Extended The View Through 2008

The EXTEND THE VIEW, Capital Campaign that was scheduled to end December 2007 has been extended. At the November 2007 Capital Campaign meeting, Cabinet Members voted to extend the closing date to the end of 2008. The University approved the extension because of the belief that the goal of $30 million is still obtainable and achieving that goal is a far greater accomplishment than finishing on time.

Prairie View A&M University has received many questions concerning fundraising efforts occurring simultaneously at the University. The most common question is Annual Campaign vs. Capital Campaign, What’s the difference? Why do we need both?

The Annual Campaign is the foundation of an on-going, healthy development program. Traditionally comprised of unrestricted gifts used for operations, the most valuable annual gifts are spendable, renewable and upgradable. An annual campaign reduces the need for ‘crisis fundraising,’ also known as "Give us money or we will have to drop the program, go out of business or fail to provide for people who need us—and it’s going to be your fault!" A successful annual campaign is carefully planned and implemented to raise necessary money in an orderly and timely manner.

The Capital Campaign is an intensive fundraising effort designed to raise a specific amount of money within a defined time-period. The goal is to meet asset-building needs of an organization, including construction of new buildings, renovation or enlargement of existing buildings, purchase or improvement of land and acquisition of furnishings or equipment. Capital campaign proceeds also allow expansion of programs and services and the establishment of endowments providing long-term support.

So in deciding why to support both campaigns, think of your situation at home: You have income that supports current expenses but you also have savings and investments for supporting college education and retirement. Money must be distributed in ways that nurture the various sections of your life – the same goes for a university.
My experiences at PV while earning my degree helped me develop a self-confidence that would have never surfaced had I attended another university. I cherish those four years and hope my gift enables someone else to develop memories as fond as mine. I am exceptionally proud to be a Panther!

Dr. Twana Edwards graduated from Prairie View A&M University in 1990 with a bachelor's degree in biology. She went on to earn a Doctorate of Dental Surgery (DDS) from the University of Michigan School of Dentistry in 1994. In 1995, she completed her General Practice Residency at the Veterans Affairs Hospital in Washington, D.C. before moving to Chicago to launch her own dental practice. After six years of treating the masses, Edwards decided to focus on an area dear to her heart, the children. In 2001, she founded Smile Support LTD., a school-based dental program.

With its unique concept of providing on-site preventive dental treatment using mobile-dental equipment, Smile Support has been awarded contracts with various municipalities including the Chicago Public School system and the Chicago Department of Public Health. Without question, Dr. Edwards has changed the traditional belief that adolescent oral hygiene is no longer the sole responsibility of the family but also a shared concern of the State of Illinois.

She is a member of the National Dental Association, American Dental Association, Illinois State Dental Society, Chicago Dental Society, and the American Association of Women Dentists.

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**CABINET MEMBERS**

Don Clark  
Opal Johnson Smith  
Nathelyne A. Kennedy  
Roy Perry  
Marvin Brailsford  
Harold Bonner  
Pauline Bonner  
Evelyn Thornton  
Thelma Pierre  
Ernest Collins  
Michael Sowell  
James Mitchell  
Samuel Metters  
Neal Baines  
Billy Heath  
Netra Heath  
Louis Bedford  
Julius Becton  
Fred Newhouse  
Phyllis Tidwell

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**Why I Give...**

Dr. Twana Edwards

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**Message from the President**

With more than $23 million raised in cash, gifts and pledges, we find ourselves at a pivotal point in the campaign and we need your help. Last year we asked 8,000 alums to contribute $200 annually for five years, which would complete our $30 million goal. The request has been well received. This year we are asking each chapter to commit to a five-year pledge based on previous years giving history. For example, the average chapter currently gives $6300 annually to the university; assuming gift amounts remain constant, multiply that by five-years and that equals $31,500; multiply that by 40 chapters and that gives the university $1.25 million. Also, consider that the university will match gifts that support endowed scholarships and endowed faculty chairs, which could potentially increase chapter gifts to more than $2.5 million.

To you already involved, thank you for your efforts. To you considering involvement, we welcome your participation. To learn more, please visit the university website and click on the Research and Development link, then Capital Campaign.