CHAIR
Carl Davis ’73
Assistant General Manager, UNC-TV
Raleigh, NC

TREASURER
Justin Conrad ’96
President, Libby Hill Seafood Restaurants
Greensboro, NC

SECRETARY
Yvonne Pearce ’82
Social Worker, Walter B. Jones Treatment Center
Greenville, NC

IMMEDIATE PAST CHAIR
Sabrina Bengel
First Ward Alderman, entrepreneur, co-owner of the
Birthplace of Pepsi
New Bern, NC

PRESIDENT AND CEO
Paul J. Clifford
Associate Vice Chancellor for Alumni Relations,
EC Alumni Association
Greenville, NC
BOARD OF DIRECTORS

Diane Davis Ashe '83, '85
Professor of Psychology, Valencia Community College
Celebration, FL

William “Bill” Burnette Jr. ’96
President and CEO, Portable Storage of North Carolina
Virginia Beach, VA

Virgil Clark ’50 (Emeritus)
Retired
Greenville, NC

Rick Conaway ’68
Retired
Chesapeake, VA

Tarrick Cox ’96, ’07
Senior Associate Director, Office of Admissions, East Carolina University
Greenville, NC

Adrian Cullin ’04
Administration Manager, Wells Fargo
Charlotte, NC

Garry Dudley ’92
Senior Pharmaceutical Sales Rep., Schering-Plough Corp.
Chesterfield, VA

Dave Englert ’75
Vice President Finance, Southern Tile Distributors Inc.
Norfolk, VA

Lewis “Pat” Lane ’67
Founder, The Lane Collection Inc.
Chocowinity, NC

Charles “Charlie” Martin Jr. ’69
Marketing Director, Mid-Atlantic Auto Recyclers
Greenville, NC

Marian McLawhorn ’67, ’88, ’97
NC House of Representatives, 9th District
Grifton, NC

Michael McShane ’66
Congressional Liaison Officer, United States Agency for Internal Development
Alexandria, VA

Douglas Morgan ’88
Assistant Special Agent, US Department of the Treasury
South Riding, VA

Steve Morissette ’69
President, Virginia Healthcare Association
Richmond, VA

Brenda Myrick ’92
Administrator of Operative Services, Pitt County Memorial Hospital
Greenville, NC

James “Jim” Newman Jr. ’68, ’74
CFO/Controller of the NC Department of Insurance
Raleigh, NC

Lori Brantley Stockdale ’02
Claims Specialist, Catastrophe Property Adjuster
Austin, TX

Harry Stubbs ’74, ’77
Program Manager, FDIC
Arlington, VA

Joanie Tolley ’65
Retired
Elon, NC

Linda Lynn Tripp ’80, ’81
President, Carolina Court Reporters
Greenville, NC
Wright Awards Recipients L-R: Nina Rose, Jason Morton, Kyle Bowen, Brooke Barton, and Landon Allen celebrate at ECU’s spring 2010 commencement.
Awards Honor Standouts

East Carolina Alumni Association honors achievements

Robert H. Wright Alumni Leadership Award
The East Carolina Alumni Association proudly recognizes excellence in the university's students through the Robert H. Wright Alumni Leadership Award. This award is the most prestigious presented during spring commencement exercises and recognizes academic achievement at East Carolina, service (both to the university and the community), and leadership qualities (both potential and exhibited). Recipients should exemplify those special characteristics that would cause him or her to be recognized as one who will make a positive difference in his or her profession and community. In addition to other accomplishments, the recipient should have an overall academic average of at least 3.5 through the first semester of the graduation year. East Carolina faculty and staff nominate students for this coveted award.

The 2010 Robert H. Wright Alumni Leadership Award recipients were:

- Daniel Landon Allen '10, a biology and chemistry major with a minor in business administration from Wake Forest, North Carolina, who is currently enrolled in ECU's College of Business for graduate school and will enter the Brody School of Medicine in 2011
- Brooke Jacinda Barton '10, a health-services management major with a minor in business from Lake Toxaway, North Carolina, who is currently enrolled in ECU's College of Business for graduate school
- Kyle Shane Bowen '10, an industrial distribution major with a concentration in logistics and a minor in business from Chesapeake, Virginia, who is currently serving in the US Army as a quartermaster, second lieutenant
- Jason Lewis Morton '10, a music education major from Jacksonville, North Carolina, who is currently teaching music education in the North Carolina public school system
- Nina Fay Rose '10, a public relations and journalism major from Charlotte, North Carolina, who is currently attending graduate school at the College of Charleston

Since 1984, 92 graduates have been named Robert H. Wright Alumni Leadership Award recipients. The award's namesake is East Carolina Teachers Training School's first president Robert H. Wright who served the university until 1934.

Faculty Awards
As part of the East Carolina Alumni Association's ongoing effort to advance the university, recognizing excellence in teaching is one of many ways the Alumni Association rewards East Carolina faculty for their dedication, commitment, and arduous work. Each year the Alumni Association awards the Robert L. Jones Award for Teaching Excellence and the University Alumni Award for Outstanding Teaching.

Faculty members are nominated by their peers, and recipients are selected through the Academic Awards Committee of the Faculty Senate. Each academic unit is invited to nominate candidates based on Faculty Senate Resolution #91–29 “Seven Characteristics for Effective Teaching.” Those characteristics are:

- Good organization of subject matter and course
- Effective communication
- Knowledge of and enthusiasm for the subject matter and teaching
- Positive attitudes toward students
- Fairness in examinations and grading
- Flexibility in approaches to teaching
- Appropriate student learning outcomes

In 2010, 23 faculty members were nominated for either the Robert L. Jones Award for Teaching Excellence and/or the University Alumni Award for Outstanding Teaching. Of the 23 candidates, three recipients were selected.

ROBERT L. JONES AWARD FOR TEACHING EXCELLENCE
Dr. Michael Harris, Department of Management, College of Business
Dr. Harris is director of ECU’s Small Business Institute, and his research interests include small business management, entrepreneurship, and distance education.

UNIVERSITY ALUMNI AWARD FOR OUTSTANDING TEACHING
Dr. Kristal Shores, Department of Recreation and Leisure Studies, College of Health and Human Performance
Dr. Shores’ research interests include health outcomes in public leisure settings, the role of community park and recreation agencies in resident well being, and social psychology of leisure for diverse populations.

Ms. Wendy Whisner, Department of Recreation and Leisure Studies, College of Health and Human Performance
Whisner’s professional interests include recreational therapy interventions for substance abuse treatment, perceived stigma regarding individuals with mental illness and addiction, and women’s pursuit of outdoor recreation.

The Alumni Association has been rewarding faculty excellence through awards since 1971. In that time, 86 faculty members have been recognized for their dedication to teaching East Carolina students.
Carol and Garry Keech are members of the growing legion of the East Carolina Alumni Association’s Centennial Pirates. This unique joint membership level provides funding necessary to secure the Alumni Association in perpetuity and for annual student scholarships. Centennial Pirate membership is open to only 100 members.
Students are at the heart of every college or university; without one, the other would not exist. This is certainly true at East Carolina University. As part of its mission to inform, involve, and serve, the East Carolina Alumni Association is proud to support ECU students through organizations such as the ECU Ambassadors and Magnolia Belles, the student Forever Pirates program, offering work-study opportunities, and especially through the Alumni Scholarship program.

Membership in the Alumni Association supports the Alumni Scholarship program, especially at the Centennial Pirate level. This unique joint membership is for those who wish to support the Alumni Association at the endowment level, providing necessary funding to secure the Alumni Association’s future in perpetuity and generate dollars for annual student scholarships. Centennial Pirates receive recognition on the Centennial Pirate Wall in the Taylor-Slaughter Alumni Center; complimentary lifetime entrance into all Alumni Tailgates; special recognition at various alumni events; commemorative Centennial Pirate items; and other benefits, the most significant being the pride in knowing your membership makes a difference for ECU.

Created during the university’s Centennial celebration period, Centennial Pirate membership is open to only 100 members. Currently, 41 Centennial Pirate memberships have been designated. These members include the following.

Michael Aho ’02 and Joe Esparza
Sabrina and Steven ’79 Bengel
Linda and Paul ’78, ’80 Bolin
Michelle and William “Bill” ’96 Burnette Jr.
Gail ’71 and Lemuel “LB” ’73 Clayton
Andria and Justin ’96 Conrad
Debra and John ’80 Cox
Catherine and Stephen Creech
Connie ’76 and Alan Crouch
Kimberly and Michael ’91 Davis
Martha and Carl ’73 Davis Jr.
Dale ’82 Engelbert
Kurt Engelbert
Gail and David ’75 Englert
Bonnie Taylor ’69, ’72 and James ’69 Galloway
Kristen ’89 and Robert ’73 Greczyn
Betty Lou and Robert ’62 Hill
Vicky and R. Samuel ’65, ’66 Hunt
Rosamond ’73 and Joseph ’72 Jenkins
Tapley “Tap” Johnson ’83
Terry ’92 and Steven ’91 Jones
Carol ’78 and Garry ’77 Keech
Karen and Larry ’77 Keech
Cynthia ’75, ’78 and Bryant Kittrell
Lynn and Lewis “Pat” ’67 Lane
Doris and William ’72 Langley
Janice and Tommy ’89 Lewis II
Carrie and Thad “TJ” ’93 Lewis III
Martha and Ernest ’68 Logemann
Connie ’62 and James ’65 Maynard
Linda ’70 and Stephen ’69 Morrisette
Brenda Myrick ’92
Melissa and Willard “Frankie” ’75 Page Jr.
Jewelle ’56 and Charles ’08 Rogers
Shirley Slaughter ’52
Robbie and Kenneth “Kenny” ’92 Strickland
Harry Stubbs IV ’74, ’77
Laura ’88, ’91 and Robert ’89 Taylor
Joanie ’65 and Jerry ’65, ’66 Tolley
Linda ’80, ’81 and Randy Tripp
Sandra ’99 and Samuel ’65 Wornom

In the last six years, the Alumni Association has awarded 112 scholarships totaling more than $130,000, thanks in part to Centennial Pirates. Annual scholarship events also benefit the Alumni Scholarship program. The Alumni Association would like to say “thank you” to its Centennial Pirates for their membership, dedication to ECU, and continued support.
Alumni Staff

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EAST CAROLINA UNIVERSITY ALUMNI ASSOCIATION, INC.

Financial Information

CONSOLIDATED FINANCIAL REPORT

The accounting firm of Clifton Gunderson LLP, Certified Public Accountants, has completed the annual audit of the books and records of the East Carolina Alumni Association for the fiscal year ended June 30, 2010. The East Carolina Alumni Association, Inc. received an unqualified opinion from the auditors. A full copy of the audited financial report, which includes the auditor’s opinion letter, is available for review on the Alumni Association’s Web site at www.PirateAlumni.com.

For your convenience, the following summary financial statements of the East Carolina Alumni Association, Inc. are included on the next page:

Statements of Financial Position
Statements of Activities

IRS FORM 990

The East Carolina Alumni Association, Inc. is a 501(c)(3) nonprofit organization and is required to file an IRS Form 990 each year. A copy of the latest Form 990 is available for review on the Alumni Association’s Web site at www.PirateAlumni.com.
EAST CAROLINA UNIVERSITY ALUMNI ASSOCIATION INC.

Summary Financial Statements
Fiscal Years Ended June 30, 2010 and 2009
in Thousands of Dollars

### Statement of Financial Position

<table>
<thead>
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</tr>
</thead>
<tbody>
<tr>
<td><strong>assets</strong></td>
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<tr>
<td>Prepaid Expenses</td>
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<td>Receivables</td>
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<td>Current Liabilities</td>
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<td>Permanently Restricted Net Assets</td>
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<tr>
<td><strong>Total Liabilities and Net Assets</strong></td>
<td>$1,608</td>
<td>$1,241</td>
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### Statement of Activities

<table>
<thead>
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<tr>
<td><strong>revenues</strong></td>
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<td>Gifts and Contributions</td>
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<td>Contributed Services from University</td>
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<td>712</td>
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<td>Return on Investments</td>
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<td>(277)</td>
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<td>Memberships</td>
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<td>All Other Revenue</td>
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<tr>
<td><strong>Total Revenues</strong></td>
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<tr>
<td><strong>expenses</strong></td>
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<tr>
<td>Scholarships and University Support</td>
<td>$630</td>
<td>$611</td>
</tr>
<tr>
<td>Management and Administrative</td>
<td>729</td>
<td>655</td>
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<tr>
<td><strong>Total Expenses</strong></td>
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<td>$1,266</td>
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<tr>
<td><strong>Revenues Exceed Expenses by</strong></td>
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</tr>
<tr>
<td></td>
<td>$299</td>
<td>$(136)</td>
</tr>
</tbody>
</table>
The Order of the Cupola, our most prestigious benefactor-recognition program, was established to honor major lifetime donors to East Carolina University. Its name is taken from the campus’s most historic landmark, the Old Austin Cupola. In 1996, a replica of the cupola was erected in the center of Main Campus as a symbol of the university’s commitment to its traditions and to future progress.

Individuals, businesses, and foundations that have made cumulative gifts of $100,000 or more to East Carolina are recognized in the Order of the Cupola. Recognition is based on combined gift totals of cash, securities, and real property to the ECU Foundation, the ECU Educational Foundation, and the ECU Medical & Health Sciences Foundation.

Platinum ($1 million or more)

- Gene Amam ’65 and Helen Amam
- Al Bagwell and Deborah B. Bagwell ’71
- Harold H. Bates
- BB&T Corporation
- Irwin Belg and Carol Grotnes Belg
- BlueCross BlueShield of North Carolina Foundation
- David Stephen Brody and Laura Carnitiz Brody
- Hyman J. Brody and Stacy C. Brody
- Leo Brody
- Morris Brody and Lorraine Brody
- Mrs. J. Samuel Brody
- William Hunter Clark ’61, ’68 and Gloria Clark ’67
- Ronald Eugene Dowdy ’68 and Mary Ellen Dowdy
- ECUSOM Medical Faculty
- Archie R. Burnette
- Eleanor Bass Howard
- Veronica Lee Joyner Langford ’35
- Charles A. Freeze
- Hazel F. Freeze
- Golden Leaf Foundation
- Rose S. Harrison ‘66
- Charles Felix Harvey III and Margaret Blount Harvey
- Gordon Rasco Howell Jr. ’64 and Irene Howell
- Dr. and Mrs. Matthew Herric/SAVO Research and Scientific
- James Haywood Maynard ’65 and Connie Mizzelle Maynard ’62
- Thomas McLean
- Frances Monk
- Harry D. Murphy and Lynn Chandler Murphy ’67
- Packer Engineering Inc.
- Pitt Memorial Hospital Foundation
- Ledyard E. Ross ’31
- Eddie and Jo Allison Smith
- E. Howard Taff III and Donna Taff
- Helen Taff
- Kathy Arnold Taff ’81
- Senator Thomas F. Taff and Dr. Elizabeth D. Taff
- Hoover and Tom Taff Families
- The Brody Brothers’ Foundation
- The Brody Foundation
- The Country Doctor Museum Foundation, Inc.
- The Harold H. Bate Foundation Inc.
- The Wachovia Wells Fargo Foundation
- Trade-Wilco Company
- Wachovia
- Robert Allen Ward ’62 and Margaret C. Ward ’61, ’63, ’64
- J. Fred Webb ’64
- Nell Webb
- Walter L. Williams ’51, ’55 and Marie S. Williams ’53
- Stuart Wright

Gold ($750,000 to $999,999)

- Thomas D. Arthur ’71
- Bill and Barbara Blount
- Elizabeth H. Britt
- Thomas W. Rivers
- Glaxo Welcome Inc.
- IBM
- Robert T. Maynard ’58 and Virginia B. Maynard ’57
- Jesse R. Peep
- The C. F. Smart Partnership
- Samuel Joseph Wornom III ’65 and Sandra L. Wornom ’99

Silver ($500,000 to $749,999)

- Michael Ray Baynes ’73
- Clarence B. Beasley
- Julia Wesley Beasley
- Brewo Enterprises Inc.
- Robert Gentry Brinkley ’78 and Amy Woods Brinkley
- C. D. Spangler Jr. and Meredith Riggs Spangler
- Myles Cartrette and Jennifer J. Cartrette ’78
- Hilton O. Chesser ’66 and Freda Shawfrey Cheson
- Robert William Chak and Dianne Marie Chak
- Dupont
- E. R. Lewis Construction Company
- Clifford Kiehn
- Dorothy R. Brandon
- Elizabeth F. Campbell
- R. Jane Barber *30, ’38
- Lora W. King
- Virginia Herrin
- James L. Hatcher and Alice V. Hatcher
- Topley O. Johnson III ’83
- Robert L. Jones ’58 and Eve Avery Jones
- Lola McClary Kelso
- Lynn N. Kelso
- Verna Shepherd Kiehn
- Lewis Patrick Lane III ’67 and Lynn L. Lane
- Harvey Ray Lewis and Brenda Turner Lewis
- Dan Lynn Merrell ’75
- North Carolina Association of Insurance Agents
- Northwestern Durham Association
- PotashCorp - Aurora
- Remi Dixon Spangler Jr. and Meredith Riggs Spangler
- The Fullerton Foundation
- Vince & Linda McMahon Family Foundation Inc.
- Paul Raymond Walker and Kathyrn Nottinger Walker
- WNSGA Family Limited Partnership

Bronze ($100,000 to $499,999)

- A. J. Fletcher Educational and Opera Foundation
- Abbott Laboratories
- Betty Sanders Abernathy
- Karel B. Abelson, MD, PhD
- Mary Bendix Abelson
- Aza Transport Ltd.
- Marcus Salier Albernaz and Lisa Taylor Albernaz
- Alliance One International
- c. Michael Amam ’81, ’83 and Page S. Amam ’82, ’84
- American Medical Association Education & Research Foundation
- Robert Amerson and Sue Amerson
- Eugene G. Anderson
- Apple Computer Inc.

ARAMARK Corporation
- ARAMARK Southeast Region
- William Etheldred Askew and Rose Askew
- Jerry W. Atkins ’70
- Aventis Pharmaceuticals Products Inc.
- Viola Smith Babcock ’35, ’37
- Garland Randy Bailey ’78 and Jillian K. Bailey ’91
- Thomas Balon
- Bank of America
- Bank of America Foundation
- Tony Robertson Banks’ ”72
- Bobby Gerald Barbour and Terri White Barbour
- Francis M. Barnes
- Ronnie Phillip Barnes ’75
- Robert Kelly Barnhill Sr. and Mary Ann Barnhill
- Barnhill Contracting Company
- James W. Batten
- Sara S. Batten
- Thomas A. Bayliss III ’72 and Patsy Bayliss
- Richard Gray Bennett ’71 and Sarah M. Bennett ’72
- Thomas A. Bennett ’59 and Carolyn W. Bennett
- Walter G. Benton and Lisa D. Benton ’83
- Berbeecker Foundation
- Thomas R. Bland ’02
- Benjamin Mayo Boddie Jr. ’76
- Mayo Boddie Sr. and Jean Boddie
- Nickolas B. Boddie and Betsy Boddie
- William L. Boddie and Kim Boddie
- Boddie-Noell Foundation
- William H. Bodenhamer and Linda J. Bodenhamer
- David A. Bond ’78 and Pam Bond
- James O. Bond Jr. ’74, ’76 and Connie Mingas Bond ’75
- Clifton Earl Boyd ’56
- Jane Godwin Boyd ’54
- Matthew Thomas Boykin II
- Branch Banking and Trust Co.
- C. Christopher Bremer and Barbara W. Bremer ’83
- Lawrence F. Brester
- James L. Brooks ’68
- Bonnie Brown ’71
- William S. Brown and Jane Darden Brown
- Brown & Wood Inc.
- Kenneth Read Bryant and Terry Mingas Bryant
- Michael L. Bunting ’71
- Louise O. Burns
- GlaxoSmithKline
- Joseph Millard Butterworth III and Sandra Paulkner Butterworth
- Jack Andrew Calvert Sr. ’60
- Capital Community Foundation Inc.
- Carolina Data Systems
- Progress Energy
- Carroll and Associates Inc.
- Thomas Edward Casey ’50
- Caterpillar Foundation
- Caterpillar Inc.
- Ken Chalk ’68, ’71 and Kay Chalk ’76
- Ciba Specialty Chemicals Education Foundation
- Gabrieli Radu Cipau ’74 and Amy Maness Cipau ’82, ’85
- Edwin Lafayette Clark Jr. ’79 and Ann Williams Clark
- Clement Companies
- Coca-Cola Bottling Company
Leo W. Jenkins Society

The Leo W. Jenkins Society, the university’s planned-giving society, bears the name of one of ECU’s most distinguished leaders and was established in 2001 to honor philanthropic benefactors of the university. Contributors of various forms of planned gifts display solidarity with Chancellor Jenkins’s legacy by investing the fruits of their labor toward East Carolina’s pursuit of excellence.

Membership in the society is conferred upon all benefactors who have included East Carolina in their estate plans by means of a bequest provision in their will or living trust or by naming the university as beneficiary of a planned-giving arrangement, life insurance policy, or pension plan.

Gregory L. Abeyounis ‘06
Michael Curtis Aho ‘02
Charles H. Allen ‘72 and Tracey Hill Allen ‘99
C. Michael Aman ‘81, ‘83 and Pags S. Aman ‘82, ‘84
Gene Aman ‘65 and Helen Aman
Kenneth Wayne Ashley ‘90 and Lisa Ashley
Tony Robertson Banks* ‘72
Robert Kelly Barnhill Sr. and Mary Ann Barnhill
Harold H. Bata*
Michael Ray Baynes ‘73
Richard F. Bean
Clarence B. Beasley* 
Julia Weskett Beasley
Irwin Belk and Carol Grotos Belk
Dorothy J. Berry
Geroldine M. Bevridge* ‘39
Bill and Barbara Blount
Emily S. Boyce ‘55, ‘60
Lawrence P. Brewster* 
Elizabeth M. Britt
Ernst Lawson Brown Jr. ‘72
Maurice Leid Bunch ‘89, ‘90 and Claudia Bunch ‘86
Alston W. Burke ‘53, ‘58
Archie R. Burnette* 
John A. Campbell Jr.*
Agnes M. Canzona ‘57
Frank Canuzzi ‘50
Delorene P. Charest* ‘50
Beatrice A. Chauncey
James T. Cheatham and Brenning B. Cheatham
William C. Cobb* ‘56, ‘59
Charles R. Coble
Wallace E. Cockrell* ‘66
James Beverly Congotlon Jr.
Vera W. Congleton ‘45
James Beverly Congleton Jr.
Wallace E. Cockrell ‘66
William C. Cobb* ‘56, ‘59
James Beverly Congleton Jr.
Wallace E. Cockrell ‘66

William Hulme Fleming and Kelly Carbaugh Fleming
Charles A. Freeze*
Carolyn Ann Fulghum ‘59, ‘65
Eugene D. Furch* 
Mary D. Furch
Thomas G. Gardner Jr. ‘73 and Carol Gardner ‘73, ‘80
Whitaker Bernard Ham ‘53
Edward MacGregor Hamilton Jr. ‘77 and Mary L. Hamilton
Karen Hancock
William W. Hankins and Denise Hankins ‘73
Edward J. Harper II ‘71
Rose D. Harrison ‘42
James L. Hatcher and Alice V. Hatcher
Virginia Herrin
Erwin and Marty Hester
Melanie Lace Higgins ‘82
Robert Edward Hill ‘63 and Betty S. Hill
Dwight Myers Holland and Phyllis Ann Holland
Mary Ferebee Howard* ‘54, ‘57
Gordon Reece Howell Jr. ‘64 and Irene Howell
Douglas Wade Huggins
Stanley John Hummery Jr. ‘79 and Brenda Hummery ‘79
Rosa Alice Hunnings ‘47, ‘56
Betty Debnam Hunt
Richard Hunter and Sara McKenzie Hunter ‘46
Alan T. Jessup ‘77
Elizabeth Pate Johnson ‘53
Frankford M. Johnson*
Hal W. Johnson ‘82, ‘83 and Debbie Truby Johnson
Edwin B. Jones ‘58 and Joan Jones
Max Ray Joyner Sr. ‘55 and Catherine S. Joyner ‘59
Gerhard W. Kalms and Karin C. Kalms ‘88
Benjamin F. Keaton ‘57, ‘61 and Randolph Umberger
Michael W. Kelly ‘72 and Willo Kelly
Lynn H. Kelso*
J. Bryant Kitefell III and Cynthia Domme Kitefell ‘75, ‘78
Michael Barry Kodyroff
Henry B. Kornegar Sr., MD and Deborah K. Kornegar ‘71, ‘78
H. D. Lambeth Jr.
Ted B. Lani* ‘60 and Peggy Laniere
George Lauteres ‘41 and Estelle B. Lauteres
Zeplin Sanford Lee Jr. ‘64 and Bonnie Lee
Kenneth Eugene Lewis Sr.
Tommy Lynn Lewis ‘89 and Janice Lewis
John W. Lowe Jr. ‘70 and Nelda Sullivan Lowe ‘70
Tom Mallison ‘76 and Francis Mallison ‘73, ‘77
Bonnie G. Mari ‘73
Morriss Duclo Marley and Beverly Nickens Marley ‘73
Johnnie E. May ‘57 and Anne B. May ‘58
Robert T. Maynard ‘58 and Virginia B. Maynard ‘57
William Charles McClammy* ‘63
Gail L. McClelland* ‘31
Thomas McLean

Mark Metzler* ‘67, ‘69 and Nancy B. Metzler
Dan Lynn Merrell ‘75
Mara M. Miller
Gayle B. Mirello
Edwin W. Monroe and Nancy Monroe
Stephen C. Morrisette ‘69 and Linda Morrisette ‘70
Emil Nicolasen*
Lucy A. Nicolsay
Nancy Ann Nicoletti ‘71
William Keller Normann ‘85 and Parker Normann
Joseph Benjamin Pace ‘72 and Sally O’Quinn Pace
Michael S. Patterson and Mary Rudroff Patterson ‘71
Jesse R. Peel
Helen Peel*
Teva P. Pendleton ‘50
Marguerite Austin Perry
E. Hayes Petteway ‘71 and Mary Anne Petteway
Timothy M. Phelps and Debra Boswell Phelps ‘80
Charles M. Pille
Stanton R. Prentiss
C. Ray Pruette
R. William McConnell and Mary J. Raab
Martin Rabinsky and Carolyn C. Rabinsky
Kenneth Ray Wilson and Christa Ludewine Reiser
Mike Rem ‘73, ‘84 and Becky Renn ‘73, ‘77
Patricia Liscord Rios
Burney Ray Rivenbark ‘67 and Judy Rivenbark ‘65
Ronald O. Ellis, Jr. and Earl L. Robinson
William Riley Robinson Jr.*
Ledyard E. Ross ‘51
Martial C. Ross
Otta S. Rountree
Clemence Sawyer and Barbara P. Sawyer
Mrs. Ann Rhom Schwarzmenn ‘57, ‘58
Lillian J. Scott ‘67
W. Allen Separk ‘65
Barbara Ann Smith
Wendall Keats Sparrow* ‘64, ‘65
Nell A. Stalings*
Patricia Stephens
Beverly Stevens
Vernon Stewart and Carol H. Stewart ‘83
Harry Williams Stubbs IV ‘74, ‘77
Scott David Talcott ‘84
Sarah H. Taylor ‘87
Clinton E. Thomas Jr.
M. Louise Thomas
James B. Thompson Jr. and Marie S. Thompson ‘74, ‘82
Claua Penlook Todd*
Gordon Earl Trevathan Jr.
Harold C. Troxler ‘57
Roy E. True
Lester E. Turnage Jr.*
Robert Brian Van Metre
Jack Warren and Caralynn J. Warren
Philip R. Waugh Jr. ‘82 and Jean Wilder Waugh ‘84
Robert Lee West and Roberta E. West
James Edmond White Jr. and Carol Ann White
Bynum J. Whitburn ‘54 and Sarah Whitehurst
Missis Marguerite Wiggens*
Walter L. Williams ‘51, ‘55 and Marie S. Williams ‘53
Cecil Troy Wilson
Dr. Harriet Wooten
Richard Killian Worsley
Ralph C. Worthington ‘73, ‘76 and Darlene Smith–Worthington ‘83
Robert L. Zucker and Anne Strickland Zucker

* Deceased
What types of gifts can I give?  
How will my gift be used?

There are three main categories:

**Unrestricted Funds**  
Allows for funds to be directed to areas of pressing need.

**Restricted Funds**  
Designated for a specific program of the donor’s personal interest.

**Named Endowed Funds**  
A minimum contribution of $25,000 made through a lifetime gift or by bequest establishes an endowed fund, which can be named for a person of the donor’s choice. The principal is preserved while the income supports the program. The university has established minimum gift levels for scholarship, professorship, fellowship, research, and other special funds.

What assets can I give?

The three most popular gift assets are as follows:

**Cash**  
A gift of cash is the simplest and most immediate way to give. Cash gifts may be pledged over a multiyear period for fulfilling larger commitments. Cash gifts are fully deductible up to 50 percent of the donor’s adjusted gross income.

**Appreciated Securities**  
A gift of long-term appreciated securities is exempt from capital tax gains. Appreciated stock gifts are deductible up to 30 percent of the donor’s adjusted gross income.

**Real Estate**  
In some cases, property can be given outright, and a charitable income tax deduction equal to the property’s fair market value is received by the donor. Real estate also will be considered for funding life-income arrangements.
What are life-income gifts?

Here are three examples of gifts that provide lifetime income and future project support.

Charitable Gift Annuities
Gift annuities provide a fixed rate of return to one or two annuitants. Older donors receive higher rates.

Deferred Charitable Gift Annuities
An excellent supplemental retirement fund vehicle, payments are deferred to some future date with the payout rate determined by the deferral period and the age of the donor at the time payments begin.

Charitable Remainder Trusts
A personalized trust in which the donor selects the payout rate (unitrust) or fixed annuity (annuity trust) to receive during the trust’s duration. Because they can require involvement of an administrator and/or money manager, trusts are generally cost effective at levels of $250,000 or more.

What other ways can I give?

Bequests
For many donors, a gift made through their will is the best way to make a substantial contribution. Donors can leave a percentage of their estate or a specific dollar amount to any East Carolina University foundation. A bequest can reduce or eliminate federal estate taxes without depleting current assets.

Gifts from your IRA or Qualified Retirement Plan
You can leave a dollar total or percentage of your IRA or other qualified retirement plan with any East Carolina University foundation. This is a revocable gift that works the same as a bequest provision. It is very simple to do; all that is required is that you list the formal name of the foundation on the Beneficiary Designation Form that is provided to you by your provider. This form will be sent to you upon your request from your retirement plan manager.

Gifts of Life Insurance
You can make any of the East Carolina University foundations the owner or beneficiary of a current or newly established life insurance policy. These are especially great contributions in the instance that the donor realizes they no longer need the policy for protection as they did many years ago when it was established.

Online Giving
www.giving.ecu.edu
If you have questions or would like to obtain additional information, please contact us:

**EAST CAROLINA UNIVERSITY FOUNDATION INC.**
Greenville Centre, Suite 1100
Mail Stop 301
East Carolina University
Greenville, NC 27858-4353
252-328-9578
WEB SITE: www.ecu.edu/ecuf
GIVE ONLINE: www.giving.ecu.edu
*Advancement Staff on page 20*

**ECU MEDICAL & HEALTH SCIENCES FOUNDATION INC.**
525 Moye Boulevard
Mail Stop 659
East Carolina University
Greenville, NC 27834-4354
252-744-2238
WEB SITE: www.ecu.edu/cs-dhs/mhsfoundation
GIVE ONLINE: www.giving.ecu.edu
*Advancement Staff on page 34*

**ECU EDUCATIONAL FOUNDATION INC. (PIRATE CLUB)**
Ward Sports Medicine Building
Mail Stop 158
East Carolina University
Greenville, NC 27858-4353
252-737-4540
WEB SITE: www.ecupirateclub.com
GIVE ONLINE: www.ecupirateclub.com
*Advancement Staff on page 48*

**EAST CAROLINA ALUMNI ASSOCIATION INC.**
Taylor-Slaughter House
901 East Fifth Street
Mail Stop 305
East Carolina University
Greenville, NC 27858-4353
252-328-6072
WEB SITE: www.piratealumni.com
JOIN ONLINE: www.piratealumni.com
(Click on Join or Renew Online)
*Alumni Staff on page 62*
CHANGE SERVICE REQUESTED