



# DONOR GUIDE

BE THE DRIVING FORCE FOR EXCELLENCE





## A MESSAGE FROM **ALAN HALLER**

*“Together, we will work to ensure that MSU Athletics adds value to Michigan State University and the surrounding community. It’s our commitment as a university partner. This is an exciting time in our department’s history, full of limitless possibilities. Only together can we realize those dreams.”*



### Meet Alan Haller

#### VICE PRESIDENT & DIRECTOR OF ATHLETICS

Alan Haller becomes the 20th athletics director and the 3rd Black athletic director in MSU history. Prior to this role, Alan was the Assistant Vice President and Deputy Athletic Director for Michigan State Athletics. Haller, who joined the MSU Athletics Department in 2010, was promoted to Deputy Athletic Director in 2019 after serving as the Chief of Staff and Senior Associate Athletic Director the previous three years.

Prior to his appointment in Athletics, Haller was a 1st Lt. for the MSU Police Department and served on the force for 13 years. Haller was in charge of the Uniform Division, which is the largest component of the department.

Haller was selected by the Pittsburgh Steelers in the fifth round of the 1992 National Football League Draft. Haller spent three seasons in the NFL, playing for Cleveland (1992), Pittsburgh (1992-93) and Carolina (1995).

Haller is a Lansing, Michigan native and attended Lansing Sexton High School. He holds a bachelor’s degree in criminal justice from Michigan State and a master’s degree in human resources from Central Michigan.

Dear Spartan,

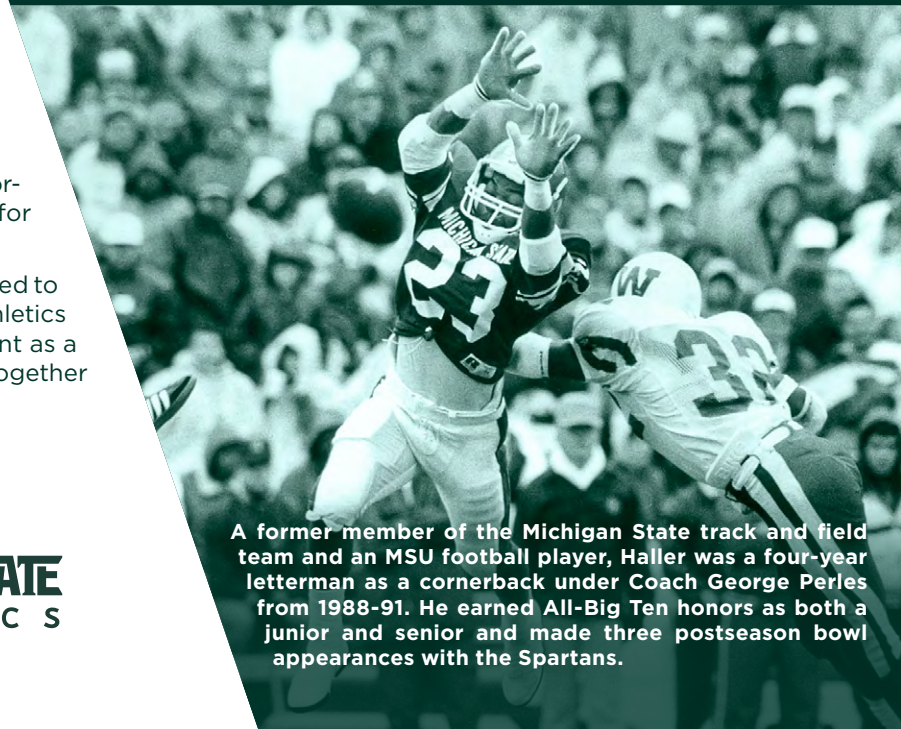
It is an honor to serve as your Vice President and Director of Athletics at Michigan State University.

Being a student-athlete at Michigan State was a transformational experience in my life. My time as a member of the Spartan football and track and field teams laid the groundwork for everything that’s followed. To this day, with every major decision and event, I rely on the principles that were forged as a student-athlete.

It’s our responsibility to ensure our current and future student-athletes experience the same transformation, reaching their highest potential both academically and athletically. The phrase ‘Spartan for Life’ signifies our commitment to our student-athletes and does not end when they leave MSU.

Michigan State is filled with amazing student-athletes, talented coaches and staff who are dedicated to empowering our student-athletes to achieve success. Together, we will work to ensure that MSU Athletics adds value to Michigan State University and the surrounding community. This is our commitment as a university partner. It’s an exciting time in our department’s history, full of limitless possibilities. Only together can we realize those dreams. Go Green!

ALAN HALLER | Vice President & Director of Athletics



A former member of the Michigan State track and field team and an MSU football player, Haller was a four-year letterman as a cornerback under Coach George Perles from 1988-91. He earned All-Big Ten honors as both a junior and senior and made three postseason bowl appearances with the Spartans.

# YOUR SUPPORT EMPOWERS SUCCESS

INVEST IN CHAMPIONS

**\$1M**

will fully endow  
an out-of-state  
scholarship

**\$69,758 TOTAL**

AVERAGE ANNUAL SUPPORT  
FOR OUT-OF-STATE STUDENT-ATHLETE

**\$500,000**

will fully endow an  
in-state scholarship

— \$50,352 —

Financial Aid  
(out-of-state)

— \$14,666 —

Operations  
(Equipment, Travel)

— \$4,241 —

Health &  
Wellness

— \$500 —

Academic  
Services



**MATILDA EKH | WOMEN'S BASKETBALL**

NAMED BIG TEN FRESHMAN OF THE WEEK  
TWICE IN 2021-22 SEASON

NATIVE OF SWEDEN



**OLU OGUNWALE | MEN'S SOCCER**

PLAYED IN ALL 18 GAMES LAST SEASON

MEN'S SOCCER SCHOLARSHIP  
ENDOWMENT RECIPIENT

Your donations to Spartan Fund allow our Champions  
to earn a world-class education, while playing the sport  
they love, and making a difference in the lives of others.





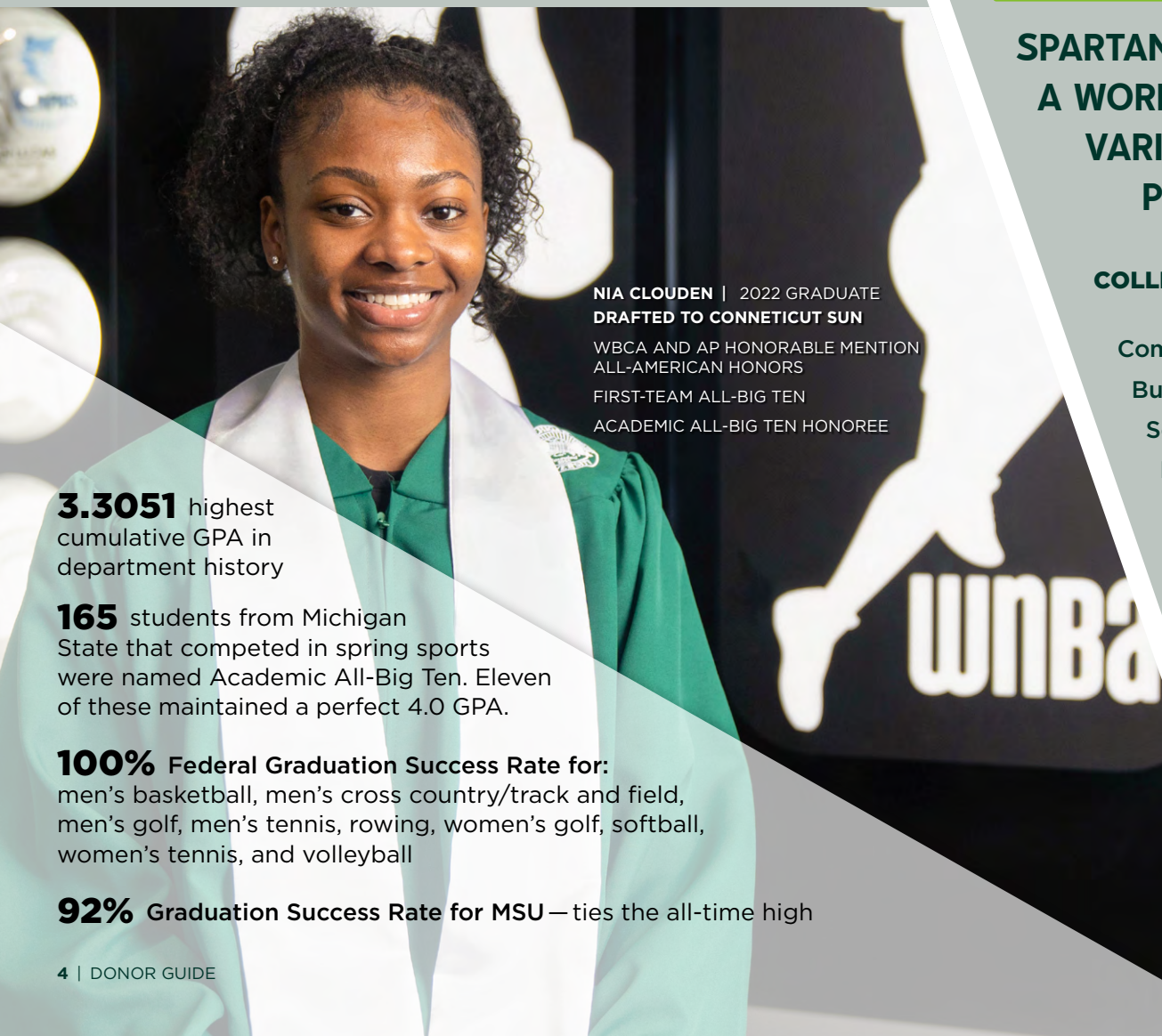
## HIGHLIGHTING

# EXCELLENCE

IN THE CLASSROOM, COMPETITION & COMMUNITY

## EXCELLENCE IN THE CLASSROOM

First and foremost, MSU athletes are students aspiring to earn a world-class education from top-ranked colleges, programs, and faculty. With a strong support system of academic advisors and support services, student-athletes are able to balance the rigors of the classroom and competition.



**NIA CLOUDEN** | 2022 GRADUATE  
DRAFTED TO CONNETTICUT SUN

WBCA AND AP HONORABLE MENTION  
ALL-AMERICAN HONORS  
FIRST-TEAM ALL-BIG TEN  
ACADEMIC ALL-BIG TEN HONOREE

**3.3051** highest cumulative GPA in department history

**165** students from Michigan State that competed in spring sports were named Academic All-Big Ten. Eleven of these maintained a perfect 4.0 GPA.

**100%** Federal Graduation Success Rate for: men's basketball, men's cross country/track and field, men's golf, men's tennis, rowing, women's golf, softball, women's tennis, and volleyball

**92%** Graduation Success Rate for MSU — ties the all-time high

## PUTTING THE 'STUDENT' IN STUDENT-ATHLETE

**SPARTAN STUDENT-ATHLETES ARE EARNING A WORLD-CLASS EDUCATION, THROUGH A VARIETY OF COLLEGES AT MSU, WHILE PLAYING THE SPORT THEY LOVE:**

COLLEGE	# STUDENT-ATHLETES
Communication Arts and Sciences	160
Business	148
Social Science	120
Education	109
Engineering	56
Agriculture and Natural Resources	54
Natural Science	47
Lifelong Education	14
Lyman Briggs College	13
Arts and Letters	12
James Madison College	10
Undergraduate Education	7
Nursing	2
Veterinary Medicine	2
Human Medicine	1
Osteopathic Medicine	1



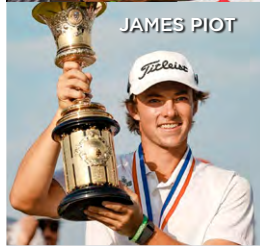
*“I’m immensely proud of the effort and focus our student-athletes display every day. Their academic success is tangible proof of our culture of excellence within Spartan Athletics.”*

ALAN HALLER | MSU VICE PRESIDENT & DIRECTOR OF ATHLETICS

## EXCELLENCE IN COMPETITION



SOPHIA FRANKLIN



JAMES PIOT



MORGAN BEADLESCOMB



GYMNASTICS TEAM

## PEACH BOWL CHAMPIONS!

Football won 11 games for just the sixth time in MSU history and wrapped up the season with a bowl victory.

## BIG TEN & NCAA CHAMPIONSHIPS

Gymnastics placed 2nd at the Big Ten Championships, marking the program's best finish since 2006, and women's track and field senior, Sophia Franklin, won the individual pole vault competition. Men's cross country grad student, Morgan Beadlescomb, earned his second NCAA silver medal finishing as the national runner-up in the 5000m.

## NCAA TOURNAMENT

Men's basketball advanced for the 24th straight season.

## U.S. AMATEUR

Captured by men's golfer, James Piot, who later made his PGA debut at the Arnold Palmer Invitational.

## AUGUSTA NATIONAL WOMEN'S AMATEUR

Featured women's golfer, Valery Plata, for the second straight year.

## EXCELLENCE IN THE COMMUNITY

### Teams for Toys

Every team raised money and bought holiday gifts for adopted families from the Salvation Army. Gifts were provided for 10 families (35 children total). A total of \$5,567 was raised and divided between those children.

### Accessible Trick-or-Treat

Student-athletes from women's basketball, women's golf, volleyball and men's tennis, handed out candy to children with disabilities to provide them the opportunity to trick-or-treat without obstacles.

### Joe's Kids

A handful of student-athletes sat on a panel answering questions from local at-risk youth about school and sport with an emphasis on the importance of an education.

### Greater Lansing Food Bank

MSU rowing helped organize, package, and distribute non-perishables in partnership with the Greater Lansing Food Bank.

### March is Reading Month Cultural Book Reading

MSU women's basketball went into classrooms to read books to various elementary classrooms.

### Be The Match Promotion

MSU football and field hockey led the promotion of the Be The Match Bone Marrow Registry by getting students, friends, and family members to sign up for the life saving registry.

### MSU hockey's Jagger Joshua helps youth hockey league

Senior Jagger Joshua helped out at the 2012 Lansing Spartans practice.



### Beautiful Lives Project

The MSU football team spent the day with 80 special recruits from the Beautiful Lives Project on April 12, 2022.





# ANNUAL GIFTS

THE DAILY PURSUIT OF EXCELLENCE

The impact of an annual gift is felt immediately and is crucial to the operational expenses of each varsity sport and support programs for student-athletes. Your gifts provide our student-athletes scholarship support, individual academic support, program equipment, their pre-game and post-game meals, travel expenses, and much more.

ANNUAL DONOR LEVEL	# DONORS (2021)	% OF MEMBERSHIP	% OVERALL GIVING
Ambassadors (\$50,000)	126	1%	58.7%
Champions Circle (\$25,000)	166	1%	13.7%
Scholarship Level (\$10,000)	302	1%	10.8%
Directors Club (\$5,000)	383	2%	5.1%
Honorary Coaches (\$2,000)	992	4%	4.7%
Captains Club (\$1,000)	1,312	5%	2.3%
Green & White (\$500)	1,600	6%	1%
Sparty Club (\$250)	1,295	5%	0.5%
Ralph Young Club (\$100)	4,215	17%	0.6%
Spartan Backer (\$50)	550	2%	0.1%
<b>TOTAL</b>	<b>13,787</b>		



*Field hockey earned the top spot during Give Green Day 2022, with over \$50,000 raised for the program.*

## UNRESTRICTED GIFTS

Gifts to “Spartan Fund — unrestricted” are the most vital to MSU Athletics. These dollars provide our athletics director with the flexibility to address the area of biggest need.

## SUPPORT PROGRAMS

Support programs are vital to providing our student-athletes the best in education, health, and wellness. These programs include academic support services, athletic training/medicine, and strength and conditioning.

## VARSITY SPORTS

Your contributions provide crucial funds in support of scholarships and operational expenses, such as equipment, team travel, and recruiting. Your gift can be allocated to the sport(s) of your choice.



## GIVE GREEN DAY

# 2022

OVER **\$550,000**  
RAISED ON  
**MARCH 15**  
TO SUPPORT  
VARSITY SPORTS



# STUDENT-ATHLETE EXPERIENCE

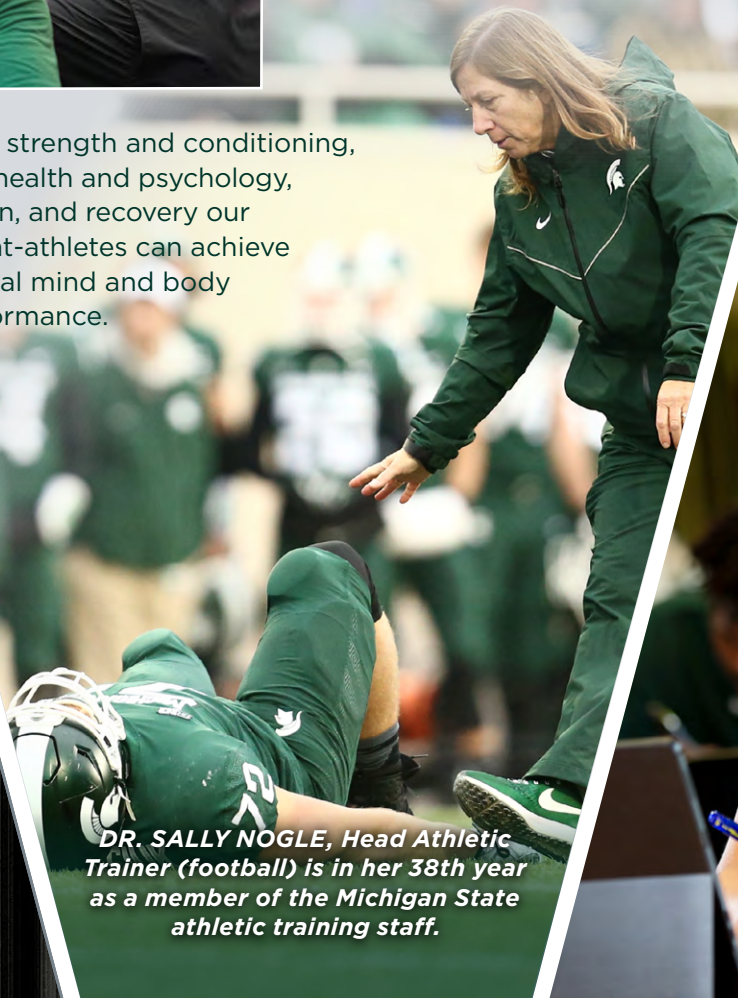
*“It means everything to me to be a Spartan student-athlete because I learned what it’s like to be a true competitor on and off the court. It means dedication and commitment.”*

— EMMA MONKS | Junior

EMMA MONKS MSU VOLLEYBALL



Through strength and conditioning, mental health and psychology, nutrition, and recovery our student-athletes can achieve optimal mind and body performance.



DR. SALLY NOGLE, Head Athletic Trainer (football) is in her 38th year as a member of the Michigan State athletic training staff.

## HEALTH, SAFETY & WELLNESS

Championship-level performance on the field is a reflection of the preparation of the mind and body off the field.

## PERSONAL & PROFESSIONAL DEVELOPMENT

A majority of our student-athletes will leave MSU to embark on careers outside of athletics. Through financial literacy, diversity and inclusion efforts, leadership training, and career exploration, our student-athletes are learning how to be professionals on their chosen path to success.





# FACILITIES

## A COMMUNITY TO GATHER & ENGAGE

For prospective student-athletes, nothing makes more of a first impression than the facilities they will train and compete in, and make memories that last a lifetime while attending Michigan State. The **TOM IZZO FOOTBALL BUILDING**, is a 6,907-square-foot addition to the Duffy Daugherty Football Building, with the sole purpose of creating a home for our student-athletes.

**“THE TOM IZZO FOOTBALL BUILDING WILL BE A STATE-OF-THE-ART FACILITY, A TRUE GAME-CHANGER FOR OUR PROGRAM.”**

— MEL TUCKER  
FOOTBALL HEAD COACH



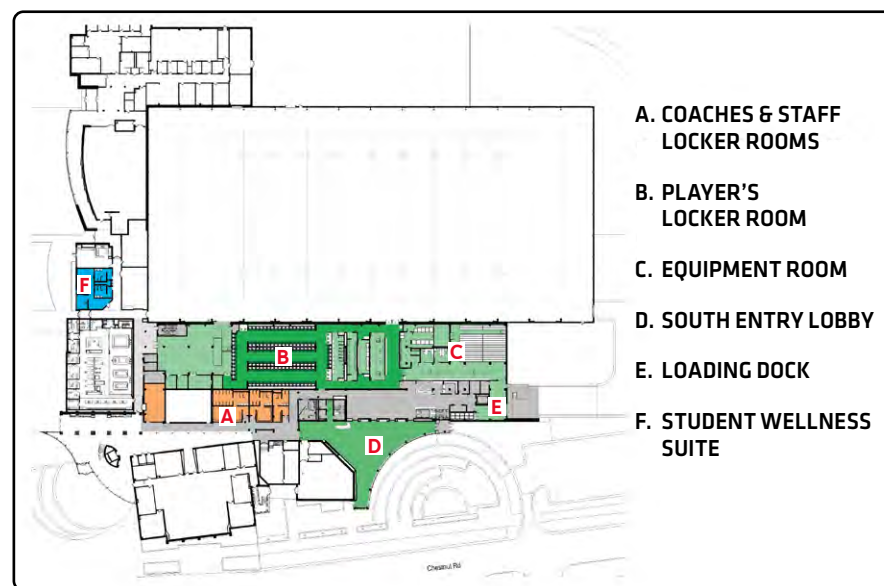
HOW MIGHT WE CREATE A **HOME** FOR THE MSU FOOTBALL STUDENT-ATHLETE **FAMILY** THAT WILL **BUILD CAMARADERIE**, ALLOW STUDENTS TO **RECHARGE** AND HELP THEM **BECOME BETTER** BOTH ON AND OFF THE FIELD?

The new 6,907-square-foot addition places all student-athlete spaces on the north end of the building, cutting off any cross traffic from the rest of the football spaces. The remainder of the addition is entirely dedicated to the football program, the heart of which is the new locker room suite. Boasting large lockers, a drying room, recovery pool,

recruiting corridor, nutrition station and private lounge, this suite of interconnected rooms is ground zero for training, recovery and relaxation. It is the players' "home away from home", a place to come together or relax alone after a hard day's practice.

This proposal hinges on the demolition of the

existing locker room, weight room and equipment room. Sitting at the intersection of four separate additions with low roof structures, legacy infrastructure and several other constraints, any renovation of these spaces would severely compromise the result. By removing these spaces, we can reorganize the building to meet current needs.





# ENDOWMENTS

ENSURING THE SUCCESS OF TOMORROW

**ENDOWMENTS** are meaningful as they offer a dependable source of funding in perpetuity. MSU Athletics offers the ability to support scholarships, programs, or coaches, ensuring an everlasting source of funding to these key areas. You may choose to name your own endowment or give to an existing endowment.

## 400+ ENDOWMENTS

74% SCHOLARSHIP 21% PROGRAM 5.5% PLANNED 0.2% FACILITY

### ENDOWMENT VALUE

**BOOK:** \$55,364,474

**MARKET:** \$102,523,002

### ENDOWMENT INCOME

**\$3.1 ANNUALLY**

### COST OF SCHOLARSHIPS

**APX. \$15M ANNUALLY**

**SCHOLARSHIP** endowments allow student-athletes to pursue excellence in the classroom while playing the sport they love. You can ensure that Spartan Athletics has the resources to offer elite student-athletes the opportunity to attend MSU while helping offset our annual \$15 million cost for tuition, room and board, and books for nearly 600 scholarship student-athletes.

Gifts to **PROGRAM** endowments ensure perpetual support, laying the foundation for funding operational expenses that are so vital to build and sustain championship programs in all varsity sports. A well-supported program endowment often differentiates a struggling program from a great program capable of consistently competing on a national level.

**COACHING** endowments assure that Spartan Athletics can meet and respond appropriately to the daily standards being set for intercollegiate coaching salaries. It is vital that our elite coaches and their respective staffs remain fixtures in the MSU community as coaching continuity is so important to recruiting elite student-athletes.





# THE ATHLOS SOCIETY

SETTING THE PACE FOR SUCCESS

The word athlos is derived from the Greek word meaning contest or feat. It embodies the ancient Greek ideal that, in their drive for perfection, one's physical strength and skills should be developed to the greatest extent. Intelligence and strength were both indispensable and athletic games ensured a crucial harmony between the mind and the body.



## BONUS PRIORITY POINTS

Athlos Society members have the opportunity to receive bonus priority points as payments are made on their commitment. Members will receive 2.5 points for commitments of \$50,000-249,999 and 3 points for commitments of \$250,000 or more.

## ATHLOS SOCIETY EVENTS

Exclusive Athlos Society member events will occur a few times throughout the year and will vary based on commitment level. Typically, they will include catered food, drink and access to coaches and key campus personnel. Event examples include, but are not limited to: *Paint the Spartan Helmet*, *Evening at Spartan Stadium*, and *Postseason Events*.

## MEMBER PRACTICE EXPERIENCE

Members will have the option to attend one (1) football or basketball group practice experience, at a date determined. The experience\* includes watching practice, interacting with coaches and student-athletes, and touring the facility.

## ATHLOS SIDELINE EXPERIENCE

Pre-game field access for Spartan Football is granted for Athlos Society members at the \$100,000 level and above. Members will have the opportunity to spend time on the field in Spartan Stadium prior to kickoff once per season for each year as a member.

### THE ATHLOS SOCIETY

The Athlos Society is Michigan State Athletics' premier giving society, recognizing individuals who are philanthropic in nature and invested in *Victory for MSU*.

Established in August 2021, The Athlos Society recognizes Spartan Fund donors making philanthropic commitments of \$50,000 or more (separate from seat-related premiums; gifted over 5 years) in support of state-of-the-art **facilities**, **endowments** that provide perpetual support, **excellence funds** that enable our head coaches to address their most pressing needs, as well as other philanthropic designations.

In recognition of their generous support, members of The Athlos Society gain access to exclusive opportunities for access and experiences\* with Spartan head coaches, student-athletes, and administrators.

Setting the pace for success, Athlos Society members are the driving force for excellence, advancing Spartans Athletics and its mission to create opportunities for student-athletes to succeed academically, athletically, and in their life's pursuit.



INVEST IN **CHAMPIONS**

# JOIN US.

BE THE DRIVING FORCE FOR EXCELLENCE

MSU Athletics is proud to remain a fiscally responsible and self-sustaining auxiliary unit of Michigan State University. Through a variety of revenue-generating initiatives—including the financial investment of generous donors, alumni, and fans—MSU Athletics is able to support the academic and athletic endeavors of our champion student-athletes while at MSU.

## SPARTAN POINTS

Spartan Points reward longevity, loyalty and generosity of our Spartan Fund donors. Consecutive years of season ticket purchase, consecutive years as a Spartan Fund donor, and giving to both MSU Athletics and other areas of the university will earn you Spartan Points. Spartan Points are utilized to determine priority for Spartan Fund benefits such as priority seating at away games, bowl games, post-season tournaments as well as parking and seat upgrades.

CONSECUTIVE YEARS AS A SEASON TICKET HOLDER	3 POINTS PER YEAR, PER SPORT
CONSECUTIVE YEARS AS A SPARTAN FUND MEMBER	2 POINTS PER YEAR
LIFETIME GIVING TO ATHLETICS	1 POINT PER \$100
LIFETIME GIVING TO UNIVERSITY	1 POINT PER \$1,000
IRREVOCABLE <b>PLANNED GIFT</b> TO ATHLETICS	1 POINT PER \$1,000 BASED ON ALLOWABLE CHARITABLE DEDUCTION

## HOW TO INVEST IN CHAMPIONS

*ALL DONATIONS GENEROUSLY MADE TO SPARTAN FUND AND MSU ATHLETICS ARE NON-REFUNDABLE.*

### MAIL

Checks can be made payable to “Michigan State University” and designate area of interest.

Mail your renewal statement with payment to:

**Spartan Fund**  
550 S. Harrison Rd.  
East Lansing, MI 48823



### PHONE

Call **517-432-4610** between 8 AM–5 PM, Monday–Friday.

Only credit card payments can be accepted over the phone.



### ONLINE

Visit **spartanfund.net** and click on “LOGIN”.



## MANY WAYS TO GIVE

### CHECK

Checks payable to “Michigan State University” and designate area of interest.

### CREDIT CARD

All major credit cards are accepted.

### GIFTS OF SECURITIES

Stocks, bonds, mutual funds, etc. are accepted as gifts. For instructions on how to transfer gifts of securities, please contact the Spartan Fund.

### MATCHING GIFTS

Check with your employer to determine if your donation to MSU Athletics is eligible for a matching gift.

### DONOR-ADVISED FUNDS & PRIVATE FOUNDATIONS

Per IRS regulations, gifts from donor-advised funds or private foundations must be toward 100% tax-deductible designations and cannot receive benefits.

### PLANNED GIVING

Gifts in the form of life income, charitable lead trusts, and/or bequests are common ways to state your intentions of leaving a future gift to MSU Athletics.

### SEAT PREMIUMS

Effective January 1, 2018, seat premiums are no longer tax deductible. Please consult your tax advisor(s) for details.





# JOIN US.

## BE THE DRIVING FORCE FOR EXCELLENCE

SPARTAN FUND | 550 S. HARRISON RD. | EAST LANSING, MI 48823 | 517.432.4610 | SPARTANFUND@ATH.MSU.EDU

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