

2019 MSUM FOUNDATION
ANNUAL REPORT



MSUM Foundation
MINNESOTA STATE UNIVERSITY MOORHEAD®

FY19 ANNUAL REPORT



Greetings from the MSUM Foundation Board,

Thank you again for your continued support of Minnesota State University Moorhead and our Foundation. With the launch of the Vision 2020 campaign and our goal of raising \$50 million, we recognize that through generous donors like you, we can complete our goal! We have already raised \$37 million so we are well on our way!

We are grateful to our University and Foundation leadership teams along with faculty for everything they are doing to help us meet our goals and enhance the educational experience for our students. A college education at MSUM continues to be 'transformational' and it is a great time to be a Dragon! We hear from our many students that

benefit from your generosity through giving to the Foundation how grateful they are and the positive impact it has on their ability to be successful as a student. After all, these are our future leaders and providing them with the tools to be successful ultimately improves the lives of all around them! Go Dragons!

Kind Regards,

Rick Kasper '80, Board President
MSUM Foundation



Dear Dragons,

It has been an extraordinary year for MSUM and the MSUM Foundation. We are celebrating our 50th year as an interdependent partner with MSUM and our relationship has never been stronger. The work of the MSUM Foundation for 50 years has remained the same. The mission of the foundation remains strong:

We create opportunities for generations of MSUM students by inspiring alumni and friends to connect, engage and give.

A few highlights of our 2018-2019 year include:

- ▶ Selecting six new Dragon alumni with Distinguished Alumni awards, Young Alumni Awards and Service to the University Awards.
- ▶ Hosting events across campus, in our region and across the country to bring Dragons together and share our common bond.
- ▶ Launching the first ever MSUM Dragons Giving Day and raising over \$152,000 to support MSUM students and programs.
- ▶ Receiving the single largest estate gift in the history of the university. The gift from the Estate of Larry Dahlsad will support juniors and seniors majoring in the Paseka School of Business.
- ▶ Seeing the total assets of the Foundation at a new record high of \$42.3 million dollars.

2019 will be an even bigger year. On Oct. 3rd, MSUM announced its first-ever comprehensive

campaign called Vision 2020. This campaign aims to raise \$50 million by June 30, 2021. When we announced our plan, we had already raised over \$37 million. The campaign priorities include:

- ▶ Establish annual, endowed academic and athletic scholarships for students based on academic excellence or demonstrated financial need, \$25 million.
- ▶ Invest in student learning experiences, including research and study abroad, as well as faculty excellence and technology to prepare students for an "ever-changing workforce," \$17 million.
- ▶ Build an \$8 million alumni center, planned across from the gates to the campus at the former site of the Newman Center.

Please keep on the lookout for campaign events, communications and announcements as we continue to invite more Dragons to be part of this historical campaign.

On behalf of the students, faculty, staff and Foundation team at MSUM, we want to say thank you. Your gifts of time, talent and treasure make a significant impact on the lives of all at MSUM.

Gary Haugo, VP for University Advancement
MSUM Foundation



2019 FUNDRAISING HIGHLIGHTS



FUNDRAISING
TOTALED ALMOST
\$8 MILLION

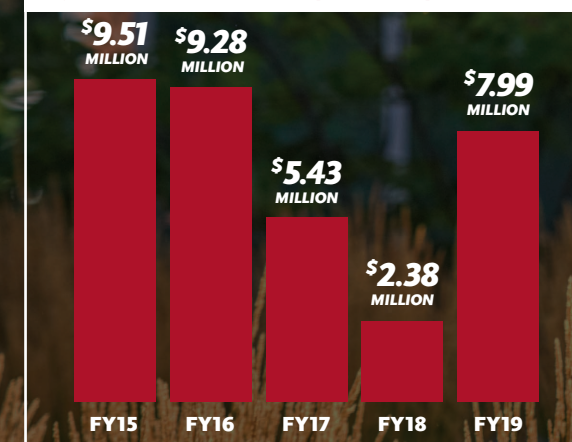


\$1.35 MILLION
EARMARKED FOR
SCHOLARSHIPS



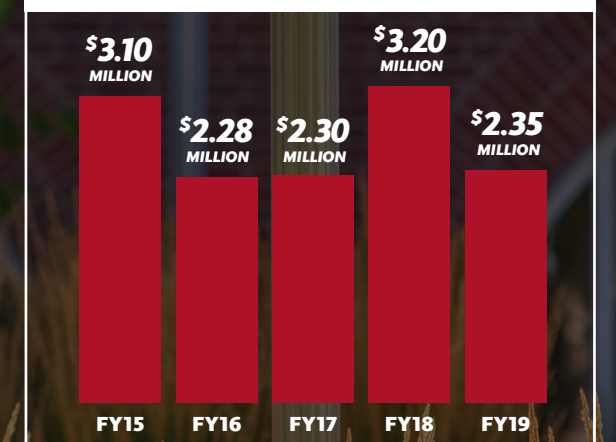
\$1 MILLION
EARMARKED FOR
PROGRAMS
AND FACULTY

FUNDRAISING (FY15-19)



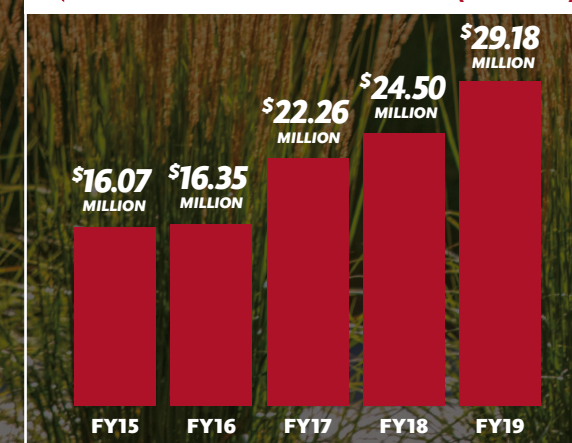
Fundraising includes new gifts, pledges, grants and bequest commitments.

SUPPORT TO MSUM (FY15-19)



Funding and programming provided to impact the University by supporting students, educators, programs and facilities.

ENDOWMENT PROGRESS (FY15-19)



ENDOWMENT IMPACT (FY15-19)

FY15	\$381,766
FY16	\$747,743
FY17	\$455,141
FY18	\$497,240
FY19	\$551,441
5yr Total	\$2,633,331

Larry's legacy lives on



Larry Dahlsad '75 was an ordinary man who left behind an extraordinary gift.

Most comfortable wearing denim overalls and discussing the latest crop prices, Larry lived an unassuming life on his family farm near Georgetown, Minnesota. As far as most

people were aware, he was as predictable as the Tuesdays he set aside for driving into Fargo-Moorhead to run errands and meet friends for coffee. Yet, he enjoyed the thrill of driving his Ford Mustang on the region's rural roads with the top down.

Then there was his treasure trove, an extensive collection of rare toy cars and miniature diecast models of farm equipment. The toys – nearly 25,000 of them – were meticulously displayed in rows of glass-covered cabinets tucked inside a heated shed on his farm.

When Larry died in 2018, he gave the collection and the bulk of his estate to Minnesota State University Moorhead. The gift, which is the second largest given to the university, will support annual scholarships for up to 50 students in the Paseka School of Business.

“He wanted his gift to be taken care of and for his gift to take care of someone else,” said Gary Haugo, Vice President for University Advancement.

Larry knew what it was like to struggle to pay for college. He worked several part-time jobs so that he could graduate from what is now MSUM with a degree in accounting.

He worked for the state of Minnesota in St. Paul for two years before moving back to Moorhead to work in MSUM's business office. One of his favorite traditions was when then-President Roland Dille sat down and had coffee with the staff each week. Larry was impressed that the university president treated all employees as equals.

“That small gesture made Larry feel like he belonged here,” said Nonda Mack, Director of Foundation Services.

Eventually, the lure of farm life beckoned and Larry returned to the land that had been in his family for three generations. There he raised beets and settled into seemingly quiet days punctuated with the excitement of spear-fishing with his father in the winter.

But Larry had another side.

He demonstrated a sense of humor and love for adventure. He traveled across the world, exploring sites

“Larry thought he could make a difference to students like him, students who had to work long hours to pay for school.” – Nonda Mack, Director of Foundation Services

and cultures in six continents. Before his death at age 65 in April 2018, he was trying to visit all of the major league baseball stadiums in the United States.

In addition to being a farmer and experienced traveler, Larry also thrived as a collector who sought, acquired, organized, catalogued, and maintained an extensive collection enjoyed mostly by himself and those close to him.

The collection included baseball cards and Star Trek and Star Wars memorabilia. But the vast majority of pieces on display were miniature vehicles and equipment – many of the items rare and valuable. These included “redline” original Hot Wheels Cars made in Hong Kong in 1969 and models of Ford Mustang cars. A nod to his deep roots in the Red River Valley, he collected models of farm equipment, including gold Big Roy and Big Bud tractors, highly prized pieces in the world of collecting.

When Larry died, it took an expert nearly five months to catalogue his entire collection, even with help from his fastidious records – carefully kept as only an accountant would. Pieces of his collection were sold to collectors from across the United States, Canada, Denmark, Australia and Russia.

According to his mother, Gladys, Larry picked up the interest in collecting from his father who also acquired toys.

“Oh, I suppose someone gave him one at one time, then another, and then it just grew,” she said.

Her son's collection of play things certainly grew into a serious endeavor. He traveled to toy fairs all over the United States and was well-known in collector circles. He left some of his fellow toy collectors wide-eyed and speechless when he would remove pristine, rare models from their original packaging after purchase.

He felt the prized toys should be touched and handled, enjoyed as toys rather than investments.

“He lived a simple life, but he was a complex person,” Mack says.

A few years before his death, Larry decided he wanted to make things easier for the next generation of MSUM students. When he died, Larry's fund became the single largest fund at MSUM, with gifts totaling \$5.7 million.

Because of scholarships supported through Larry's estate, business students will be able to fully engage with mentors and in co-curriculars without worrying about the costs of their education. They then will be able to choose a career that ignites their spirit instead of one that simply pays back their student loans.

“This gift will transform life on this campus and the lives of the students who come here,” Haugo says. “Through Larry's generosity and vision, generations of Dragons will be changed.” ■





Giving back and making a difference

Susan Renaud always knew she wanted to work with people, and she knew she wanted to make a difference. Her parents had instilled the values of working hard, contributing to society, loving your neighbor, putting your heart into everything you do, and following your passion. She was determined to do all those things and more.

After studying social work at a different institution, she followed her brother's footsteps and transferred to Minnesota State University Moorhead, completing her degree in 1974. She admits this was one of the best decisions she has ever made. "I feel like when I came to MSUM, I came home," she said. At MSUM, she found experienced, motivating professors, a welcoming campus and fellow students who become more like family to her. "I felt a sense of belonging, and had a community of people who believed what I believed," she said. "I just felt a connection to MSUM immediately."

“I wanted to help the most students I could who had the passion but not the resources. – Susan Renaud

Upon graduation, Susan set out to follow her dream of making a difference. She helped out the senior population by delivering Meals on Wheels. Later, she completed a master's degree and moved on to become a school counselor at a community college, helping students plan out their futures. For 25 years, she was a volunteer park ranger, living out her passion of energy conservation and protecting the environment.

For Susan, making a difference also meant giving back. She worked hard for years, saving money whenever she could. Today, she's in a position to help others out, which included starting the Susan and Bruce Renaud Endowment Fund at MSUM. In addition, Susan made a future planned gift, designating MSUM as the beneficiary of part of her estate. "I'm at a point now where I'm blessed," she said. For her, donating to an institution that impacted her life just made sense, and having no children of her own, she turned to helping students through scholarships. "When I give, I really in my heart just want it to go where it can do the most good," she said. "I wanted to help the most students I could who had the passion but not the resources." ■



“Thank you from the bottom of my heart for **continuing to give to the School of Social Work. It is because of you, that students like me, can achieve what can seem like the impossible.**

– Rylie Langer, Diana Bertsch Fehr Social Work Scholarship recipient



“Your support of my academic efforts is invaluable and motivates me to continue my work. **Thanks to you, I am able to further my education and engagement at MSUM.**

– Clara Derby, Lois Cornell Selberg Scholarship recipient

BE A PART OF THE VISION

VISION 2020 aims to support our MSUM students, faculty, alumni and community. Our vision is to transform even more lives than before. Can we count on you to be a part of the vision for MSUM's first comprehensive campaign?

With your help, *we will...*

IGNITE CONNECTIONS

Alumni Center

A new Alumni Center will provide space for student and community interactions, in addition to serving as the anchor for alumni when they return home and share their success stories with us.

SPARK ACCESSIBILITY

Student Scholarships

We will increase merit-based, need-based and other scholarships to attract the best and brightest students.

EMBOLDEN PROGRAMS

MSUM Programs

Today's education requires experiences that prepare students to have a strong heart and savvy skills to become leaders and problem solvers in our community.



WE ARE DRAGONS. Fierce. Formidable. With fire in our bellies and courage in our hearts. We will not be slayed by the challenges before us. Rather, we will embrace the challenge. Because we believe that our promise, and our purpose, **IS WORTH IT.**

ALUMNI CENTER

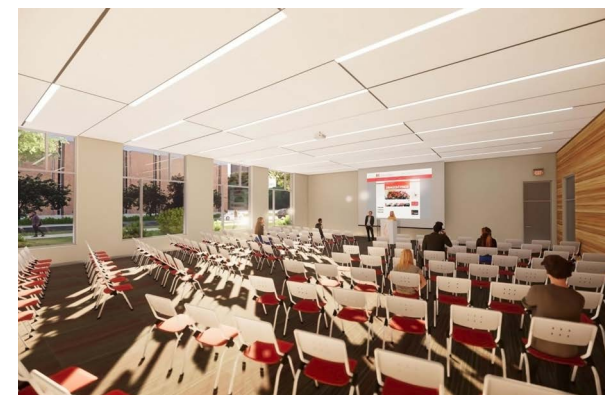
The Alumni Center will embody MSUM's purpose: transforming the world by transforming lives. The Center will reconnect generations of alumni whose lives have been transformed at MSUM. It will also provide opportunities for alumni to engage with current students and play a role in shaping their futures. Ultimately, the Alumni Center will become a catalyst for philanthropy at MSUM as our current students witness the generosity of our alumni – and our donors witness firsthand the transformative power of their giving. – President Anne Blackhurst



RELATIONSHIPS: The Alumni Center will be a place for transformational relationships. Meaningful relationships between our students, faculty, staff and supporters are at the heart of what we do. When we nurture these relationships, we inspire and honor donors and recipients. We fan the flame of generosity with personal connections. We are able to deepen the understanding of the mission of MSUM for our board members and others in our community.



LEGACY OF PHILANTHROPY: Creating a space on our campus that is a permanent home for our foundation will change the trajectory of our institution. It will make philanthropy a priority for our alumni, faculty, staff and students. The Alumni Center will be a place that both practically and symbolically aligns our hopes with action. It will gather our resources of talent and treasure into one place to share the story of a transformative MSUM experience, increase our effectiveness, and amplify our voice so that we may achieve our goals.



BUILD COMMUNITY: One of MSUM's Strategic Anchors is to be indispensable to the community. This new premier space on campus will be a welcoming spot for alumni to return not only to visit, but to engage and inspire and be inspired. Our community will be invited and welcomed to our campus where they will meet students, faculty and staff in meaningful and transformative ways. Supporters want to be engaged with students in their journey while at MSUM, and this physical space will allow for the creation of such connections.



A good investment

For Scott Nelson, attending Minnesota State University Moorhead just made sense. He grew up in Moorhead, and MSUM was the hometown school. In order to save money while attending college, Scott chose to live at home, commuting to campus every day for class and working at a part time job. He enjoyed his accounting classes, and made friends with his fellow classmates. Though getting a degree was extremely important to him, he admits that at first, college was simply an act of going through the motions. “What I remember was just getting through,” he said.

Then, something changed. Scott, a self-proclaimed C-average student, began to really concentrate on and enjoy his studies. He started to do well in his classes, thanks to knowledgeable professors, and a maturity that came from being around others with the same goal. “MSUM turned me from a mediocre student, to a good student,” he said.

With this new confidence, Scott began to develop goals for his future. After graduating with an accounting degree in 1974, he passed his CPA exam, interned in the office of his former MSUM professor, Jim McMerty, and started his career. He practiced public accounting for 10 years and then turned to consulting. In 1983, Scott and his wife Barbara purchased Laney’s Inc. in Moorhead, a decision that turned out to be a smart one. “It’s been a very fulfilling career,” Scott said. “I’ve had great experiences meeting a lot of interesting, successful people.”

Because of the transformational experience Scott had at MSUM, he feels it’s only right to give back to his alma mater. In addition to starting the Scott and Barbara Nelson Business Innovation Fund, Scott also gives to a number of other causes at MSUM, including Paseka School of Business. “I give because I feel a sense of obligation. I credit my MSUM accounting degree with my career success. I feel a payback is due.” ■

4 reasons why Scott gives to MSUM:

- 1 Payback** – “I give because I feel a sense of obligation to help the next generation of citizens.”
- 2 Product** – “MSUM really does transform lives. It’s a good investment for sure.”
- 3 Strong leadership** – “I’m impressed with the leadership both at the development and university level. I know whatever money I give is going to be used well.”
- 4 Sense of pride** – “It makes you feel good. You always get more than you give.”

2019 Distinguished Alumni

Distinguished Alumni Awards



David Foss '85,
Computer Science



Cheryl Hughes '82,
Management



Nicole Kivisto '95,
Accounting



Jeff Smedsrud '81,
Mass Communications and American Studies

Outstanding Young Alumni Award



Robert Haas '09,
Economics

Outstanding Service to the University



Scott Nelson '74,
Accounting



MSUM Foundation
MINNESOTA STATE UNIVERSITY MOORHEAD®

Minnesota State University Moorhead

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