



Alumni living Endowment Totals \$24,188 For First Three Years of New Annual-giving Plan

By Msgr. A. J. Burke

It would be most ungrateful of me as President of the College if I did not express my appreciation, as well as speak for all at St. Ambrose, for the magnificent sum realized this year for the Living Endowment.

Since inaugurated three years ago the Living Endowment has amounted to **\$24,188.00**. This year's Contribution, a remarkable increase over the two previous years, is the equivalent of **\$424,000.00** invested at 3%. The return from the Living Endowment is now approaching the return from our actual endowment investments.

Such figures should convince even the most skeptical alumnus of the worthwhileness of the Living Endowment. Here at St. Ambrose we have no doubt of its value. Without it during these three critical years I fear to think what might have happened. The Living Endowment has not been just an appreciated extra source of revenue, it has actually been the means of helping us balance the books in keeping the college solvent.

There are some observations on the Living Endowment principle that I should like to make. First, it is to my regret that all alumni have not been converted to the program of annual giving. We have tried in many issues of the *Alumnus* to explain the program and have felt sometimes that we were belaboring a point that was crystal clear. It is very evident now that an annual giving campaign is successful; it will be eminently successful only when all alumni respond. If I could only impress upon each alumnus the importance of giving something; the amount of each gift is not so important for the total of small donations from the greater percentage of the alumni group is what makes the difference between a modest sum and a large one. One of my disappointments is that in these first three years there hasn't been a greater increase in the total number of donors. I had hoped that everyone who received the *Alumnus* would want to make an annual contribution, at least to the extent of paying for the

monthly magazine.

One thing that does afford me satisfaction is the growing number of those who are increasing their contributions each year. Not a few have doubled their annual gifts. The very first contribution received for the 1953 campaign was double the amount previously given. This donor suggested that the extra amount might be used towards building up a scholarship fund if this met with the approval of the Alumni Executive Committee. Equally welcome are the many fine letters that accompany some of the contributions, letters that express approval of annual giving or that express lasting gratitude for the years and training at St. Ambrose.

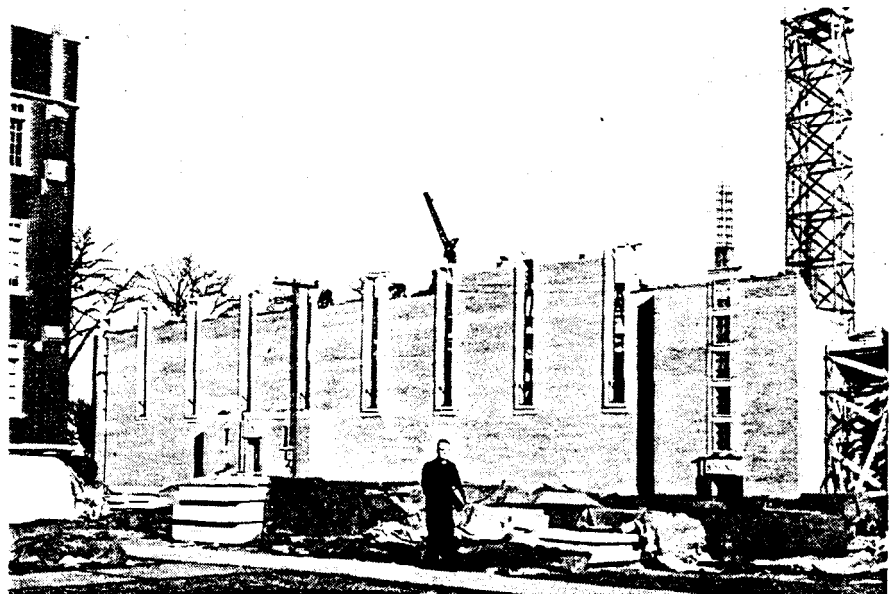
So far in soliciting alumni for the Living Endowment we have not appealed to priests, though some priests have voluntarily sent in contributions to the fund. Such gifts are most welcome, and the priest donors have received credit on the annual honor roll. It has been our policy, however, for the present not to solicit priest alumni for the Living Endowment for this reason. All we have at St. Ambrose we owe to the

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priests of the Diocese of Davenport. They have supported it financially out of their meager salaries from the very beginning and all through the years. They are at present contributing generously to the building of our new Chapel. Nor have we solicited priest alumni who belong to other dioceses. I have appealed to them for another purpose: to give an annual contribution for five years for the new Chapel. That fund now amounts to \$4,755.41 and will be used to purchase the main altar. When all priest alumni have completed their subscriptions to the Chapel, they will then be solicited for contributions to the Living Endowment.

A very significant development this year was the extension of the Living Endowment to include a selected group of Davenport business men and executives who have been friendly to St. Ambrose. Credit for this extension of opportunity to help the College belongs exclusive-

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THE NEW CHAPEL RISES—The above photo shows the progress in the construction of the new Chapel of Christ the King on the college campus, made possible through the generosity of the priests of the Diocese of Davenport. Shown above is the west side of the chapel, with the corner of Lewis hall at extreme left. Tentative plans are being made to formally dedicate the new chapel in October or November of 1953, and it is hoped that a solemn Mass may be held in the new chapel at the next homecoming.