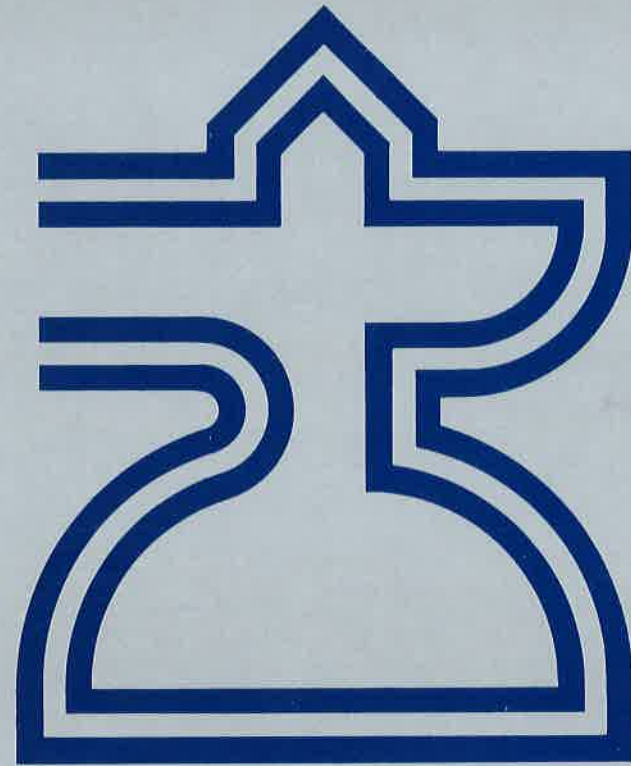


**Michigan
Christian
College**



Silver Anniversary Campaign

Building upon the strong foundation laid by so many over the past twenty-five years, Michigan Christian College enters into a new era of service. To meet the needs of that era, the Silver Anniversary Campaign is launched . . . a Plan to Achieve.



Silver Anniversary Campaign



Where We Have Been

Fulfilling the dream of thousands, a Board of Trustees formed in 1954 with the express purpose of establishing a Christian school in the great North Central area. After several years of searching, planning, and praying, this Board finalized arrangements in September of 1957 to purchase the beautiful Lou Maxon Estate in Roch-

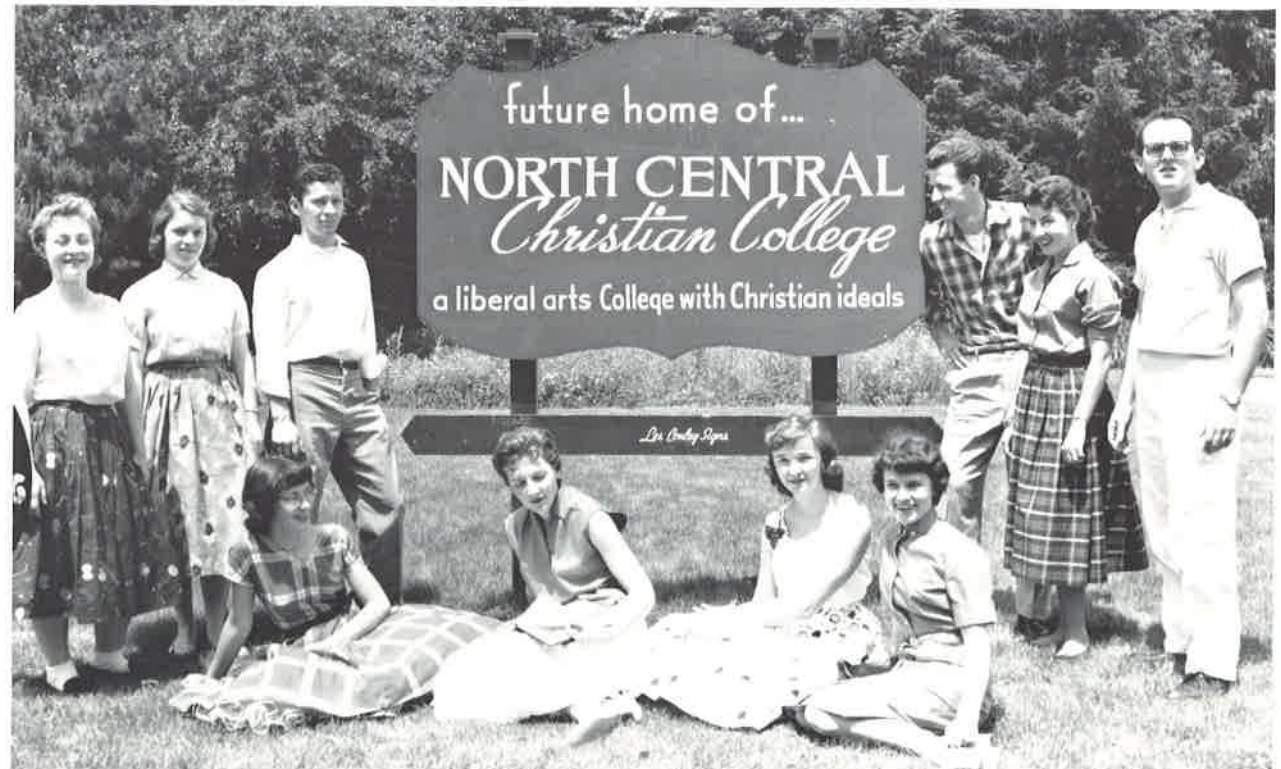
ester for a campus site. About one year later, the Board announced the appointment of Otis Gatewood as President of the proposed college, and E. Lucien Palmer as Dean. The college subsequently opened in September of 1959 with fifty-four full-time students under the name of North Central Christian College.

In 1961, the college submitted its first self-evaluation study to the State of Michigan. At that time, the state recommended a name change to avoid confusion with other institutions and agencies designated by the name North Central. On May 27, the Board officially changed the name of the institution to Michigan Christian



Spacious rooms in the Maxon Estate provide ample space for future offices.

High School students visit the future campus of North Central Christian College.



Junior College. After several facility additions to the original campus, MCJC purchased the adjoining Henry Gierok Farm in 1964, assuring space for future growth of the college. Numerous facility additions and changes occurred in the years that followed.

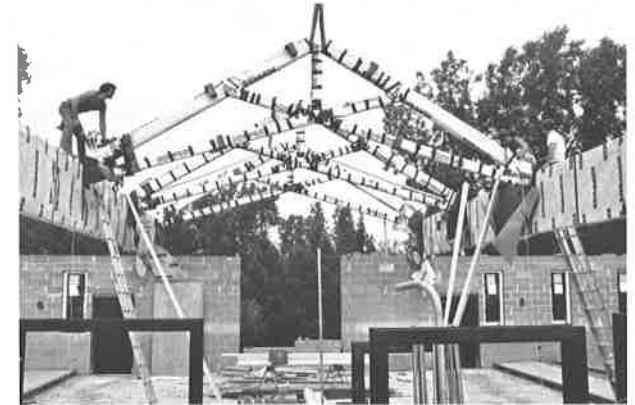
Accreditation by the prestigious North Central Association came in 1974. Late in 1978, the Michigan State Board of Education authorized MCJC to offer the Bachelor of Religious Education degree. In response, the Board immediately dropped "Junior" from the college's legal name. Two years later the North Central Association approved of MCC as a Bachelor's degree-granting institution.

For the past twenty-five years, Michigan Christian College has served over 3,800 students. Much of what these students have done cannot be measured in terms of dollars, nor assessed by worldly standards. However, most of MCC's students have become Christian parents, molding the lives of their children and influencing their associates and neighbors with principles of Christianity. Many alumni of MCC, furthermore, have become leaders in the church and have filled responsible roles in their communities. Many have also excelled in such influential areas as preaching, education, law, medicine, and business.

Those touched by the efforts of Michigan Christian College have recognized their personal potential, have set their sights on the highest levels of achievement, and have developed a deeper faith in God. From a dream to its birth, through its infancy and into maturity, Michigan Christian College has met the challenge of helping Christian youth meet such noble and worthy goals.



Workers install attractive rafters in the Westside Central Chapel during the fall of 1977.



Board Chairman Bob Utley hoods Doug Allen as the first BRE graduate in 1981.

Pines encircle Jim Thomas as he speaks to graduates on behalf of the Board of Trustees.



Where We Are Now

No longer can anyone suggest that Michigan Christian College is still in its infancy. Alumni have given their nod of approval by sending their children to the college. Leaders from various congregations across the Midwest recommend MCC to their young people. All of MCC's sister senior institutions welcome MCC

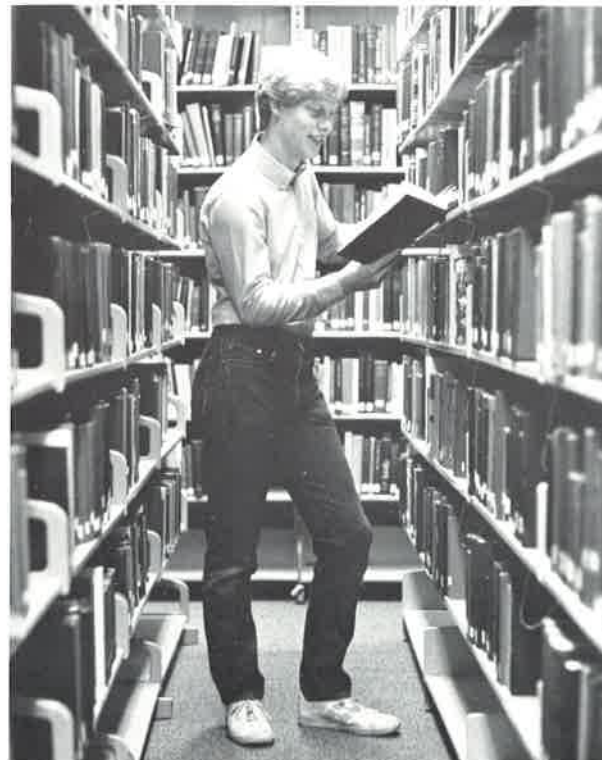


Second generation student Mary Blake prepares for class in the library.

Students benefit from fine book and periodical holdings in the Muirhead Library.

graduates with open arms. Numerous facts point to a new strength at the present time.

- The North Central Association of Colleges and Schools has recognized that Michigan Christian College is meeting its stringent demands by granting accreditation to the college.



- The college offers Bachelor's degrees in Christian Ministry and Biblical Studies.
- Students majoring in almost any area of study may transfer easily to another four-year college with MCC's Associate in Arts or Associate in Science degree.
- Students may select from ten majors in the Associate in Applied Science degree program, which is designed to prepare students for immediate employment after two years at MCC.
- Over 370 students are now studying under faculty members that strive to exhibit Christ first in their lives and who care about the individual. Forty percent of these men and women have earned doctorate degrees.
- Enrollment increases, though difficult to obtain, are expected to continue.
- The college operates on ninety-one beautiful acres with ten major buildings in Rochester, one of the finest communities in the Detroit metropolitan area.
- Over 2,400 individuals express confidence in the college by consistently contributing to one of the annual giving programs.

- The Associates have donated over \$1,600,000 to the college and plan to continue a giving program of \$100,000 per year, making them the most successful support group among sister schools.
- The Men's Club recently made their largest contribution to the college and plans to continue to meet challenges placed before them by the college.
- Approximately 2,000 people participate annually in the Partnership Dinner, which is known as the largest fundraising dinner of its type in the brotherhood.
- Total long-term debt has been reduced from a high of \$1.6 million to less than \$250,000.

During its first twenty-five years, Michigan Christian College faced difficult situations, encountered some negativism, and watched many people come and go, but it has now come of age! Through it all, the broad base of support, the cohesiveness of the Board, administration, faculty, staff, and students, and a realization by thousands that the college is worth having have kept MCC moving toward nobler goals!

Today, Michigan Christian College stands at a most critical turning point. The questions are no longer whether the college will survive or whether MCC will continue to be an important part of the lives of so many people. The questions now center on how much can be accomplished, how far the college can reach, and how many it can influence. Michigan Christian College stands on the brink of the most exciting and challenging opportunity that it has ever faced!



Word Processing students receive technical training on modern equipment.



Activity thrives around Campus Center, the hub of campus life.

Students enjoy the peaceful beauty of Lake Norcentra on a pleasant fall afternoon.



Where We Are Going

Providing opportunities for students to acquire knowledge, attitudes, and skills necessary for responsible citizenship in society and in the church is one of the stated purposes of Michigan Christian College. To meet that purpose, a course of future growth and accomplishment has been charted, which has caused many needs and areas of development to surface.

In 1979, the Board employed Abraham Kadushin as an architect to develop a campus master plan. That plan considered present physical facilities as well as future

needs for a larger student body, an expanded academic program, and a growing faculty and staff. The plan later became the basic planning tool and catalyst for development and adoption of the Silver Anniversary Campaign. This campaign is now the first phase of a long-range development program, which projects academic and facility needs highlighted by the North Central Association and determined by the college to be the items of greatest urgency.

The college launched the Silver Anniversary Campaign on May 12, 1984 at

Partnership Dinner XIII. Meeting the campaign goal of \$8.2 million, to be committed over a five-year period, will enable the college to upgrade facilities dramatically by construction of a new Library and Science Learning Center. Other vital goals of the campaign will permit major improvements of existing campus facilities, build a substantial Permanent Endowment Fund, and annually raise the gift supplement of the operating budget. Success in these efforts will insure MCC's ability to provide opportunities for growth to future generations of Christian youth.



Features of the Campus Master Plan are viewed by Jim and Bessie Gallaher of Bay City.

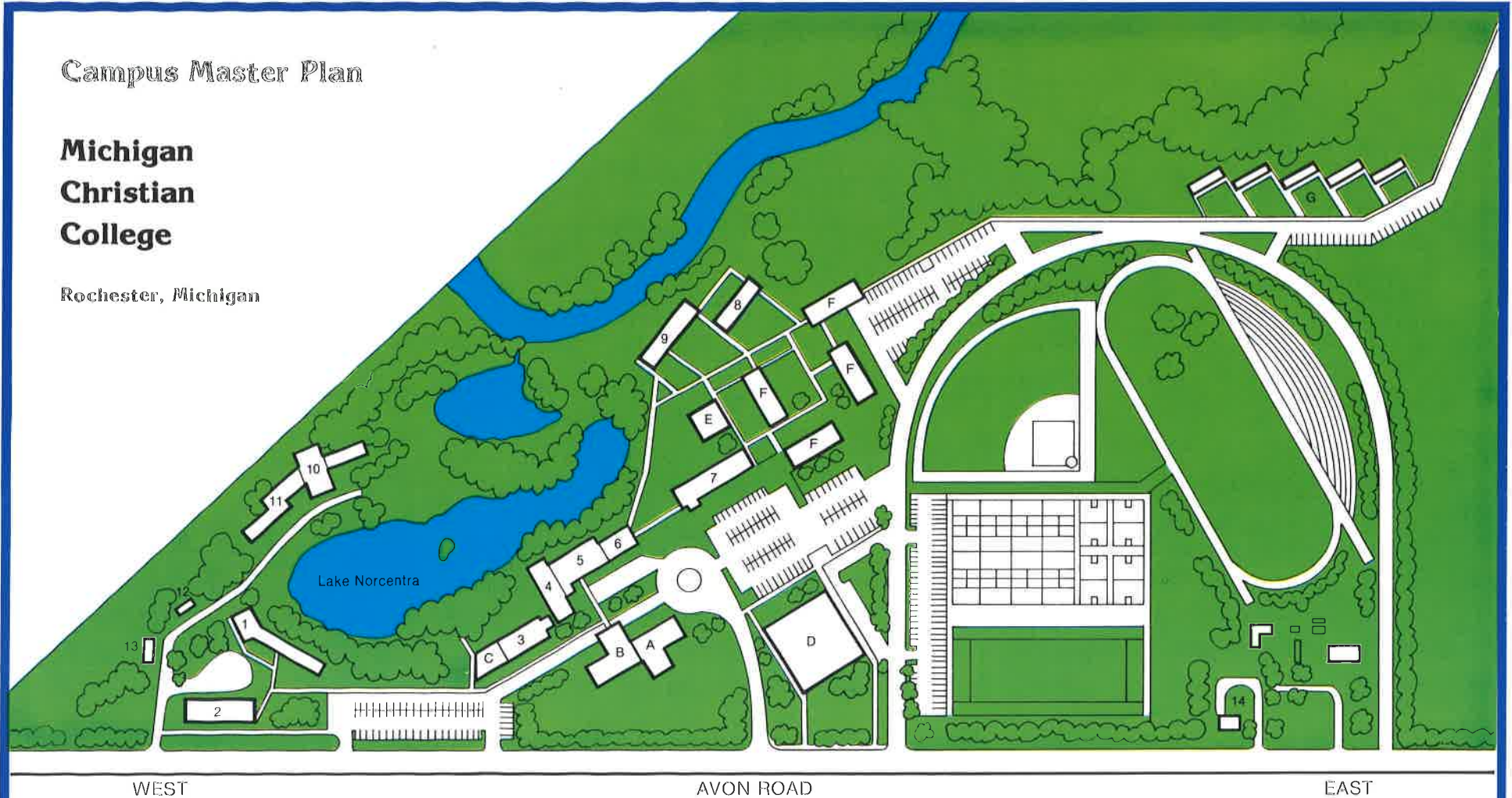
Silver Anniversary Campaign Goals

Operational Supplement (at \$600,000 per year)	\$3,000,000
Permanent Endowment	3,400,000
Facilities	1,800,000
Library and Science Learning Center	\$1,181,270
Faculty/Staff Housing Complex	518,730
Renovation of Present Facilities	100,000
Five-Year Campaign Total	<u>\$8,200,000</u>

Campus Master Plan

Michigan Christian College

Rochester, Michigan



Present Facilities

- | | |
|---------------------------------|---------------------------|
| 1. Gallaher Center | 8. Barbier Residence Hall |
| 2. Muirhead Library | 9. Men's Residence Hall |
| 3. Academic Wing | 10. Gymnasium |
| 4. Campus Center | 11. Science Center |
| 5. Utley Student Center | 12. Development Office |
| 6. Westside Central Chapel | 13. Homemaking House |
| 7. Alma Gatewood Residence Hall | 14. President's Home |

Future Facilities

- | |
|---|
| A. Library and Science Learning Center (Phase I) |
| B. Library and Science Learning Center (Phase II) |
| C. Academic Wing Annex |
| D. Coliseum |
| E. Food Service Center |
| F. Residence Halls |
| G. Married Student Apartments |

October brings thousands to campus for the annual Associates Fall Festival.

Student volunteers provide the primary calling force for the fall Phone-a-Visit.



Partnership Dinner at Cobo Hall in Detroit highlights the activities of the spring months.



Goal: Maintaining the Operational Supplement

Maintenance of the operational supplement is the base of the Silver Anniversary Campaign. This operational supplement is needed to assist the earned income of the annual operating budget and is projected on the basis of \$600,000 per year for five years. These proceeds are to be generated through several campaign and fund-raising programs.

It should be noted that current fund-raising efforts are virtually accomplishing this goal of the campaign. Therefore, no new out-of-pocket money is required to reach this \$3,000,000 goal.

It is of utmost importance that this operational supplement segment of the campaign not be minimized. To shift emphasis from this portion of the campaign to other campaign goals would seriously deter the achievement of the total campaign. Without the continuation of the operational gift programs, it would be impossible to meet the current operating budget.

Program Goals for Maintaining the Operational Supplement

	<i>per year</i>	<i>five years</i>
Salary Sharing Campaign	\$230,000	\$1,150,000
Partnership Dinner	140,000	700,000
Outstate Annual Fund Campaigns	75,000	375,000
Associates of Michigan Christian College	100,000	500,000
Men's Club of Michigan Christian College	20,000	100,000
Unrestricted Gifts	<u>35,000</u>	<u>175,000</u>
Total for Operational Supplement	<u>\$600,000</u>	<u>\$3,000,000</u>

Types of Estate Gifts

Cash
Stocks, Bonds
Houses, Farms, Lots
Life Insurance
Personal Property

Methods to Convey Estate Gifts

Wills
Charitable Trusts
Life Insurance
Gift Annuities
Life Estates

Goal: Building the Permanent Endowment

Strong permanent endowment funds are a mark of the most stable academic institutions throughout the country. A permanent endowment fund serves as a type of savings account, on which an institution uses only the interest. It also provides security during times of national economic stress or disaster. By most standards, \$10,000 per full-time student is considered a minimum that institutions should have in permanent endowment.

As of June 1, 1983, the Permanent Endowment Fund of Michigan Christian College amounted to \$279,600 or approximately \$750 per student. In order to reach an appropriate endowment level for a college of MCC's size, the college must take a quantum jump in endowment funds. This goal is ambitious, but realistic.



Jack Hoover, who established a trust that later matured to MCC, presents an award.

Endowment gift from the former Fairview church in Detroit assists the Bible Department.



Members of the Heritage Club enjoy their first annual dinner on campus.

It is estimated that 85% of the permanent endowment funds in American educational institutions are generated by estate gifts. Therefore, the Silver Anniversary Campaign will emphasize estate planning. Estate plans that include MCC will be considered as commitments toward the campaign goals according to the formula adopted for membership in the Heritage Club. Other non-cash or property gifts will be receipted in accordance with appraised market values.

The Silver Anniversary Campaign projects a goal of \$3,400,000 to be added to the Permanent Endowment Fund of the college. Since the greater part of this goal will come from estate gifts, it should be achieved without additional out-of-pocket contributions from the friends of MCC.

Goal: Construction of a Library and Science Learning Center

Each of the past three examining teams from the North Central Association has reported a need for improvement in the college's library and science facilities. Tremendous academic and equipment improvements have been made in both of these areas in recent years, but additional space and equipment are essential.

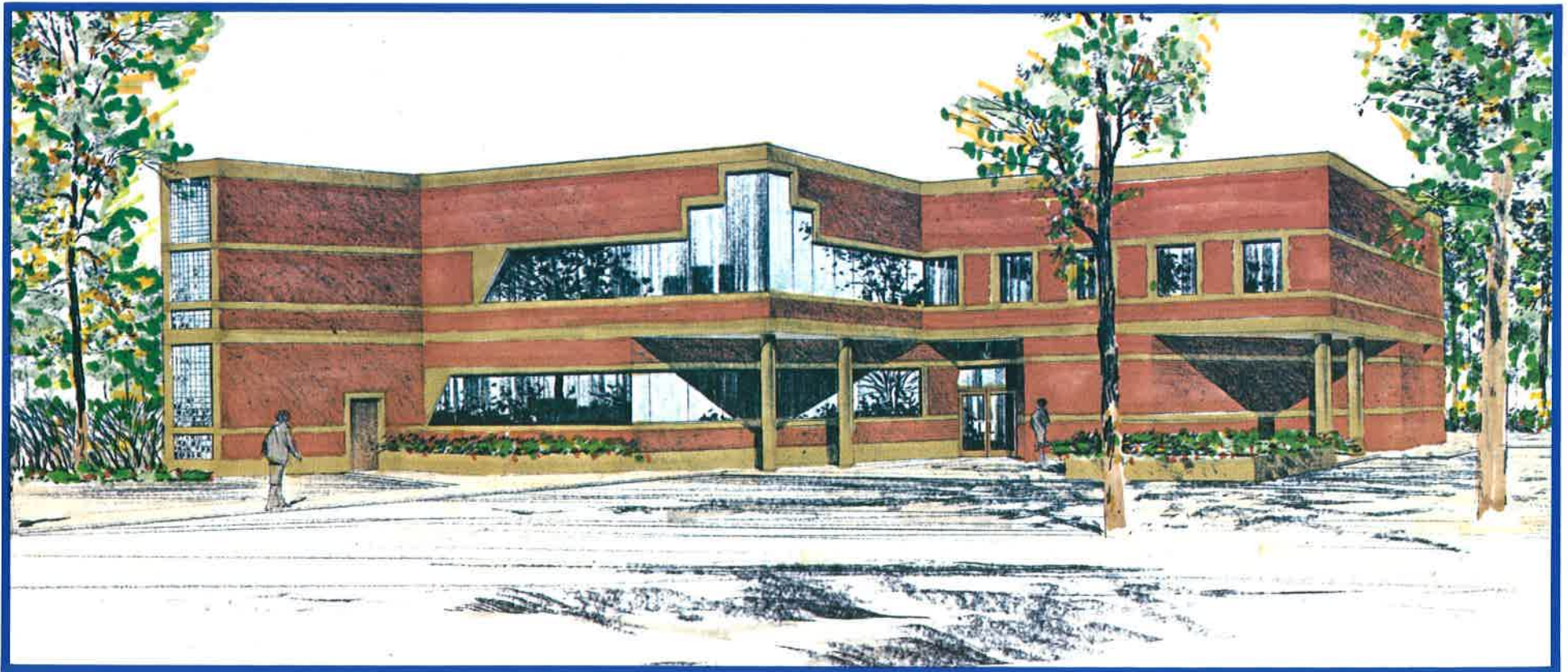
The Silver Anniversary Campaign projects a Library and Science Learning Center of two floors, containing two wings with a total of 14,000 square feet. A little over half of this space will be dedicated to the new library. Present projections indicate that about 1,000 volumes will be

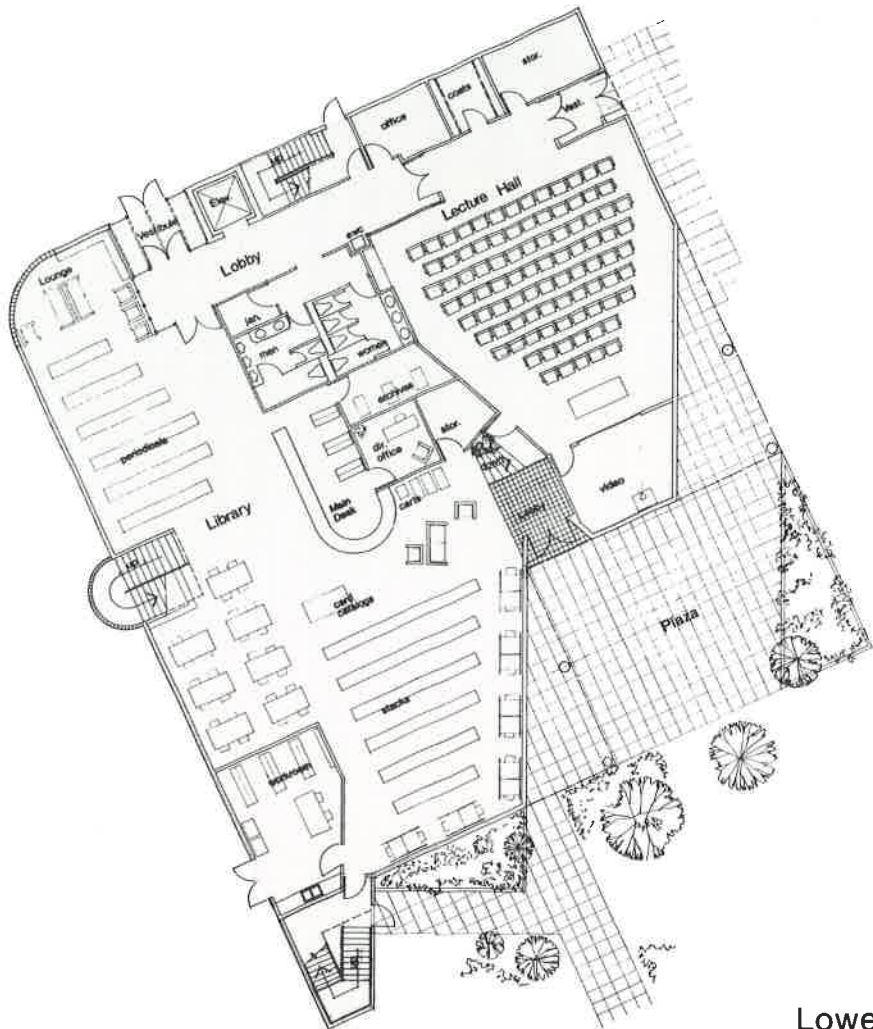
added to the library during each year of the campaign. In addition to the increased number of books, periodicals, and microforms, the new facility will feature a new Learning Lab, areas for private and group study, and a typing studio, thus creating a more appropriate atmosphere for study and research.

The other portion of the new center will house the Science Departments. A tiered lecture hall, with a seating capacity of 101 will greatly enrich the teaching and learning arena. Plans include space for video equipment to be used in the taping and teaching of various subjects. New

biology and chemistry laboratories with the latest equipment are also part of the design. Both disciplines will have preparation rooms, offices, and storage areas.

The Library and Science Learning Center will be located near the front of the campus, west of the main access drive. Its design will allow the addition of two more wings at a later date. A plaza-type entrance will draw attention to the new building from Avon Road. The new center will not only be functional, but will provide a beautiful addition to the campus. The projected cost for the original building and equipment is \$1,181,270.





Lower Level



Upper Level

Avon Road

Goal: Renovation of Present Facilities

Construction of the new Library and Science Learning Center will free considerable space in the present Science Center and Muirhead Library for other needs. Plans call for the Science Center to be converted into a Fine Arts Center to house all music and art activities. This will require major interior renovations to one of the oldest buildings on the campus. In addition, the existing library space will be redesigned for academic and administrative use. It is estimated that this entire renovation and conversion process will cost approximately \$100,000.

Projected construction allows planning for new uses of the library building.



Exterior design complements renovation plans for the current science building.

Gifts that Honor

Several gift opportunities are available to those who make substantial gifts toward the Silver Anniversary Campaign Goals. Such gifts may be used by donors to honor relatives, friends, or dedicated Christian leaders by naming a facility or facility area in their behalf. Those interested in these special gift opportunities may contact President Milton B. Fletcher for more details. Some of the potential facilities or facility areas that may be named from special gifts include the following:

Library and Science Learning Center

Library Wing of Learning Center

Multi-Media Lab

Library Conference Center

Library Learning Lab

Science Wing of Learning Center

Science Lecture Hall

Biology Lab

Chemistry Lab

Fine Arts Center

Fine Arts Lecture Hall

Music Practice Rooms

Art Room

Faculty/Staff Housing Complex

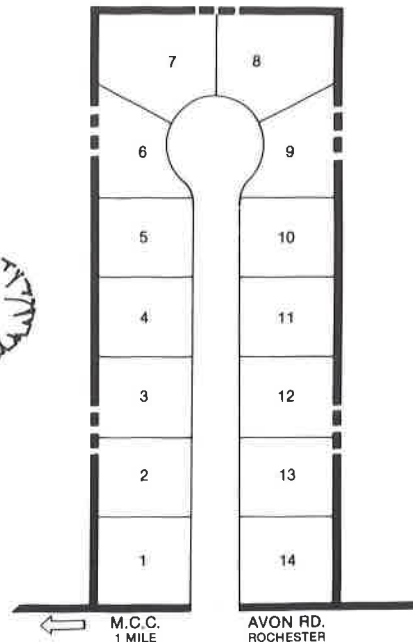
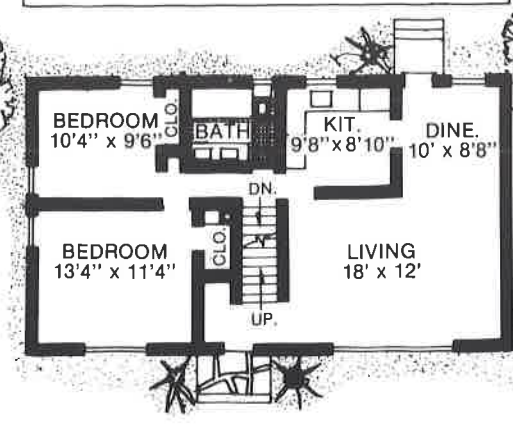
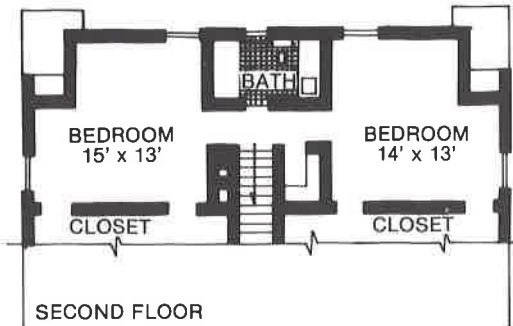


Goal: Development of a Faculty/Staff Housing Complex

Developing a plan which allows employees of Michigan Christian College to purchase housing in the Rochester area at a price that is in keeping with their incomes is of high priority to the college. This is one very effective way for the college to attract new employees and to generate longevity among all employees. Currently, most members of the faculty and staff are unable to penetrate the Rochester housing market.

In 1982, the college purchased five acres of land on East Avon Road, just one-half mile east of the campus. The property is zoned for single-family housing. Plans call for development of the property into a Faculty/Staff Housing Complex with lots, streets, sewers, and utilities.

The college plans to contract with employees for the construction and sale of homes in the proposed subdivision, while retaining title to the land by lease agreement. Mortgages for construction of homes will be available from gifts toward this campaign goal. Agreements will be signed, giving the college the right of first refusal on the resale of any homes in subsequent years. The amount needed to fund site development of the property and to provide mortgages for construction of the first six homes is \$518,730.



Volunteer Participation



Philanthropy to charitable organizations other than organized religion is rather new and is unique to North America. Closely akin to the idea of philanthropy is the concept of volunteerism. This willingness to “get involved” has enabled hundreds of charitable organizations to be the recipients of gifts from the masses as well as the wealthy few. Volunteerism has been the catalyst for the American spirit of generosity and compassion that has been felt around the world.

Michigan Christian College is a great believer in the concept of volunteerism. It would be impossible to actually pay for the work done by hundreds of volunteers who work each year on behalf of MCC. In fact, there would be no Michigan Christian College without volunteers.

The Silver Anniversary Campaign is designed to involve as many volunteers as possible. Consequently, most of the campaign leadership is made up of volunteers. The level of success of this campaign will be in direct proportion to the volunteer participation.



**Message from MCC
President Milton B. Fletcher**

The Silver Anniversary Campaign theme is *A Plan to Achieve*. Achievement with God’s help, has been the pattern for the past twenty-five years because of the dedication of the Board of Trustees, faculty, staff, administration, students, alumni, Associates, Men’s Club, Advisory Board, and thousands of other volunteers.

This *Plan to Achieve*, therefore, is an extension of your great accomplishments during the past quarter-century. Greater achievements lie ahead as we move forward day by day with this *Plan to Achieve*.

Sincerely,

**Milton B. Fletcher
President**

Silver Anniversary Campaign — J. Robert Utley, Chairman, Rochester, Michigan

Operational Gifts
Marvin Whittedge, Chairman
Kalamazoo, Michigan

Partnership Dinner
James Bruce, Ch.
Troy, Michigan

Regional Chairman
James Bruce
Troy, Michigan

Regional Chairman
E.L. Freeland
Southgate, Michigan

Regional Chairman
John Hart
Roseville, Michigan

Regional Chairman
Clarence Locke
Detroit, Michigan

Regional Chairman
Mike Long
Mt. Morris, Michigan

Regional Chairman
Bill Lytle
Rochester, Michigan

Regional Chairman
Bill Smith
Toledo, Ohio

Regional Chairman
Lawrence Watson
Dearborn, Michigan

Salary Sharing
Duane Harrison, Ch.
Rochester, Michigan

S.S. Direct Mail
Ron Englehart, Ch.
Rochester, Michigan

S.S. Phone-a-Visit
William Shinsky, Ch.
Rochester, Michigan

Annual Fund Campaigns
Jim Bill McInteer, Ch.
Nashville, Tennessee

Abilene Campaign
C.D. Holmes, Ch.
Abilene, Texas

Chicago Campaign
Cyrus Addams, Co-Ch.
Ralph Church, Co-Ch.
William Hooten, Co-Ch.
Donald Whetstone, Co-Ch.

Cincinnati Campaign
Robert Davison, Co-Ch.
Dwight Hesson, Co-Ch.
James Frampton, Co-Ch.
Robert Williams, Co-Ch.

Dayton Campaign
Jay Foreman, Co-Ch.
Warren Howe, Co-Ch.

Nashville Campaign
Jim Bill McInteer, Ch.
Nashville, Tennessee

Rockford Campaign
Burl Phillips, Ch.
Loves Park, Illinois

Endowment Gifts
Cyrus Addams, Chairman
Flossmoor, Illinois

Indiana Area
Dean Hoggatt, Ch.
LaGrange, Indiana

Illinois, Wisconsin Area
Ralph Church, Ch.
LaGrange, Illinois

Michigan Area
E.L. Freeland, Ch.
Southgate, Michigan

Ohio, Kentucky Area
James Thomas, Ch.
Oregon, Ohio

Special Audience Campaigns
Board of Trustees
J. Robert Utley, Ch.
Rochester, Michigan

MCC Employees
David Cole, Ch.
Sterling Heights, Michigan

Businesses and Foundations
Robert Seccombe, Ch.
South Lyon, Michigan

Alumni
Sherril Cox, Ch.
West Chicago, Illinois

Facilities Gifts
Norman Christman, Ch.
Bloomfield Hills, Michigan

Library and Science
Alberta Muirhead, Ch.
Dearborn, Michigan

Housing Complex
Royce Dickinson, Ch.
Trenton, Michigan

Campus Renovations
Howard Hagerman, Ch.
Holt, Michigan

Indiana Area
Mary Ellen Adams, Co-Ch.
Terre Haute, Indiana
Eugene Brock, Co-Ch.
Anderson, Indiana

Illinois, Wisconsin Area
Donald Whetstone, Ch.
Flossmoor, Illinois

Kentucky Area
Henry Barton, Ch.
Williamsburg, Kentucky

Michigan Area
Rosemary Brown
Portage, Michigan

Ohio Area
William Phillis, Ch.
Columbus, Ohio

Outstate East Area
Larry Bridgesmith, Ch.
Goodlettsville, Tennessee

Outstate West Area
Paul Southern, Ch.
Abilene, Texas

A Plan to Achieve

Launching of the Silver Anniversary Campaign for \$8,200,000 is the most dramatic fund-raising effort ever undertaken by Michigan Christian College.

During 1983, over 2,400 friends made donations to MCC, and thousands volunteered countless hours to see that MCC not only remains strong, but reaches greater heights. As we reflect on the sacrifices so many have made, it is gratifying to know that people care. This sense of caring, the volunteer spirit, unselfish attitudes, and the deep concern that is exhibited by so many are the very reasons that the foundation of Michigan Christian College is so strong and its roots so deeply driven.

With God's help and the continued zeal of hundreds, all of these goals can be met. It can be done! It must be done! It will be done!

MCC Administration

Dr. Milton B. Fletcher
President

Dr. Larry L. Journey
Academic Dean

Larry Stewart
Director of Admissions

Dr. Leonard Knight
Dean of Students

Jesse Clayton
Director of Development

Richard Watson
Assistant to the President

Commitment to the Silver Anniversary Campaign

Operational Supplement Goal

Pledges to the Operational Goal of the campaign will be made on an annual basis to the ongoing fund-raising programs such as Partnership Dinner, Salary Sharing, and the Outstate Annual Fund Campaigns. Although five-year commitments to these programs are not being sought, these will be considered as *important* Silver Anniversary Campaign gifts *each year*.

Permanent Endowment Goal

God being my (our) helper, I (we) purpose to assist the Permanent Endowment Fund of Michigan Christian College during the next five years through the following method(s):

- A. By an outright gift of cash or property with a one-time gift of \$_____ or \$_____ per month/year (circle one) for a five-year total of: \$_____
- B. By an estate planning commitment in my will _____; by charitable trust _____; by gift annuity _____; by life insurance _____; or by life estate _____; for a present market value of: \$_____

Facilities Goal

God being my (our) helper, I (we) purpose to assist the following Facilities Goal(s) of the Silver Anniversary Campaign of Michigan Christian College during the next five years:

- A. Library and Science Learning Center with a one-time gift of \$_____ or \$_____ per month/year (circle one) for a five-year total of: \$_____
- B. Campus Renovation with a one-time gift of \$_____ or \$_____ per month/year (circle one) for a five-year total of: \$_____
- C. Faculty/Staff Housing Complex with a one-time gift of \$_____ or \$_____ per month/year (circle one) for a five-year total of: \$_____

Signature _____ Date _____

Name printed _____ Phone (____) _____

Address _____

City _____ State _____ Zip _____

Congregation _____

Michigan Christian College, 800 West Avon Road, Rochester, MI 48063 (313) 651-5800