

GIFT MATTERS

MYEMORY

NEWS AND NOTES

FALL 2015



**Ginger
Smith**

38
years of
service

Momentum Emory set in motion

First Person: Why we give

Give ME Five!

MyEmory Co-chair Reflects on

38 Years at Emory

Ginger Smith 77C 82G, who retired this summer after 38 years with Emory Libraries and Information Technology, personified the Emory spirit—in her professional life, as a member of the community, and through volunteer work.



Smith began her Emory career in the library's Special Collections Division and earned the distinction of becoming the first university archivist in 1997. Most recently she has served as the director of campus and community relations for Emory Libraries.

Throughout her time at Emory, Smith has touched countless lives across campus, whether welcoming new students and parents at orientation, sharing her encyclopedic knowledge of Emory's history with colleagues, or co-chairing the MyEmory annual employee giving program since the program's launch in 2010.

"I thought it was a great idea, though I had not expected to take on a leadership role," Smith says of MyEmory. "When I was asked to do so, however, I did not hesitate to say yes. I knew working on behalf of Emory and with the staff from the Office of Annual Giving would be a great experience and a new way to give back to Emory."



TOP: University Librarian Yolanda Cooper presents Smith with a gift at her retirement celebration. BOTTOM: Smith with James T. Laney, former Emory president.



Mathew Pinson of Candler School of Theology and Ginger Smith celebrate employee giving at the MyEmory Staff Appreciation event in February 2013.

In appreciation of her many contributions to the Emory community, the front instruction desk in the Stuart A. Rose Manuscript, Archives, and Rare Book Library was named and dedicated in Smith's honor thanks to gifts from faculty, staff, family, and friends. She made her first donation to Emory during a student gift campaign and has been a regular donor ever since.

"It is said that you should give to those causes in which you truly believe, and I hope our faculty and staff truly believe that Emory is full of good and smart people working in a good and innovative place," she says.

The tributes paid to Smith at her retirement celebration July 30, 2015, echoed a similar sentiment: She is truly one of those good and smart people.

"[Smith showed] us how to be deeply, joyfully, and irreplaceably engaged."

—GARY HAUKE

"Her contributions to Emory have been legion. But her greatest achievement may be that she spent 38 years showing us how to be deeply, joyfully, and irreplaceably engaged in the life of our university community to make it better," says Gary Hauk 91G, vice president and deputy to the president. "That's not the definition of an archivist, but it is the definition of an Emory citizen. And it is certainly the definition of Ginger." 🍌

Crowdfunding that Matters



After 18 years leading high school students in theological inquiry, Elizabeth Corrie issued a provocative challenge to her alumni this past summer.

She pledged a gift of \$3,000 and dared them to match it within a month to benefit their common cause: scholarships to the Youth Theological Initiative (YTI) Summer Academy, which cultivates future theologians.



Elizabeth Corrie, Candler School of Theology, led a successful Momentum campaign that, in one month, raised \$12,260 for scholarships.

Corrie directs YTI and is associate professor in the practice of youth education and peace building at Candler School of Theology. Most students who have gone through the program know her.

“Because most of them are still quite young and are either still in school or are just getting started in their careers, they don’t feel they can give,” Corrie says. “Our hope was to encourage these younger alumni to give in small amounts, so that they could see that it really does matter that they give, no matter the amount. Not only would the match double the impact, but the director of the program—a person they know directly from their own time at YTI—was asking them to participate.”

Making it personal was the key to an overwhelming success for the 30-day online project, one of the first on

Emory’s Momentum crowdfunding platform. Corrie and others consistently updated the campaign with videos made on smartphones. They suggested gift levels to demonstrate the kinds of program needs donors could help meet. For example, a gift of \$25 could provide a Bible for a program participant, and a \$1,000 gift could help cover meals and housing for three weeks.



The first week, donors surpassed the goal of matching Corrie’s contribution. Corrie’s challenge inspired one donor—YTI board member and program alumnus Richard Gurley, who is now a health care executive—to issue a second challenge of the same size.

By the end of the month, 78 donors had given \$6,260. With Corrie and Gurley’s matching funds, the project resulted in \$12,260 for scholarships to benefit high school participants in the next Summer Academy, scheduled June 26-July 16, 2016.

“It affirmed my belief that like most projects, philanthropy is more fun when you are collaborating with others toward a common goal,” says Corrie. “I also learned that people really do want to see the ticker reach the goal; people derive extra satisfaction from putting the whole group over the top.”

“Philanthropy is more fun when you are collaborating with others toward a common goal.”

—ELIZABETH CORRIE



HELP BUILD MOMENTUM

The Office of Annual Giving is excited to offer a new and exciting way for donors to contribute to the success of Emory. Momentum, the official crowdfunding platform of Emory University, features opportunities to support a wide range of research projects, student initiatives, and campus activities. Donations of any size, in combination with other contributions, can go a long way.

In addition to the YTI Summer Academy, successful projects have included the student newspaper’s efforts to enhance its digital presence; a project by Emory Libraries to preserve Atlanta’s legacy in the fight against HIV/AIDS; and the work of Jewish studies students to honor those who fought discrimination at Emory between 1948 and 1961.

Learn more at momentum.emory.edu.

First Person



Alexis Schaaf
Senior Internal Auditor
Business and Administration

"Emory has always been a part of my life. My mom was an alumna and played violin in the Emory Community Orchestra my entire childhood. In 2011 we lost her to ovarian cancer. Now my husband is beating brain cancer thanks to Winship doctors and researchers. I give to the Winship Brain Tumor Program Fund in hopes that others will live to see their families grow. I am proud to work for and support an institution that has provided hope and opportunity to my family."



Kara Robinson
Associate Dean of Admission
and Student Affairs
Rollins School of Public Health

"Each year I'm impressed with the caliber of students we recruit to Rollins and their eagerness to pursue a degree in public health so they can make a difference in the world. There is no loftier kind of work. Through MyEmory, I support the RSPH Scholarship Fund because I want all students who meet the high standards for admission to be able to afford a Rollins education. Anything we can contribute to that is worthwhile."

Share Your Story

What inspires you to give through MyEmory?
Share your giving story with the Emory community by emailing
annualgiving@emory.edu.



Show your
MyEmory
pride!

When you make a recurring payroll gift through MyEmory, this blue MyEmory tumbler is yours to enjoy. You'll need something to set that tumbler on, so Give Five! (or Add Five!) and receive a cork coaster.



A small gesture
can make a big difference.

Give ME Five!



Give
Five!

Get involved. Simply contribute \$5 or more a month through payroll deduction, and become part of the MyEmory community of donors.

Add
Five!

Stay engaged. Increase the effect of your previous gift by adding \$5 or more a month, and raise the bar for other MyEmory donors.

Invite
Five!

Encourage participation. Spread the word about the importance of giving by challenging five colleagues to join the MyEmory donor family.

emory.edu/myemory/givemefive



Give the way that's best for you

PAYROLL DEDUCTION

Payroll deduction is one of the easiest, fastest, and most convenient ways to make your gift. After signing in to PeopleSoft and selecting "MyEmory" for university employees or "Employee Giving" for Emory Healthcare employees, you can specify the amount you would like automatically deducted from each paycheck and where your support should be designated.

ONLINE

Emory's online giving page is safe and secure. To make a one-time or recurring gift with your credit card, visit emory.edu/give.

PHONE

Emory's Office of Annual Giving staff would be delighted to discuss your giving options or to take your gift by phone. Call 404.727.6200.

MAIL OR ELECTRONIC FUNDS TRANSFER

To give by mail or to give over the course of a year with a bank transfer, go to emory.edu/myemory/ways-to-give to find the appropriate form, fill it out, and return it to:

Office of Gift Records
Emory University
1762 Clifton Road NE, Suite 1400
MS: 0970-001-8AA
Atlanta, Georgia 30322-4001

BEQUESTS & ESTATE GIFTS

To include Emory in your will or to make a gift that improves your financial security, call the Office of Gift Planning at 404.727.8875 or visit emory.edu/giftplanning.

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