



GIVING MATTERS: NOVEMBER 2010

MAJOR DONOR SPOTLIGHT:

Michael Coakley

Associate Vice President & Executive Director of University Housing, Arizona State University



Michael has been a major donor since 2005 and is also one of the first “double” major donors. He initially donated \$5,000 then renewed five years later with another \$10,000. This is in addition to the other donations he has made previously.

According to Coakley the reason he donates is because ACUHO-I has offered him, as well as other housing professionals, numerous opportunities for professional development, achievable only if sufficient funds are made available to the organization beyond what can be obtained from membership fees, conference registrations, and corporate support. Michael believes that it takes financial support, along with time and energy, to help ACUHO-I achieve its aspirations.

Coakley further shares that without monetary contributions many young professionals would never have the opportunity to attend and present at the annual conference and exhibition; ACUHO-I would not be able to attract the quality of keynote speakers that it has; there would probably be no STARS College; and ACUHO-I would have to limit its expenditures on relevant research. In his opinion, ACUHO-I has achieved so much in recent years and he believes there is a direct correlation to the financial gifts of our membership.

YOUR INVESTMENT IN ACTION: Where The Money Goes

ACUHO-I Credentialing Program



The ACUHO-I Credentialing Program was developed to provide housing professionals a comprehensive breadth of knowledge in a focused area of practice including an opportunity to demonstrate knowledge and competency. ACUHO-I listened to our members by designing the program to provide tangible value by focusing on adult-learning in the workplace context, being inclusive and accessible, and balancing time and cost required of busy professionals.



ACUHO-I launched the Certificate in Housing Assessment program in 2010 and currently has 90 people participating in a robust, self-paced, and learning centered online environment. ACUHO-I is currently designing the Certificate in Occupancy Management to be launched in 2011 and is also beginning the research phase for the Certificate in Foundations of Housing & Residence Life.

In addition to the benefits for individuals taking the courses, the program has created an infrastructure to bring other online resources to ACUHO-I members as well as creating new research-based competency profiles for use by the profession. For more information, go to www.acuho-i.org/credentialing

**YOUR INVESTMENT IN ACTION:
STARS College**



STARS graduates **Corey Peacock** (AmeriCorps Intern, Service, Leadership, & Community Engagement Office, University of Wyoming) and **Diana Wilson** (Assistant Hall Director Hill Hall, University of Wyoming) are just two of the people who benefited from the 2010 STARS College. The two of them presented the new plaque that recognizes Major Donors and shared their STARS experience and the impact made by the ACUHO-I Foundation at the ACE 2010 Major Donors Reception in Austin, Texas, this past June.

Corey Peacock

“My experience at STARS College was nothing short of phenomenal. I was able to meet and network with 50 of my future colleagues, as well as several prominent figures in the field of housing. I made wonderful friends, gained excellent mentors, and was able to bask in a truly supportive environment that was both informative and fun! I learned about issues in the field, settled my confusion about graduate programs, received resume and interview tips, and much more. I can definitely say that my experience with STARS solidified my desire to go into the field of housing and student affairs--how could you not want to be part of such a lively and supportive group?”



Corey is a senior accounting major at the University of Wyoming. Past involvements include RHA executive, RA, NRHH member, and AmeriCorps member for UW's leadership office. Corey sits on the Wyoming Union Board and the Student Affairs Advisory Board, is a past president of the Institute of Management Accountants, and plays violin in the UW Symphony Orchestra. He is unsure about where he wants to go to graduate school, but is excited to continue his search for the perfect fit.

Diana Wilson

“STARS College was an excellent opportunity to connect with other passionate paraprofessional students in housing. It was an exciting time to meet over 50 other undergraduates who were able to learn and grow from each other as we look at going into student affairs professionally. The mentoring experience provided to us from professionals from a variety of institutions has reignited and intensified my desire to go to graduate school and to go into student affairs. STARS was a unique experience that was not only educational and synergistic, but also gave me so much to take back to my future goals and inspire my peers at my own position in residence life and at my university. I am so grateful for the connections that I made with other students who will potentially be in my professional realm someday as well as the advisory connections I have in my mentors from STARS.”

Diana is a senior at the University of Wyoming majoring in Mathematics. Originally from Cheyenne, Wyoming, she will graduate in May from UW. While at UW she has been a resident assistant for three years and is currently an Undergraduate Assistant Hall Director now co-supervising RAs and coordinating desk operations. She was an elected senator in student government for three years and involved in a variety of honoraries at the University including being Parliamentarian for NRHH.



WHY GIVING MATTERS:

Andy McDade

CEO of On Campus Marketing



“On Campus Marketing’s start came as a fund raiser in 1979 to help fund conference travel and professional development for young professionals at The College of New Jersey (then known as Trenton State College.) As a former grad assistant that benefitted from this institutional support, I am pleased that over thirty years later we partner with and give back to the ACUHO-I membership and Foundation to grow this support from one school to over nine hundred in twenty two different countries that ACUHO-I serves. We are extremely grateful and appreciative for the opportunities provided by the Foundation to help make the housing profession self-sustaining.” Share your story of why giving matters at foundation@acuho-i.org.

End of Year Pledge and How to Give to the Foundation

As 2010 draws to a close, we thank you for your support of the ACUHO-I Foundation. Your generous giving continues to fund a wide array of programs and initiatives for ACUHO-I.

This is also a time when many of us consider our tax-deductible charitable donations. Are you considering giving back to your association and your profession by making an end of the year gift to the ACUHO-I Foundation, but you’re not sure how?

How You Can Give

To make your donations quickly and securely, we have several options:

1. **Online:** you can now make your donations and pledges securely online at the [ACUHO-I Foundation Website](#)
2. For added convenience, you can make regular pledge payments via **electronic funds transfers**.
3. For more information, **call in** your annual pledge at 614-292-0099 or e-mail: foundation@acuho-i.org



Giving Levels

"Pledge" by Individual: Suggested monthly donations assume a 5-year donor pledge

- **Benefactor/Major Donor**
\$5,000 or more (\$85 or more per month)
- **Partner**
\$3,000 - \$4,999 (\$50 - \$84 per month)
- **Friend**
\$1,500 - \$2,999 (\$25 - \$49 per month)
- **Donor**
\$50 - \$1,499 per year
(Note: Electronic Fund Transfer is available for monthly gifts of \$5 or more.)

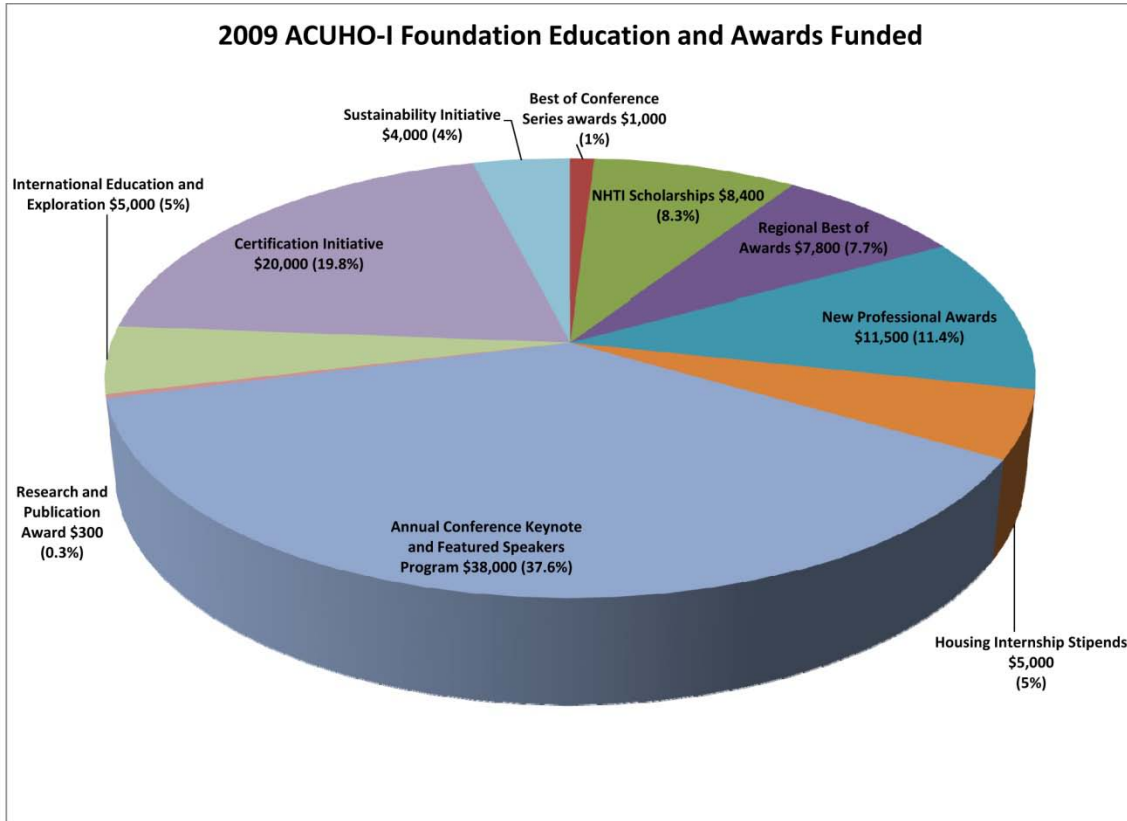
Corporate Donations:

[Click here for more information about Corporate involvement and Foundation corporate supporter benefits.](#)

- **Corporate Major Donor:** \$10,000 per year for five years (five-year pledge)
- **Corporate Partner:** \$4,000 - \$9,999 per year
- **Corporate Friend:** \$2,500 - \$3,999 per year
- **Corporate Donor:** \$1,500 - \$2,499 per year



ACUHO-I FOUNDATION FUNDS SNAPSHOT



Want to learn more about the ACUHO-I Foundation and how you can help support collegiate housing? E-mail us at foundation@acuho-i.org. Or click this link to make your safe and [secure online donation today](#).