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### Living Endowment

Dorothy W. Hamrick

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# Living Endowment O MAX GARDNER BUILDING

What It Is?

Last spring when there was some talk about beginning a Living Endowment for Gardner-Webb, I must confess, I was profoundly ignorant about the meaning of the term Living Endowment. The thought occurred to me that possibly some of you, too have wondered about it. If so, these remarks will be an effort to tell you briefly and in a general way what Living Endowment is.

As the name implies it is a living endowment in that each contributor gives annually to his Alma Mater through the Living Endowment Plan some amount consistent with his financial ability and inclination. No gift is too small. Many of us cannot give a large amount every year or even at any one time, but we can give some amount each year and scarcely miss it. Maybe some of us have reasoned like this: My pittance is so small, why bother with it? At this point Living Endowment becomes most significant. When my bit is matched by hundreds of others it accomplishes much through the enlarged services of Gardner-Webb.

Let us take something concrete. Last year when the Living Endowment was initiated at Gardner-Webb, forty-eight people stated that they wanted to give some amount each year. They did not pledge. Their gifts need not necessarily be the same each year, but according as they have "prospered" in any given year and as they desire to give. Suppose one thousand alumni joined with them and on an average each one gave as little as \$10 each year. That would add to Gardner-Webb's income annually \$10,000, or the equivalent to the income from more than \$250,000 of endowment, which is the goal we have set for our present campaign (the condition we must meet by November, 1948 to remain in the North Carolina Baptist family of colleges). You can readily see then what an investment you would be making if you lined up with our forty eight in the Living Endowment. The sum total of all your gifts, backed with your love of and faith in Gardner-Webb, is what really counts.

Look at the chart below. The left hand column represents your annual gift to the Living Endowment fund; the right hand, the equivalent in ten years to permanent endowment, figured at 4%.

Annual Gift	Endowment 10 yrs. hence
\$ 1.00	\$ 250.00
\$ 5.00	\$ 1,250.00
\$ 10.00	\$ 2,500.00
\$ 25.00	\$ 6,250.00
\$ 50.00	\$ 12,500.00
\$ 100.00	\$ 25,000.00
\$ 500.00	\$125,000.00
\$1,000.00	\$250,000.00

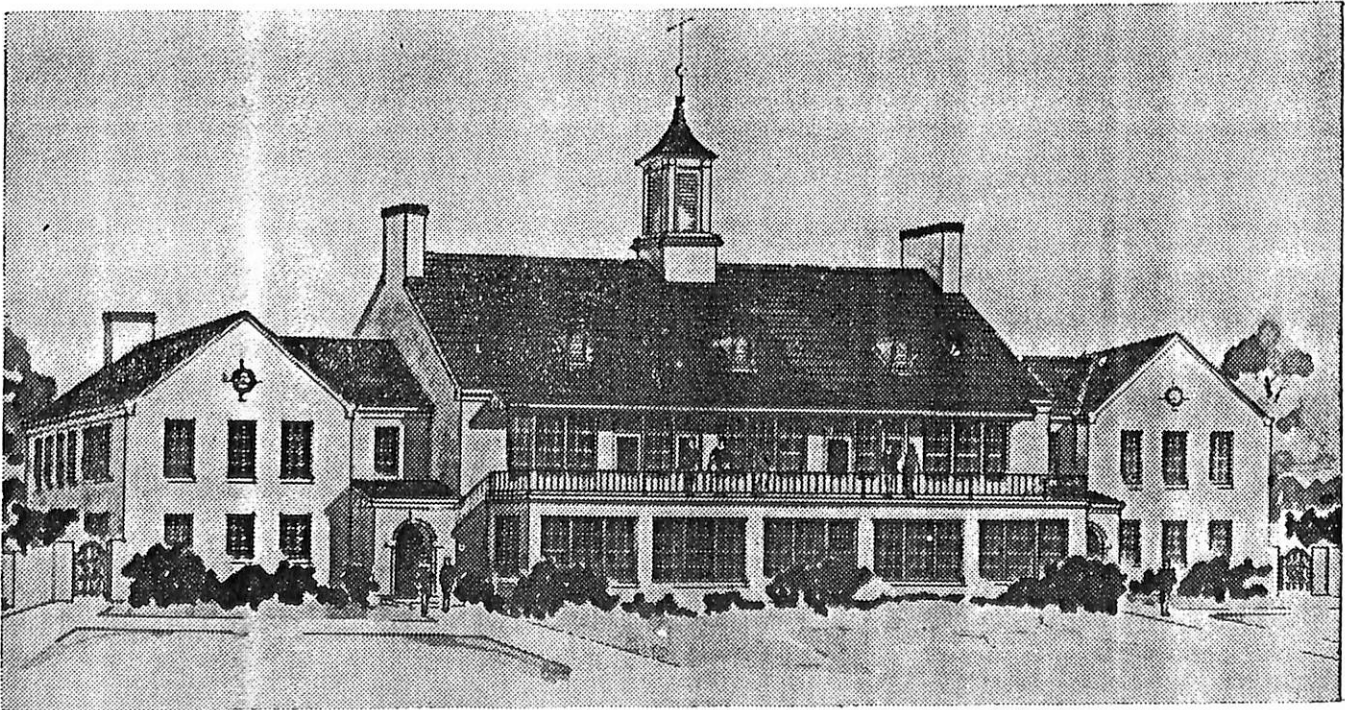
Or, looking at it another way:

Annual Gift		Endowment
\$ 1.00	is 4% of	\$ 25.00
\$ 5.00	" " "	\$ 125.00
\$ 10.00	" " "	\$ 250.00
\$ 25.00	" " "	\$ 625.00
\$ 50.00	" " "	\$ 1,250.00
\$ 100.00	" " "	\$ 2,500.00
\$ 500.00	" " "	\$12,500.00
\$1,000.00	" " "	\$25,000.00

If Gardner-Webb is to render her best service provision must be made for growth and expansion. This can be done partially through the Living Endowment, which gives every alumnus an opportunity to express his loyalty. Such an investment guarantees a yield of continuous dividends through the increased services of a greater Gardner-Webb. If you are interested in such an investment, write a letter or card to

Mr. Clyde McAlister, Secretary  
Alumni Association  
Gardner-Webb College  
Boiling Springs, N. C.

—Dorothy W. Hamrick



REAR VIEW OF O. MAX GARDNER MEMORIAL BUILDING.

THE PILOT 4/48