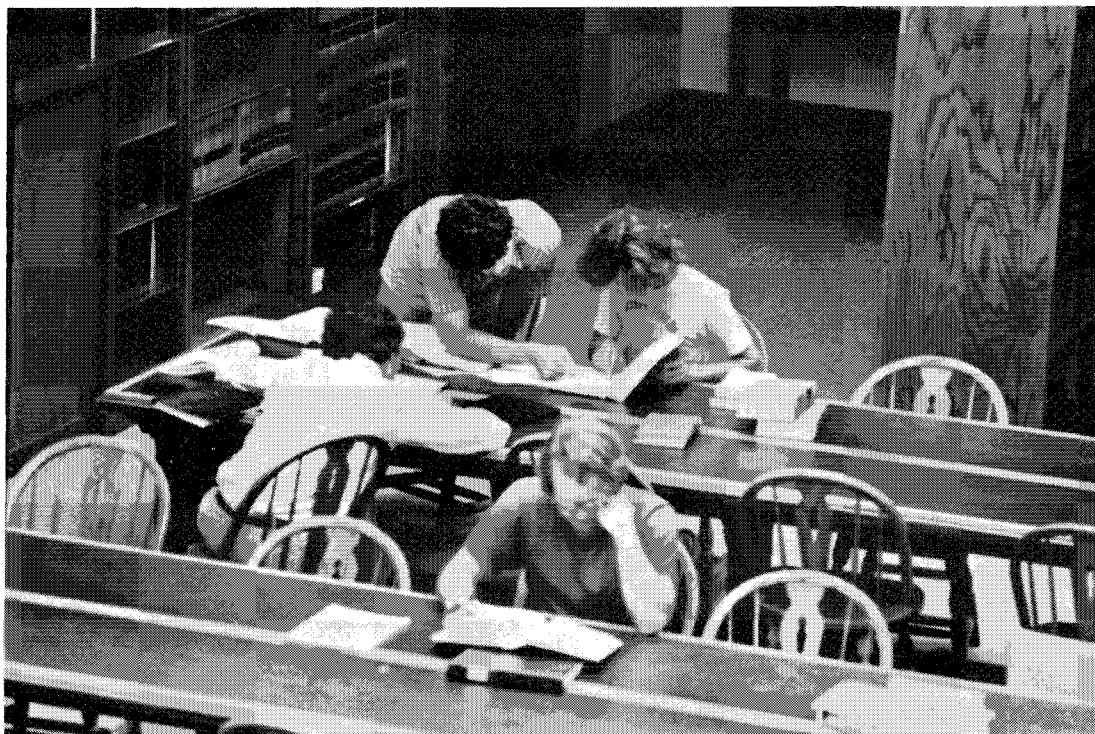


# 1979-80 Alumni Fund Drive Begins



## ALUMNI CONTRIBUTIONS CRUCIAL TO LAW SCHOOL

This Law School and its students have for a long time recognized the importance of the financial contributions of its alumni. Eleven years ago Dean Spencer Kimball organized the first Annual Law Alumni Fund Drive. Since that time our alumni have contributed more than one million dollars in voluntary support. We have grown to rely upon these contributions and find them even more necessary for the continued success of this school's mission of excellence.

Recently the American Bar Association's Task Force on Lawyer Competence made a number of recommendations relating to legal education. Among these were:

Lawyers having an obligation to support the education of future lawyers should be contributing their time and their money.

Employers of lawyers, including law firms, should make "substantial" financial contributions to law schools either directly or by matching the contributions of their lawyers to a law school's annual giving fund. The organized bar should back these efforts.

In its simplest terms the ABA is saying that it will take more and more money to educate lawyers to the higher standards of competence demanded by both the profession and the public today and tomorrow. Those of our alumni who currently contribute to the alumni fund do so generously. This number, however, is disappointingly small and a much larger percentage of our graduates should establish a pattern of annual giving to the school which provided the basis for their employment.

This is one of the professional obligations of attorneys and one of the personal obligations of each of our graduates.

**IF YOU ARE A WISCONSIN TAXPAYER,  
HOW MUCH DO YOU SUPPORT THE  
UNIVERSITY OF WISCONSIN LAW  
SCHOOL?**

**Approximate total state tax receipts  
\$1 billion**

**State tax support of the Law School  
\$2.8 million**

**If you pay \$2,000 in state taxes, your share  
to the Law School is:**

**\$5.40 !**

**If each of our 6400 alumni was this average  
Wisconsin taxpayer, the total of their taxes  
coming to the Law School would be  
\$34,560, or about 1.3% of our total tax  
budget.**

**IS \$5.60 a year ALL THE SUPPORT YOU  
WANT TO GIVE TO YOUR LAW SCHOOL?**



**WHAT HAPPENS TO  
ALUMNI FUNDS?**

Over the history of the Law Alumni Fund, by far the most common use for contributions has been for student financial aids. These aids take the form of Law Alumni Scholarships and loans. Both sources of aids are and will remain important for law students. With the rapidly increasing cost of legal education, the amount of loans that students accumulate becomes staggering. While repaid loan monies can be reused, in the past several years it has been necessary for the Law Alumni Association to divert loan monies for scholarship purposes, in an effort to hold student indebtedness to repayable amounts.

A portion of the Law Alumni Fund is spent on administering the business of the Association and its fund-raising activities by payment of a part-time executive director's salary.

Small amounts of the Alumni Fund have been used in the past for projects involving capital expenditures for improvement of the Law School physical facility, purchase of books or supplies and supplementing monies available from the state budget for faculty travel and seminar attendance.

**Patterns of Giving**

The history of the alumni fund drive has shown a limited number of people contributing generously. The percentage of our alumni who help support the Law School has never significantly exceeded 10%. As you would expect this number is not impressive when compared with other state supported law schools with reputations similar to our own.

On the other hand, the generosity of those who do help is exemplary. The average gift gets larger and larger although perhaps not at a rate sufficient to offset the negative effects of inflation. Several years ago a special Fund Raising Committee of the

Alumni Association expressed its opinion that our fund raising efforts should concentrate on increasing the number of alumni who contribute regardless of the amount per gift. All kinds of fund raising activities have expenses but it is generally conceded that mass appeals are the most expensive per dollar returned. Our campaigns will be successful only if there is a significant increase in the number of contributors and that these new givers establish the same tradition of assistance as already exists in our established giver corp.

We ask you to join us because it is only with your help that this Law School can be a truly great national institution.

## **WHY MORE?**

One obvious need for additional support is to maintain and even increase the level of financial assistance we can offer our students. This is particularly important if the quality of legal education is to increase in the future. Not only will more student time be necessary for basic education and skills training but experimentation and improvement of teaching tools and techniques will require the outlay of substantial amounts of money not presently available from our tax support. In an era of tight tax money the best we can hope for is maintenance of existing programs with little or no chance of additional funds to improve the quality of education.

Equally important is alumni support for expansion of this school's research activity. It is often true that research is eventually paid for by contract or grants but negotiating for and obtaining these grants and contracts is a costly activity in itself. Normally there are no state funds to cover the cost of these activities. Last year the use of several thousand dollars in alumni funds through the Dean's discretionary fund allowed the UW Law School to successfully obtain a \$1.5 million contract with the U.S. Department of Justice. While research may have academic justifications it is also useful to improve the system of justice and the delivery of legal services, two goals highly sought after in today's society.

## **HOW CAN YOU CONTRIBUTE?**

- Individual donation**
- Individual pledge**
- Deferred giving: Insurance program  
Estate planning**
- Gifts to the UW Foundation pledged to  
the Law School**
- Contribution by law firm or employer**
- Matching contribution from firm or  
employer**
- Assigned royalties**
- Challenge gifts**
- Class gifts**
- Assigned stocks or bonds**