

Shaping the Future



PARENTS & GRANDPARENTS CAMPAIGN



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Grandparents Make a Difference at Vanderbilt

Why a Grandparents Campaign?

Both alumni and non-alumni grandparents have played a role at Vanderbilt University for many years. The Grandparents Campaign will provide an opportunity for grandparents to have an even stronger impact on the lives of their Vanderbilt students.

As any grandparent will tell you, grandchildren are the reward for having children. The relationship between grandparents and grandchildren is purely for fun, yet grandparents can also play a serious role in the lives of their college students.

Through the collective efforts of the Vanderbilt family, students receive a world-class education. Students not only have the opportunity to excel in the classroom, but they experience enormous personal growth through their relationships

with each other and through participation in campus life. Our future leaders are shaped by the love and guidance of immediate family, extended family, and their community. Great universities are also shaped by a family of alumni, parents, grandparents, and friends.

What is the Grandparents Campaign?

The Grandparents Campaign for Vanderbilt will focus its efforts on raising unrestricted gifts from grandparents of undergraduate students. Unrestricted gifts can be used by undergraduate schools to address immediate needs.

Unrestricted giving supports the following types of projects:

- Laboratory and classroom equipment
- Innovative academic programs and seminars
- Guest lecturers and much more



"Vanderbilt has an excellent reputation.

I like the way it is made up of several fine undergraduate schools, like Peabody College, where my grandson enjoyed being a Human & Organizational Development major and succeeded in graduating *cum laude*."

Dorothy Kurz,
 Founding Member,
 Grandparents Leadership Committee,
 Grandmother of Chad (BS'04, MA'05)

VANDERBILT PARENTS AND GRANDPARENTS CAMPAIGN OFFICE



A Grandmother's Story

With two grandchildren currently enrolled at Vanderbilt,

Mrs. Elaine Gwin has seen firsthand all of the qualities that make Vanderbilt a great University.

Mrs. Gwin has attended every Parents and Family Weekend since her grandson, George, arrived on campus as a freshman in the School of Engineering in the fall of 2001. George is entering his senior year, and his younger sister, Anne Louise, is a rising sophomore at Peabody College.

"One of the things I really love about Vanderbilt is the wholesome and nurturing environment the University has created," says Mrs. Gwin. "Every student I meet is so intelligent and well spoken. I love that George and Anne Louise are making lifelong friends and sharing learning and growing experiences that

will follow each one of them wherever their education and careers might taken them.

"Grandparents play an integral role in family life; they have years of wisdom and experience—much of which is relevant to modern times. If grandparents are fortunate, their grandchildren will accept their advice, which in turn helps our young people make intelligent decisions. Grandparents are part of the big picture for our grandchildren.

"I choose to support George and Anne Louise's University because I believe in what Vanderbilt is doing for my grandchildren and for thousands of other young people. I have been to the campus on many occasions and have loved every minute of my visits. I also know that George and Anne Louise are both very happy at Vanderbilt. As a grandmother, that is what means the most to me.

"I know my support of the School of Engineering and Peabody College helps my grandchildren and all of the other sweet and talented young men and women I have interacted with over the past three years."

I also know that George and Anne Louise are both very happy at Vanderbilt. As a grandmother, that is what means the most to me."



L to R—Anne Louise Sewell, (GPC 2007), Jerry Sewell, George Sewell (ENG 2005), Elaine Gwin, and Georgia Sewell

The Grandparents Leadership Committee

The Grandparents Leadership Committee (GLC) brings together grandparents who believe in the mission of Vanderbilt University to educate their grandchildren and fellow students to be leaders, researchers, teachers, thinkers, healers and discoverers—people who will shape the future of our society.

Members of the Grandparents Leadership

Committee help educate fellow grandparents on the importance of supporting the University and build relationships between grandparents and administrators.

GLC members choose to support the University with gifts of \$5,000 or more annually. The GLC acts as the steward of the Grandparents Campaign.

The Role of Grandparents as OEBs (Official Ego Boosters)

Grandparents of a college freshman can play a serious role in helping their grandchild to make the transition from high school senior to college freshman. The college freshman is an interesting mix of youthful confidence and fragile ego. Most of the Vanderbilt freshmen come from a high school where they excelled both academically and socially. As high school seniors, they were on top of the proverbial food chain.

As Vanderbilt freshmen, they must adjust to being away from family and friends, increased responsibility, increased academic pressure, and

finding the balance between study time and social time. As one grandparent put it, "Just in the class of 2008, there are 1,700 fragile new egos all jockeying for position." All of these egos are in need of positive reinforcement. Grandparents can play a significant role as their grandchild's OEB. Check in with your grandchild, ask open-ended questions about how they are doing, so you don't get the "fines" or "okays." As most grandparents know, e-mail is the main form of communication for young people these days, so get online and stay in touch with your grandchildren. Their egos will need frequent boosting their freshman year.

The Annual Fund's Role in New and Innovative Programming

Unrestricted funding allowed the College of Arts and Science to support the development of a new and innovative twist on a classic. An interactive Shakespeare course for undergraduate students will be taught by Professor Leah Marcus this fall. The course will feature a DVD that will give students immediate access to different performance versions of Shakespeare's plays as well as additional materials like early printed texts, illustrations, and criticism.

The software the class will use was developed at MIT. Vanderbilt will be the first university to collaborate with MIT using this software. The class will be taught in a computer classroom where the professor will ask questions about various problems in interpreting a play, and the

students will use the software together to answer these questions during the class period. The technology will give students a deeper appreciation and understanding of a classic. This is just one example of annual fund dollars working for students.



*P*hilanthropy strengthens and shapes our families' values while connecting us to ideas larger than ourselves."

Brett Anderson,
Author of *Give, and We Shall Receive*

Q&A: Grandparents Campaign

Q. What does unrestricted mean?

A. Unrestricted gifts to your grandchild's school can be used to address immediate needs. The funds are not earmarked for a specific new classroom or building project.

Q. How does the Grandparents Campaign solicit gifts?

A. Appeals are mailed during the fall and winter terms from the Vanderbilt Grandparents Campaign Leadership Committee.

Q. Vanderbilt has a large endowment—why not use that instead of asking me?

A. The income from Vanderbilt's endowment is used to defray costs, but this income does not fully cover the difference between tuition income and annual expenses.

Every gift makes a difference.

For more information,
please contact:

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FALL SEMESTER 2004–05

October 1–3: Freshman Family Weekend

November 20–28: Thanksgiving holiday

December 9: Fall classes end for undergraduates

SPRING SEMESTER 2004–05

January 12: Spring classes begin for undergraduate students

March 5–13: Spring Break

March 17: Founder's Day (the anniversary of Cornelius Vanderbilt's founding gift)

April 1–3: Parents and Family Weekend

April 21–23: Rites of Spring

April 26: Spring classes end for undergraduates

May 12: "THE PARTY" (celebration for graduates and their families)

May 13: Commencement for the Class of 2005

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