The 2010–2011 academic year was another incredible year for East Carolina University, and it’s due, in part, to your support of our great university. We have had many successes this year, in spite of continued economic trials, and we remain focused on our priorities and our sense of community while responding to our state and region in every way we can. That is who we are. Our vision is to deliver on the promise of opportunity and we have been doing that for more than a century.

In the 2010–2011 academic year, East Carolina continued to have an immeasurable impact on its local, regional, and global community. Some of our successes this year include:

- September 2010, U.S. Secretary of Defense Robert Gates recognized ECU with the Freedom Award; we are only the second university to be so honored. ECU has made a commitment to serving the military because it is such a special component of eastern North Carolina and because it is the least we can do to show our appreciation for what they do for us. ECU’s commitment includes excellent educational programs at Ft. Bragg, two excellent ROTC programs, a new program called “Operation Re-entry” that helps military personnel transition to civilian life, several student projects for the Wounded Warrior Barracks, and world class research in post-traumatic stress disorder and traumatic brain injury.

- ECU leads the UNC System in distance education, serving more than 6,000 students each year. Many of these programs provide vital access to an education for professionals or students that require this type of access to ECU.

- Project HEART (High Expectations for At-Risk Teens), an AmeriCorps program housed in the College of Education that has tutored and served more than 5,000 at-risk teenagers since 2000, was recently selected as one of the 52 most innovative AmeriCorps programs in the nation. North Carolina Governor Beverly Perdue called it “a shining light and North Carolina at its best.”

- The Brody School of Medicine provides more than $150 million annually in uncompensated care. It is the health care safety net in eastern North Carolina. In recent studies, BSOM is ranked second nationally in producing primary care doctors and seventh nationally in overall social mission.

- In May 2011, we created history at ECU by surpassing our $200 million goal for the university’s Second Century Campaign, its largest campaign ever, more than one year early. The campaign provided vital resources for nearly every aspect of our university in an era of declining state budget support, and your support was integral to our success. We truly appreciate your dedication and commitment to East Carolina University.

Your dedication, spirit and commitment to ECU have helped make projects, programs, and accomplishments like this possible, and we are grateful. We are proud of the great difference we make, and we will never lose sight of the opportunities we provide and that we must continue to provide. With your help, our second century will be even greater than our first. It is a great time to be a Pirate!

Sincerely,

Steve Ballard
Chancellor
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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 also the 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.

SOURCES OF GIFTS TO ECU FOUNDATIONS THIS YEAR

Alumni and other individuals are the largest contributors to the university’s foundations, representing 63% of total giving. Corporations and charitable foundations account for the next largest block of contributions.

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.
FOUNDATIONS’ SUPPORT OF ECU IN 2010–2011

The ECU-related foundations provide a total of $19.3 million in support of the university and its programs during fiscal year 2011. This support funded scholarships, programs, and facility enhancements.

![Pie chart showing the distribution of support: Scholarships 34%, Programs 52%, Facility Enhancements 14%]

FOUNDATIONS’ SUPPORT OF ECU

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

![Bar chart showing support from 2006 to 2011: $19.2 million in 2009, $14.3 million in 2007, $12.4 million in 2008, $13.7 million in 2010, $11.5 million in 2011]

NET ASSETS OF ECU FOUNDATIONS

(millions of $)

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<tr>
<th></th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
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<td>TOTAL NET ASSETS</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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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>
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<th>1 YEAR</th>
<th>3 YEAR</th>
<th>5 YEAR</th>
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<tr>
<td>ECU CONSOLIDATED PORTFOLIO</td>
<td>23.2%</td>
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<td>BNY MELLON ENDOWMENT &amp; FOUNDATION</td>
<td>19.5%</td>
<td>3%</td>
</tr>
<tr>
<td>70% S&amp;P 500/30% BC AGGREGATE</td>
<td>22.3%</td>
<td>4.7%</td>
</tr>
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</table>
We did it! With your support, we surpassed our $200 million fund-raising goal for East Carolina University’s Second Century Campaign in May 2011, nearly 18 months ahead of schedule. That kind of success is possible only because of you and other generous Pirates and we are incredibly grateful.

Over the past four years of the Second Century Campaign, I have been humbled by the generosity of the Pirate Nation. Thousands of donors have made tens of thousands of contributions that have all added up to make a real, tangible difference at East Carolina University. For that, you should be proud. You are among an ever-increasing number of people who know how important private support is to our university and act upon that knowledge.

The Second Century Campaign has provided vital resources to nearly every aspect of the university, whether scholarships for students, professorships for faculty, facility support, college/school or program support, and athletics. And because of those resources, students have received crucial scholarship support, faculty members have received financial support for their important research, colleges and schools have been able to provide students with the programs and technology they need to compete in today’s global market, and ECU has continued to have an ever-stronger economic impact on eastern North Carolina and the state as a whole.

ECU’s mission is to serve as a national model for public service and regional transformation, and we are well on our way. A study by ECU professor Mulatu Wubneh, director of the planning program in ECU’s Department of Geography, found that ECU generated a total statewide economic impact of $3.3 billion in 2009, quantifiable proof of the impact that ECU has on eastern North Carolina and the state as a whole. In terms of return on investment, ECU generates $13.64 for each dollar invested by the state.

And it is money well invested. ECU, the third largest institution in the UNC System, has grown into a nationally recognized research institution with an incredible reach beyond eastern North Carolina. The College of Education prepares more teachers than any other institution in the UNC System; the Brody School of Medicine sent more than 54 percent of its graduates into primary care, with a large number of those graduates staying in North Carolina; ECU conducts groundbreaking research on both campuses that has a daily impact on the lives of people
worldwide; and ECU’s distance education programs provide access to an education to many students that could not attend classes on campus.

Your private support is one of the pillars of East Carolina University, and without it we would not have been able to make the strides we have made over the past century. We have concluded the Second Century Campaign, but that is just the beginning. We have a great deal of “history” in front of us—let’s make our second century as great as our first.

Again, thank you for your support of ECU and the Second Century Campaign. It has, indeed, made a difference in the lives of many, many of your friends, neighbors, students, and fellow North Carolinians.

Sincerely,

Mickey Dowdy

*as of December 31, 2011*
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
In 2011, East Carolina University met and exceeded the aggressive Second Century Campaign’s $200-million goal. The most ambitious capital campaign in the university’s history was kicked off in 2008 to secure funds critical to achieving the mission of ECU. Despite a severe economic downturn just months after the launch of the campaign, and the failure to fully recover in the ensuing years, our loyal alumni and friends believed in our mission and supported our plans for the future with their generous gifts. Today we extend a heartfelt “thanks” to each of you. Your gifts have ensured the continued success of our programs, our students, and our great institution.

The dedicated ECU Foundation board of directors and professional staff played a key role in this great private fund-raising achievement. Partnering with the university’s administration and experienced advancement team, we used our advocacy, influence, ideas, and initiative to help realize this hallmark of support for ECU. While working to reach our capital campaign goal over the past four years, we also achieved record annual giving to the ECU Foundation. We thank every member of the Pirate Nation who continued to support the university with an annual gift so important to funding the margin of excellence for ECU.

As the state of North Carolina, like other states across the country, struggles with budget deficits and spending reductions for education, the demand for financial aid continues to increase. The ECU Foundation is committed to expanding the Access Scholarship program which provides educational opportunities for North Carolina students with strong potential but limited means, as well as increasing our focus on providing more academic scholarships to attract top honors students to our university. In addition, our endowments fund academic chairs, professorships, and a variety of programs. We also provide the strategic acquisition of real estate vital to the university’s future physical growth.

Again, we sincerely thank each of you who support East Carolina University with both your advocacy and your gifts.

Carol M. Mabe
Chair
East Carolina University Foundation
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.

ECU Foundation financial statement
The annual financial report from our auditors, Clifton Gunderson LLC, and the IRS Form 990 are available for review on our website at www.ecu.edu/ecuf or by contacting our controller, Jon Lancaster, at 252-328-9596 or lancasterj@ecu.edu.
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Principal, Capital Food Group and Maxwell 3
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Wilmington, NC

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Greenville, NC

W. Keller Normann
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Greensboro, NC

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ECU Department of Surgery
Macclesfield, NC

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President, Division One, Golden Corral Corporation
Raleigh, NC

Irwin C. Roberts
President, Division One, Golden Corral Corporation
Raleigh, NC

Stephen D. Showfety
President, Koury Corporation
Greensboro, NC

Vincent C. Smith
Board Adjudicator, Department of Defense
Vienna, VA

Mark E. Tipton
General Contractor/Developer
Wake Forest, NC
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<th>Name</th>
<th>Title/Role</th>
<th>Institution/Company</th>
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<tr>
<td>David R. Twiddy</td>
<td>Owner, Gateway Insurance Services Inc.</td>
<td>Elizabeth City, NC</td>
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<tr>
<td>Margaret C. Ward</td>
<td>Former Educator, retired</td>
<td>Burlington, NC</td>
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<tr>
<td>Philip R. S. Waugh</td>
<td>President, Trade Street Capital Partners LLC</td>
<td>Winston-Salem, NC</td>
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<td>T. Frederick Webb, DDS</td>
<td>Periodontist; President, TFW</td>
<td>Greenville, NC</td>
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<tr>
<td>Douglas H. Wilkinson III</td>
<td>President, Wilkinson Automotive Inc.</td>
<td>Sanford, NC</td>
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<td>Samuel J. Wornom</td>
<td>President, Nouveau Investments</td>
<td>Sanford, NC</td>
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<tr>
<td>Steve C. Ballard</td>
<td>Chancellor, East Carolina University</td>
<td>Greenville, NC</td>
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<tr>
<td>Larry M. Boyer</td>
<td>Dean, Academic Library and Learning Services, East Carolina University</td>
<td>Greenville, NC</td>
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<td>David S. Brody</td>
<td>Chair, ECU Board of Trustees</td>
<td>Kinston, NC</td>
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<tr>
<td>Kay H. Chalk</td>
<td>Chair, ECU Women’s Roundtable</td>
<td>Winston-Salem, NC</td>
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<tr>
<td>William F. Clark</td>
<td>President and CEO, ECU Foundation Inc.</td>
<td>Greenville, NC</td>
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<tr>
<td>Carl W. Davis Jr.</td>
<td>Chair, ECU Alumni Board</td>
<td>Raleigh, NC</td>
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<tr>
<td>Michael A. Dorsey</td>
<td>Interim Dean, College of Fine Arts and Communication, East Carolina University</td>
<td>Greenville, NC</td>
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<tr>
<td>Michael B. “Mickey” Dowdy</td>
<td>Vice Chancellor, University Advancement, East Carolina University</td>
<td>Greenville, NC</td>
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<tr>
<td>Glen G. Gilbert</td>
<td>Dean, College of Health and Human Performance, East Carolina University</td>
<td>Greenville, NC</td>
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<tr>
<td>DeirdreMageean</td>
<td>Vice Chancellor, Research and Graduate Studies, East Carolina University</td>
<td>Greenville, NC</td>
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<tr>
<td>Frederick D. Niswander</td>
<td>Vice Chancellor for Administration and Finance, East Carolina University</td>
<td>Greenville, NC</td>
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<tr>
<td>Linda Patriarca</td>
<td>Dean, College of Education, East Carolina University</td>
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<td>Marilyn A. Sheerer</td>
<td>Provost, East Carolina University</td>
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<tr>
<td>Judy A. Siguaw</td>
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<td>Burney S. Warren III</td>
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<td>Alan R. White</td>
<td>Dean, Harriot College of Arts and Sciences, East Carolina University</td>
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<tr>
<td>David A. White</td>
<td>Dean, College of Technology and Computer Science, East Carolina University</td>
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</table>
Pat and Lynn Lane are strong supporters of academics and athletics at ECU. By donating part of their estate to ECU in addition to financial support, they serve as a model for all ECU alumni, friends, and donors.
Pat and Lynn Lane are purple and gold through and through. And with their current and future support of East Carolina University, they have ensured that their legacy will have an effect for generations.

From their very generous support of the School of Music, College of Fine Arts and Communication, College of Education, the EC Scholars program, to their involvement with college advisory councils, foundation boards of directors, and ECU athletics, the Lanes have become an integral part of ECU, part of its day-to-day DNA.

Pat Lane graduated from ECU in 1967 with an accounting degree after transferring to ECU from Catawba College in Salisbury, North Carolina. After graduating, he worked at R. J. Reynolds Corporation in Winston-Salem, North Carolina, where he and Lynn met. They got married in 1979, and Lynn became a Pirate. “I didn’t know much about ECU at all, until I got married. I quickly figured out I better bleed purple, or I would be in big trouble.”

Since 1979, they have become more and more involved in athletics and academics at ECU, seeking to balance their contributions of time and money between the two.

“We’ve expanded our involvement across the university because we see what a difference it can make for kids,” Lynn said. “Scholarships are a big thing for us. It’s a high priority for us because we see what it can do for students.”

To that end, they have created scholarships in the College of Fine Arts and Communication, endowed a scholarship for the EC Scholars program, and created the Pat and Lynn Lane Education Program in the College of Education, which provides up to two years of scholarship assistance for junior and senior education majors who agree to teach in eastern North Carolina for at least two years.

“We felt like those people will make an impact, they will become teachers,” Pat said. “We restricted it to the eastern North Carolina counties, and we structured it so it was a year-for-year trade off, so if they get the scholarship for two years, they have to teach for two years.”

In August 2011, they also made a planned gift, leaving part of their estate to increase their endowments in the College of Education, College of Fine Arts and Communication, and the university’s flagship merit scholarship program, EC Scholars, and to endow their COE scholarship program.

“We wanted to get on paper, obviously to take care of our family first, but then after that, we wanted to take care of these programs, specifically the College of Education, the endowment we have in the CFAC, and then the scholarship endowment in the EC Scholars,” Lynn said.

They also bequeathed part of their estate to Lynn’s alma mater, Greensboro College. “The two schools we went to are our priorities, and we had talked about this, but we had not changed our wills,” she said. “We finally decided that now is the time to do it. After taking care of our granddaughters and some other small bequests, we decided to leave the remainder of our estate to leave to our alma maters.”

They plan to continue giving during their lifetime, to fund their endowments even more before their estate plan kicks in.

“In the event we can’t do as much of that as we would like, we would like for it to be taken care of after we’re gone.”

And even though Lynn is not an ECU graduate, she has as much pride as the most devoted Pirate.

“If you have a connection to the university, you need to make a commitment,” Lynn said. “It was part of your heritage. Even though I didn’t go to school here, I feel very much a part of it.”

“We’re pretty strong advocates,” Pat said. “We encourage people to find their passion and get involved in it. Give back to it.”
Richard and JoAnn Eakin’s dedication has continued into their retirement years. As ECU’s former chancellor, Dr. Eakin found it difficult to retire. “He’s not a good person to have at home. He got pretty grumpy,” says JoAnn. “The dog and I were glad when he came back over here part time.”
Dedicated to Academic Excellence at East Carolina

Richard and JoAnn Eakin Believe in ECU's Scholars for Tomorrow

For nearly 15 years, Richard and JoAnn Eakin were East Carolina University. As chancellor, Richard Eakin led East Carolina University through a period of great growth and expansion, and JoAnn worked with him, representing ECU in a myriad of ways. Now, in their “retirement,” they continue to work to ensure that current and future students have access to a world-class education that is particularly and uniquely East Carolina.

“I am pretty poor at retirement,” Dr. Eakin said. His wife, JoAnn, echoes that sentiment.

After serving as chancellor from 1987 to 2001, Dr. Eakin taught higher education administration in the College of Education’s Department of Educational Leadership for five years, took time off, served as the interim chair of mathematics, science and instructional technology education for one year, took time off, and then accepted the position of interim dean of ECU’s new Honors College. Now in his second year as interim dean, he sees his tenure with the Honors College as a natural progression in his career.

“Just before I retired, we kicked off the notion of a merit scholarship program, so in some real sense, the EC Scholars program was started while I was chancellor, and for that I am thankful. It’s come back around, if you will, because there I was involved in the first initiation of the EC Scholars, and here I am working with the EC Scholars. That’s been a real joy.”

And he admits that working with ECU students is more fun than ever. “I say, without exaggeration, this is probably the most fun that I’ve ever had in my professional career. First, the Honors College is serving academically gifted students of the highest caliber and they make it fun, and second, we’re building a new college and every day brings new opportunities for further development of the college.”

Upon his retirement in 2001, friends and family helped fund an EC Scholars award in honor and recognition of his time as chancellor. Today, that scholarship is one of a growing number of merit-based scholarships in the EC Scholars program. However, the Eakins will tell you that number is not increasing rapidly enough. One of Dr. Eakin’s major projects, something he sees as imperative to the future of the university, is to increase the amount of private funding for the Honors College and the EC Scholars program.

“This year we awarded 15 new EC Scholar awards,” he said. “Next year, if things work out well, we hope to give out 18 awards. In all candor, we are far behind most of our competition in terms of the number of awards we can give. I’m trying to let people know how important it is to have merit scholarships, in particular EC Scholar awards, and see if I can enlist them in increasing that opportunity for our students.”

Dr. Eakin believes that the Honors College and the EC Scholars program not only enhance the university’s reputation, but they also enhance the education that all ECU students receive. “If you have even one or two really bright students in a class, it raises the tenor of the entire class. I believe that fervently. We’re delighted to have the EC Scholars here because of their talent, we’re delighted to have them here because they will contribute to the learning of their peers, and we believe that their presence is a source of pleasure for faculty members that have the opportunity to work with them. Many faculty have a chance to work one-on-one with these very bright and very able students.”

The Eakins believe wholeheartedly in ECU’s academic prowess and ability to train tomorrow’s global and community leaders, and see the potential in the merit-based Honors College and EC Scholars program.

“East Carolina has always prided itself on being able to do things under the most dire of circumstances, accomplish in the face of adversity,” he said. “As I look at the university and its ambition, as described by one of the local television stations recently, to raise the academic reputation of the institution through the EC Scholars, the Honors College, or other merit scholarships, there could be no greater gift to this institution than a gift that would support academically gifted students. We have had a fabulous reputation and experience in terms of raising money in support of our athletics program, and I’m hoping that same energy, zeal, and fervor could find its way into the support of academics. I would encourage everyone to support the academic mission of the institution and to help us build an academic reputation in which each of us can take great pride.”

JoAnn Eakin has recently joined the board of directors of the ECU’s Women’s Roundtable, which works to encourage leadership and philanthropy by women and to raise funds for ECU’s Access Scholarship program. In this role and as the wife of a former chancellor, she has firsthand, intimate knowledge of the deep need for private support for scholarships. She is quick to point to the need for a significant contribution to name the EC Scholars program and endow the scholarships in perpetuity, citing examples such as the Park Fellowships at NC State University or the Morehead-Cain Scholarships at UNC-Chapel Hill. Dr. Eakin agrees.

“That’s something that East Carolina University needs to aspire to, and I hope that someday, not too far in the future, we would have somebody that has the capacity to do that for East Carolina. It would be a terrific blessing for East Carolina University.”
EAST CAROLINA UNIVERSITY FOUNDATION

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“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.
The 2010–2011 fiscal year was one of great challenges and great successes for the East Carolina University Medical & Health Sciences Foundation. State budget woes have pushed us all to do more with less and to seek other sources of funding, but through it all, ECU’s Division of Health Sciences have remained focused on their mission of providing groundbreaking research and quality health care for eastern North Carolina and beyond.

This year, East Carolina University’s Brody School of Medicine ranks 10th among the top medical schools in the country that emphasize primary care, according to U.S. News & World Report. ECU also sent the seventh-highest percentage of its graduates, 54.3 percent, into primary-care residencies between 2008 and 2010.

ECU’s new School of Dental Medicine announced that it would open its fourth community service-learning center in Lillington, North Carolina, after previously announcing centers in Ahoskie, Elizabeth City, and Sylva, North Carolina. ECU plans to have 10 centers in rural and underserved areas across the state. Dental school faculty members will be based in the centers, along with advanced dental residents and senior students who will receive enhanced dental education in real practice settings and will offer much-needed dental care to citizens in these centers.

In February 2011, the first class was inducted into the Nursing Hall of Fame at the College of Nursing, to recognize the service of nurses that are considered among the most highly regarded nurse leaders and to whom ECU alumni and friends are most grateful. The hall of fame provides public recognition for the significant impact that nurses have on the advancement of nursing, also.

Renovations are being done on Laupus Library to increase the amount of study, counseling, and event space. Operation Re-Entry continues its work studying and treating the problems of thousands of military service personnel. The $2.4 million federally-earmarked project involves different departments on campus and a five-year agreement between the U.S. Army and ECU.

This annual report features two stories of two donors like you and thousands of other Pirates who are members of a growing legion that know how important private support is for our university and act. Your support of the ECU Medical & Health Sciences Foundation now, more than ever, is vital to ECU’s ability to train qualified and talented healthcare professionals and to continue the innovative research being done every day. We appreciate your support and look forward to a new year full of promise and growth.

Thank you for your contribution.

Sincerely,

Tommy Edwards
Chair
ECU Medical & Health Sciences Foundation

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.

ECU Medical & Health Sciences financial statement

The annual financial report from our auditors, Clifton Gunderson LLC, and the IRS Form 990 are available for review on our website at www.ecu.edu/mhsfoundation or by contacting our interim controller, Mandy King, at 252-744-2068 or kinga@ecu.edu.
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Etsil Mason and a team of PCMH volunteers raised money through bake and craft sales for more than two decades. Their dedication has endowed three scholarships at ECU.
Providing the Basics

Etsil Mason led the PCMH Volunteer Auxiliary for more than 25 years

When Etsil Mason started working as the director of volunteers at Pitt County Memorial Hospital, there were approximately 23 volunteers. When she retired in 2007 after 26 years at the hospital, there were more than 1,700. And that is due, in large part, to her.

“My husband swears I could put the Russian army to work,” Mason said. She could, and East Carolina University has benefited from her dedication and tenacity. In 2011, the Pitt County Memorial Hospital Volunteer Auxiliary, a group she helped create, endowed three scholarships at East Carolina’s Brody School of Medicine, College of Nursing, and College of Allied Health Sciences for students that want to pursue careers in health care.

Mason moved to Greenville in 1967 from Baltimore, Maryland, where she was involved in the civil rights movement. She immediately became involved in the community here, volunteering for many community efforts. After her construction business closed in 1979, she got a job as the volunteer director at Pitt County Memorial Hospital.

Recognizing the work she had done in the community, the nursing staff approached her and said, “I know you’ve helped a lot of people, we have a lot of patients that are just pitifully poor. They need a comb; they need a toothbrush; they have nothing.”

To help address that problem, Mason helped establish the Pitt County Memorial Hospital Volunteer Auxiliary, a group that provided support to patients and their families.

“I got a handful of people together that I had become acquainted with through the volunteer program,” Mason said, “and I said, basically, ‘There are a lot of needs. There are patients that are hurting that really need some basic stuff. Together as a group, we can raise little bits of money doing bake sales or something like that, and we can set funds aside. They all came on board and formed this group.’

The group established by-laws and began raising money.

“We had bake sales and they would have craft parties and make the stuff, and we were able to get permission to stage it in the cafeteria or different places around the hospital,” Mason said. “We did pretty well.”

The group helped patients at PCMH for nearly 30 years.

“They would do whatever was necessary to see a job accomplished. Just great, great, great people.”

During her tenure at PCMH, Mason worked with lots of youth volunteers at the hospital and she saw a real need for financial support for those future health care workers who were also committed volunteers.

“I thought that those people were special and that if there was any way we could help support these bright-eyed young people who really I felt would go on to be phenomenal health care workers, that we could do that through a scholarship program,” she said.

In 2011, the Volunteer Auxiliary voted to disband because many of the members had moved or aged out of the group. However, they wanted to ensure the scholarship program would run in perpetuity and to ensure that the scholarships would go to students who also find the time to volunteer.

“Not for a grade, not for shadowing or anything else, but to make a personal contribution just because they want to, because they believe in what they ultimately want to do for their life’s work,” she said. “And that’s the one caveat in this thing—that they do find the time.”

Now, Mason’s dedication and the hard work of the Pitt County Memorial Hospital Volunteer Auxiliary will help students at East Carolina realize their dreams of becoming health-care professionals.

“Investment in human life through education is the wisest and most fruitful investment any one of us can make.”

—ETSIL MASON

“Investment in human life through education is the wisest and most fruitful investment any one of us can make.”

—ETSIL MASON
Frances J. and Robert T. Monk's portrait hangs in the new Geriatric Center that resulted from their generosity.
The Department of Family Medicine, the founding clinical department of the Brody School of Medicine, has been a vital part of ECU since the establishment of the school of medicine in the 1970s.

Over the years, as it has served its patients, the Department of Family Medicine has outgrown its first permanent facility. According to Dr. Ken Steinweg, professor and chair of the Department of Family Medicine, the practice had reached the limit of what it could accomplish in the old facility.

This summer, the Department of Family Medicine moved into the new Family Medicine Center, located on the Health Sciences Campus. The new building also houses the Frances J. and Robert T. Monk Geriatric Center, an exciting asset to the practice. This center is the result of a generous $2.5 million endowment from the Monk family of Farmville.

The geriatrics division at the Department of Family Medicine was founded in 1981 with the recognition that the population was growing older and those older patients had special needs. The division serves nursing homes and assisted-living facilities around the area and also runs an independent clinic. However, the old facility only had four exam rooms and desperately needed more space, said Steinweg.

“Through this generous gift by the Monk family, we were able to build a state-of-the-art geriatric center with family conference rooms and precepting rooms to train the medical students in the special skills needed to take care of older patients.”

—DR. KEN STEINWEG

“In the future, this older population will grow from 12 percent to 20 percent and will probably represent one third of all health-care visits in the future,” said Steinweg. “Their special needs and problems present unique teaching opportunities for the future physicians in primary care. Through this generous gift by the Monk family, we were able to build a state-of-the-art geriatric center with family conference rooms and precepting rooms to train the medical students in the special skills needed to take care of older patients.”

The Department of Family Medicine’s philosophy has always been aligned with the mission of the medical school and strives to provide patients with the best possible care. This mission includes increasing the supply of primary-care physicians to serve in North Carolina, improving the health status of citizens in eastern North Carolina, and enhancing the access of minority and disadvantaged students to a medical education.

Indeed, the Department of Family Medicine provides a wide scope of health care for all people. “We take care of babies and pregnant women. We also take care of geriatric patients and everybody from all walks of life,” said second-year resident and Junior Chief Dr. Cody Wingler.

“This department was in four separate buildings, our learners and faculty had to move all around the separate locations,” Steinweg said. “We are now all in one place, which has allowed us to organize our practice to meet the needs of the patient-centered medical home. It is just wonderful.”

Also due to space limitations, the practice was spread over four separate locations, which meant that everyone was scattered. This presented challenges for patients, physicians, and residents. Being together in one building also helps facilitate communication, said Steinweg. “Having the faculty and the residents together in one place promotes wonderful interaction in regard to what happens day-to-day,” he said. “The increased interactions are gold for learning and faculty/resident communication.”

Winger echoed Steinweg's thoughts about the newly unified practice enhancing communication. “Now, everybody’s offices are upstairs, and it definitely makes our faculty more interactive now they are all in one place,” he said.

“The old facility was too small, and we could not accommodate all of our residents so that they could see patients in the required amount of time they had,” Steinweg said. “It was very constraining in terms of what we are able to do.”

Not only does the new space provide more room for medical students, but for patients, as well. The number of exam rooms in the new facility has increased from 32 to 60. Along with the increase in space, has also come a much-needed improvement in equipment and technology.

“Our new exam rooms have new equipment, which is so nice because some of our old equipment didn’t work as well,” said Wingler. “Also, here in the new building, the computers are actually hooked up to a swivel system, so I can turn and face my patients when I talk to them and can interact with them more.”

Steinweg and Wingler both agree that the new Family Medicine Center impacts not only ECU, but all of eastern North Carolina.

“We have graduated 320 family-medicine physicians from our training program in the last 30 years. Sixty percent of those are in North Carolina, and one half of those are in eastern North Carolina alone,” said Steinweg. “So, you cannot go very far in eastern North Carolina without running into one of our graduates. This center will allow us to train the primary-care providers for the next 50 years for eastern North Carolina. When our students leave here, they will understand how to support a patient centered medical home and how to provide top-notch primary care.”
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“I am confident that the long-range plan will promote continued growth and success for the ECU Educational Foundation.”

—Jimmy Creech
As an East Carolina graduate, I reflect on the East Carolina University of yesterday, and I appreciate the leadership and advances that have defined the ECU of today. One individual that comes to mind is the late Dr. Leo W. Jenkins who, with the determination of a small group of men and women, led the way for the establishment of a four-year medical school at ECU, which has greatly improved the quality of health care for eastern North Carolina and brought national recognition to ECU, Greenville, and eastern North Carolina.

Today, I see continued progress that will benefit our university for generations to come. ECU Athletics, through expanding facilities, hiring top notch coaching staff, and recruiting quality student-athletes, continues to make its mark with record-breaking season-ticket sales and nationally recognized attendance for football games. Equally impressive is the fundraising success by the ECU Educational Foundation (Pirate Club) despite the nation’s continued struggle to recover from the economic recession. While many universities experienced a decline in athletics fundraising, the Pirate Club generated more than $11 million. Another direct indication of the success of the ECU Educational Foundation is with the university’s Second Century Campaign. The Pirate Club’s fund-raising efforts totaled 42 percent of the total campaign goal of $200 million. A truly outstanding accomplishment!

As I begin my two-year journey as executive president of this foundation, I do not take my position lightly. One of the most important focuses of my term is to fully implement the long-range plan that the executive committee of the Educational Foundation approved in 2010. This plan includes five initiatives: to fully fund athletic scholarships, grow the endowment, operate at the highest level of honesty and integrity, provide exceptional customer service, and develop a comprehensive communications plan. I am confident that the long-range plan will promote continued growth and success for the ECU Educational Foundation.

In 2012, the Pirate Club will celebrate its 50th anniversary! Throughout 2012, the Pirate Club will be highlighting the staff and many of the members who have made significant contributions to the success and growth of the Pirate Club over the past 50 years. It is truly worth celebrating the many people and accomplishments that have led us to this point in our history and continue to position us for many Pirate victories in the future. The future does not belong to those who are content with today. It will belong to those who can blend vision, reason, and courage in a personal commitment to the ideals and ambitious goals of our East Carolina University. Together, we will achieve success. Go Pirates!

Respectfully,

Jimmy Creech '73 '74
Executive President
ECU Educational Foundation
Back row (L-R) Dr. Rick Niswander (Executive Treasurer), Tyre Moore, Carl Rogers, Edwin Clark, Terry Holland, Dr. Emmett Floyd (Interim Executive Director), George Turner. Front Row (L-R) Mike Rogers, Douglas Gomes, Rhett Raynor, Linda Tripp, Jimmy Creech (Executive President), Clara Darden, Jim Post, Walter Williams (Director Emeritus), Donnie Bunn. Not Pictured: Harvey Lewis, Phillip Waugh, Dr. Steven Ballard (ECU Chancellor), Dr. David A. Dosser Jr. (Faculty athletics representative).

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.

ECU Educational Foundation financial statement

The annual financial report from our auditors, Clifton Gunderson LLC, and the IRS Form 990 are available for review on our website at www.ecupirateclub.com or by contacting our controller, Sheri Whitfield at 252-737-4628 or whitfields@ecu.edu.
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A great sense of satisfaction comes to Dennis and Ellen Young when they see private funding for new athletic facilities materialize and annual fund support for student-athlete scholarships increase.
Leaders in Athletic Expansion

Dennis and Ellen Young Devote Decades to Growth

Dennis and Ellen Young have not only played a key role in propelling East Carolina University in the world of college athletics, but they have witnessed the dedication of the Pirate Nation in support of the university’s athletics program. As the associate athletics director for major gifts for roughly six years and executive director of the Pirate Club for 15 years prior, Dennis Young has been a part of every capital campaign the Department of Athletics has engaged in the past 20 years.

Young is leading “Step Up To The Highest Level Campaign” that is on its way to raising $15 million for a practice facility for the men and women’s basketball programs. As this campaign draws to a close during fiscal year 2011-2012, and according to Young, it is the perfect time to retire and draw his official duties to ECU to a close as well. “As the saying goes, ‘There’s a time to come, a time to stay, and a time to go,’” Young said. “This last campaign provides an exit time, as I do not want to leave anything unfinished. The need to raise money in support of ECU Athletics will never go away. Ellen and I plan on being Pirates the rest of our lives.”

Ending a fundraising career after successfully leading five capital campaigns has given the Youngs a glimpse into the minds of ECU’s alumni. “There is something very special as to how our alumni feel about their university,” Young said. “I have enjoyed seeing Pirate Club members do the seemingly impossible. I worked with an individual a number of years ago who while he was unemployed at the time, sold a prized family rifle for him to make his annual fund contribution that year. His unselfish efforts and the unselfish efforts of a number of Pirate Club members over the years have really touched my heart and acted as a motivator for me in caring out my responsibilities.”

The Youngs have had significant impact on sports at East Carolina University through their efforts on the “Shared Visions Campaign” which helped provide funding for the upper deck and club level expansion of Dowdy-Ficklen Stadium; the “Kickoff to Victory Campaign” responsible for the 52,000-square-foot Murphy Center in the football stadium’s west end zone area; the “It’s a Whole New Ballgame Campaign” that provided private funding for Clark-LeClair Stadium; the “Circle of Excellence Campaign” that upgraded the football facilities; and lastly “Step Up To The Highest Level Campaign” that will give men and women’s basketball their own practice courts as well as provide those facility elements associated with successful college basketball programs. In addition to the various facility campaigns, past campaigns have also built an endowment by the Pirate Club supporting student-athlete scholarships.

Looking back, the “It’s a Whole New Ballgame Campaign” was the most fulfilling campaign for Young. “It was Coach Keith LeClair’s dream for Pirate Baseball to make it to the [college] World Series,” Young said. “That campaign had a lot of energy and is a tribute to someone very special who passed our way.”

Young hopes to be remembered for showing his true appreciation to donors for all their efforts in making Pirate Athletics better. “It is has been very rewarding to work with a number of donors who have a vision for ECU Athletics. They willingly have given of their money, time, and energy. There is not enough paper or time to thank everyone.”

Young’s first year on the job was 1991, the year the Pirate football team went 10-1 during the regular season, beat NC State in a miraculous come-from-behind victory in the Peach Bowl, and closed out the year ranked ninth in the country. “We couldn’t have had the table any better set for the Pirate Club’s fundraising efforts than we had following the 1991 football season,” Young said. Just 20 years later, Young will end his career shortly in a contrasting economic climate making this last campaign for a basketball practice facility the most challenging yet.

“Ending a fundraising career after successfully leading five capital campaigns has given the Youngs a glimpse into the minds of ECU’s alumni. “There is something very special as to how our alumni feel about their university,” Young said. “I have enjoyed seeing Pirate Club members do the seemingly impossible. I worked with an individual a number of years ago who while he was unemployed at the time, sold a prized family rifle for him to make his annual fund contribution that year. His unselfish efforts and the unselfish efforts of a number of Pirate Club members over the years have really touched my heart and acted as a motivator for me in caring out my responsibilities.”

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—DENNIS YOUNG

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conference consolidation. The campaign started out of the need to turn around the fortunes of the men’s basketball program, which had 14 straight losing seasons through the 2009-2010 basketball season. We have the coach, but to recruit the level of talent needed to compete, he needs a practice facility.” Currently, the men and women’s squads have to practice at an off-campus facility or share practice time with the volleyball team in Williams Arena.

“This lack of success has hurt ECU athletics financially in poor attendance at games,” said Young in an article by ECU magazine last fall, “but more importantly, it has hurt our overall reputation in a sport that is important to all top conferences as well as to the fans in a basketball-hungry state like North Carolina.”

Despite the economic atmosphere, this campaign has been record-breaking. It has received more seven-figure gift commitments than any other campaign. The campaign’s leadership and strong case statement for support are credited for the $13 million already raised with commitments ranging from $100,000 to $1 million from 37 individuals and businesses.

“I’m an ECU alum and I had the good fortune to have played football and received scholarship support. I appreciate the experience I had as a Pirate student-athlete,” said Young. “I’ve viewed the past 20 years as an enjoyment, privilege, and an opportunity to give back. I thank God for the opportunity I’ve been afforded and thank my wife Ellen for being a great teammate in this endeavor.”

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“The need to raise money in support of ECU Athletics will never go away. Ellen and I plan on being Pirates the rest of our lives.”

—DENNIS YOUNG
Ed and Diane Murphrey have been able to witness many of ECU’s exciting moments, and with their support, the university will continue to grow.
Dedicated to Service and Growth

Ed and Diane Murphrey's Love for Eastern North Carolina Inspires

Eastern North Carolina natives and local business owners Ed and Diane Murphrey have seen how far East Carolina University and Pirate athletics have come and its impact on the region.

Diane Murphrey served on the executive committee, is a past president, and is the only elected female president in the history of the Pirate Club. They have been ardent Pirate supporters for all capital campaigns as well as Sabre Society members of the Pirate Club. She and Ed are co-owners of CopyPro and have several real-estate ventures.

Diane served two years (1999–2000) as the first and only female president of the Pirate Club after being a member since 1983. “They gently twisted my arm to be first lady president,” said Diane and it was a really exciting time. “There were many fund-raising campaigns and I truly enjoyed that time. I really got to see the volunteer efforts pay off,” Diane was also president when ECU was accepted into Conference USA, which was a “big deal” for the athletic department, said Diane.

Serving in several areas, Diane is currently on the endowment committee in the Pirate Club. She has served on the Board of Trustees with Pitt Community College and is on the advisory board of the Boys and Girls Club.

“God has been good to me and it is my responsibility to give back,” said Diane. Ed and Diane have established endowments at Pitt Community College and most recently at ECU to enhance the scholarship programs for eastern North Carolina. “Athletic programs mean a lot to ECU and as business owners, we want to help the university be successful. If the university is successful, then eastern North Carolina is successful.”

——DIANE MURPHREY

“Athletic programs mean a lot to ECU and as business owners, we want to help the university be successful. If the university is successful, then eastern North Carolina is successful.”

Eastern North Carolina natives and local business owners Ed and Diane Murphrey have seen how far East Carolina University and Pirate athletics have come and its impact on the region.

Ed and Diane’s role in Pirate Athletics started with a small gesture recognizing a big win for the football team at Ayden-Gritton High School. Diane ran out to get some pizzas to treat and congratulate the players. As she was walking out of the restaurant with a tower of pizzas in her arms when she bumped into Dave Hart, the athletic director of ECU at the time. He asked her what she was going to do with all those pizzas, and he must have liked her answer because it got her and Ed an invitation to the press box for the next ECU football game. They’ve been hooked on Pirate athletics ever since, according to Ed.

The Murphreys’ passion for ECU and eastern North Carolina runs deep. Ed is from Farmville, where the couple just built a home, and Diane is from Ayden, where they have lived for many years. They have two daughters and two sons-in-law who graduated from ECU, and Ed and Diane were named Honorary Alumni in 2001. Diane also helped start the annual Ayden Collard Festival. During Diane’s time on the array of committees, Ed has also been supportive in increasing the success of ECU’s athletic facilities and scholarship opportunities, according to Diane.

“I’ve seen the renovation of Minges [Coliseum] and Williams Arena, the Murphy Center, the baseball field, and the overhaul of the sports complex,” said Diane. “This has been an exciting time to be a part of the growth. There are just a few universities where you can see all athletic facilities in one glance. It’s neat to walk into these facilities knowing you had a part in it—a lot of good memories.”

According to Ed, “there’s nothing like a university town. The quality of life is great here.” The close-knit college town has revealed itself during a few key moments that the Murphreys were able to witness. One was during the Peach Bowl in 1992, but the one that sticks out the most for the couple was the 1999 ECU versus Miami game that NC State hosted because Greenville had so much flood damage from Hurricane Floyd. This was also Diane’s first year (of two) as the president of Pirate Club.

“It was indicative of our fan support—seeing all those cars lined up in Raleigh that were from Greenville. It still gives me goose bumps,” said Diane. “Each sport has its moment: we’ve been to basketball games that were big, the Eastern Regional in basketball, we’re just fortunate to be there.”

The one thing missing, though, is the presence of local high-level basketball tournaments, said Diane. Diane is serving on the “Step Up to the Highest Level Campaign” and feels that current basketball players at ECU have an unfair advantage on campus. “They need to have the ability to practice whenever possible, instead of sharing facilities with classes from 8:00 a.m. to 1:00 p.m. and with other sports.”

The campaign proposes to add two full courts and meeting spaces for the men’s and women’s basketball teams. “The students on scholarships want to be able go practice all the time. They have to have more space to move up.”

The Murphreys feel the same underdog sentiment and pride as a Pirate that many feel toward ECU. “The average person can come to ECU and get a great education, experience the arts, and it feels like home,” said Ed. “ECU has really accomplished a lot, from robotic surgery to athletics.”
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“It is the people of East Carolina who keep our university strong and thriving. Through the giving of our time, talent, and resources, alumni and friends will watch this university reach even higher heights.”

—Carl W. Davis Jr.
My heart is in eastern North Carolina, in a special place you know as East Carolina University. Since the early 1970s, our East Carolina has played a significant role in my life, and it is my pleasure to serve as your East Carolina Alumni Association board chair.

The genuine pride I feel for East Carolina can only be described as a passion—a feeling I know I share with so many of you. As the ever-ready underdog, East Carolina has risen to the challenge to show that it is not only competitive, but the best in academics, health care, athletics, and cultural experiences. It is an economic engine for the eastern part of our state, for North Carolina, and the entire region. The concepts of leadership and service are so ingrained in the university’s persona and its students, that there is no question that East Carolina graduates are making a difference in every community in which they serve. With East Carolina’s storied history and even brighter future, tomorrow really does start here.

The Alumni Association shares my passion for East Carolina as its biggest cheerleader and proudest ally. Our mission is to inform, involve, and serve members of the ECU family throughout their lifelong relationship with the university. We do this through events and programs like networking breakfasts, service month activities, alumni tailgate, our alumni awards program, and dozens of other events throughout the Pirate Nation.

Communications like EC Alumni magazine, ECUupdate e-newsletter, and A Pirate’s Life for Me! radio show keep alumni informed and tell the compelling stories of our many successful graduates. Our scholarship program has helped more than 125 students with their ECU education and events such as the Pirate’s Bounty Scholarship Auction, ECU Alumni Scholarship Classic, and Pirate Alumni Road Race and Fun Run provide necessary funding to sustain this program. The Alumni Association also provides its members with many benefits and savings.

It is the people of East Carolina who keep our university strong and thriving. Through the giving of our time, talent, and resources, alumni and friends will watch this university reach even higher heights. Your membership in the Alumni Association helps us to provide valuable services to our students and our alumni. Your participation truly makes a difference and I thank you for your continued dedication and service to East Carolina.

GO PIRATES!

Carl W. Davis Jr. ’73
East Carolina Alumni Association
Board Chair

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.

ECAA financial statement
The annual financial report from our auditors, Clifton Gunderson, LLC, and the IRS Form 990 are available for review on our website at www.piratealumni.com or by contacting our accountant, Candace High, at 252-328-0604 or highc@ecu.edu.
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Greenville, NC
Amber and Steve Lavinder with their second daughter Lauren. The couple has established a scholarship through the EC Alumni Association in honor of their first daughter Megan.
Looking to the Future,
Honoring the Past

Amber Lavinder Gives from Her Heart to ECU

The East Carolina Alumni Association’s scholarship program is an integral part of the association’s mission “to serve.” With more than $165,000 in scholarships awarded in the past seven years, Alumni Scholarships are helping today’s students receive a quality East Carolina education. Alumna Amber Lavinder ’04 and her husband, Steve, are dedicated to the continued success of this program, to which they have given generously and for a very special reason.

Megan Grace Lavinder, the couple’s first child, sadly passed away in infancy. An experience no parent should ever have to endure, the couple found comfort in creating an ECU legacy for their precious Megan.

“We knew that by setting up a scholarship we would be taking a very difficult situation and finding something positive to make out of it for years to come.”
—AMBER LAVINDER

Amber chose to give her daughter’s memorial scholarship through the Alumni Association because she understands the importance of staying involved with her alma mater.

“The Alumni Association is something I have been part of for several years. Currently, I am the Pirate Contact for the Triad Region of North Carolina. The topic of keeping alumni involved is important to me since I feel it has a large impact on ECU going forward. One thing I love about coming back each year is seeing the families and hearing the stories of those who have attended ECU generation after generation. This is something I also get to hear each year at the Scholarship Luncheon. Our recipient this past year had family who had attended ECU and her brother is now following in her footsteps. He is a freshman this year. This is what makes ECU so special to us. We continue to invest in ECU because we hope our daughter Lauren will one day call herself a Pirate!”

Through generous alumni gifts and scholarship events like the ECU Alumni Scholarship Classic golf tournament, Pirate Alumni Road Race and Fun Run, and Pirate’s Bounty Scholarship Auction, the Alumni Association can continue rewarding deserving students with scholarship dollars for years to come.
Josh Moultrie and Glenda Palmer-Moultrie are proud to continue the Pirate legacy. Glenda shows her support of ECU through volunteering with the ECU Alumni Association.
When Glenda Palmer-Moultrie ’79 arrived on East Carolina’s campus in the mid-1970s from Delaware, she was an energetic, optimistic young woman who felt there was nothing she couldn’t accomplish. Her East Carolina education was going to launch her into a successful career and set her up for a prosperous future. Glenda was right, but her student experience was an eye-opening one; a time in her life that she now looks back on with pride and gratitude.

“When I came to East Carolina, I entered a culture where African Americans were still quietly making their way. This way of thinking was new to me, so I made up my mind to make my college experience what I wanted it to be—and that meant getting involved. I loved our football team and going to games, so I tried out for the pom squad and made it. My friends asked me if I was crazy! I was the only African American on the squad and so many people remember me because of it,” Glenda said. She became a sort of advocate for her fellow minority classmates through her “can do” attitude. “I took advantage of all that the campus had to offer.”

Now as a member of the East Carolina Alumni Association board of directors, Glenda has first-hand knowledge of what is going on at the university. “I’m in touch with decision makers and as a board member, I can help move the association and the university forward. With my son Josh as a student, I want to be as active and involved as I can. Through him I can better represent the needs of current minority students and be sure that those needs are recognized. I hope that one day he will also serve the Alumni Association.”

Glenda’s service to ECU also includes representing the university in Maryland, where she currently lives, and hosting Freshmen Sendoffs, a welcome event for incoming students and their families.

“It’s a way for parents to build a network with each other in our area. Not only do the students have a chance to meet and get to know each other, but parents can also exchange numbers and e-mail addresses so that we can keep in touch throughout the school year,” said Glenda. “I’m proud to be an ECU graduate and that’s something that I openly share with my neighbors and those in my community.

“I’m so grateful for the education that I received at East Carolina and I show my dedication through my Alumni Association membership,” Glenda said. Her son is also a member of the Alumni Association through the student Forever Pirates program. “I like being a member of Forever Pirates because it’s a way for me to be involved and get to know more people—I also like the free T-shirts,” Josh said. The program completed its first year in June 2011 with more than 774 members.

Glenda and Josh Moultrie are proud mother-and-son Pirates and hope to continue their family legacy at ECU.
EAST CAROLINA ALUMNI ASSOCIATION

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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.

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- Harvey Ray Lewis and Brenda Turner Lewis
- Dan Lynn Matthews ’75
- North Carolina Association of Insurance Agents
- Northwest Durham Association
- PotashCorp - Aurora
- Stanton R. Prentiss
- Clemmie Dixon Spangler Jr. and Meredith Riggs Spangler
- Thomas McLean
- The Fullerton Foundation
- George C. Turner and Sue Turner
- Paul Raymond Walker and Kathryn Hettinger Walker
- WINGA Family Limited Partnership

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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 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.

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Gene Thomas Aman and Helen Newman Aman
Anonymous
Kenneth Wayne Ashley and Lisa J. Ashley
Cecilia Cartwright Austin
Tony Robertson Banks*
Robert Kelly Barnhill Sr. and Mary Ann Barnhill
Harold H. Bate*
Michael Ray Baynes
Richard F. Bean
James Hudson Bearden and Polly L. Bearden
Clarence B. Beasley*
Julia Weskett Beasley
Irwin Balk and Carol Grotnes Balk
Jim Lewis Bellamy Jr.
Dorothy May Berry*
Geraldine M. Beveridge
William Gray Blount and Barbara Keck Blount
Catherine Ann Bolton
David A. Bond and Pamela Short Bond
Emily S. Boyce
Lawrence F. Brewer*
Elizabeth M. Britt
David Stephen Brody and Laura Cambritz Brody
Bradford Marshall Brown and Deborah Kinlaw Brown
Ernest Lawson Brown Jr.
Maurice Leland Bunch III and Claudia Brinn Bunch
Alston W. Burke
Anchie R. Burnette*
John A. Campbell Jr. and Elizabeth Folk Campbell
Clyde Thomas Mallison Jr. and Frances Mallison
John W. Lowe Jr. and Nelda Sullivan Lowe
Edward Lowdermilk and Deitra L. Lowdermilk
Tommy Glynn Lewis II and Janice Dampier Lewis
Kenneth Eugene Lewis Sr.*
George Lautares and Esterre B. Lautares
Ted B. Lanier and Peggy Lanier
H. D. Lambeth Jr.
Hervy Basil Kornegay Sr. and Deborah Price Kornegay
Mary W. Kopf
John Bryant Kittle III and Cynthia Domme Kittle
Michael Barry Kodecht
Mary W. Kopf
Harry Basil Konnology Sr. and Deborah Price Konnology
H. D. Lambeth Jr.
Todd B. Lanier and Peggy Lanier
George Lautares and Estelle B. Lautares
Zephin Sanford Lee Jr. and Bonnie Phipps Lee
Elsie Morgan Lewis
Kenneth Eugene Lewis Sr.*
Tommy Glynn Lewis II and Janice Dampier Lewis
John W. Lowe Jr. and Nelda Sullivan Lowe
Clyde Thomas Mallison Jr. and Frances Mallison
Bozal Friel Mars
Morris Duncan Marley and Beverly Nickens Marley
Johnnie E. and Anna B. May
Robert T. Maynard and Virginia Bobbitt Maynard
William Charles McClammy*
Gail L. McClammy*
R. William McConnell and Mary Raab

* 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?

Online Giving
www.giving.ecu.edu

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.
If you have questions or would like to obtain additional information, please contact us:

**EAST CAROLINA UNIVERSITY FOUNDATION INC.**
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GIVE ONLINE: www.giving.ecu.edu
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**ECU MEDICAL & HEALTH SCIENCES FOUNDATION INC.**
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GIVE ONLINE: www.giving.ecu.edu
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**ECU EDUCATIONAL FOUNDATION INC. (PIRATE CLUB)**
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