



## Stockton's 'You Make the Difference' Campaign Raises \$25.36 Million, Exceeding Goals

Gifts Help Transform Campus Centers, Expand Access, Increase Scholarships

*With photos, captions on [Flickr](#)*

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**Galloway Township, NJ** - Students, faculty, staff and New Jersey's citizenry as a whole will benefit from the **\$25.36 million** raised by The Richard Stockton College of New Jersey in its first comprehensive fundraising campaign.

"You Make the Difference - The Campaign for Stockton College" generated donations and gifts of \$25,363,687 - far exceeding the original goal of \$20 million set by President Herman Saatkamp in 2011.

"Through the generosity and hard work of many, Stockton has become a force for economic, cultural and civic engagement in the region and state, while continuing to grow as a center for academic excellence," said President Saatkamp on July 9, while celebrating the successful conclusion of the campaign that ended June 30.

The campaign, which began with a silent phase in 2007 and publicly kicked off in 2011, helped transform Stockton's main campus with new centers and programs, added major scholarships, and led to the opening of new instructional sites in Woodbine and Hammonton.

Transformational gifts include:

- The William J. Hughes Center for Public Policy, named for the former ambassador and congressman from Ocean City, which began in 2007 with \$1 million in commitments including an anonymous gift of \$500,000 and generous gifts from Ambassador Hughes and his family. The center serves as a catalyst for public debate on economic, political, educational and civic issues, providing research and producing surveys.

-The Lloyd D. Levenson Institute for Gaming, Hospitality and Tourism (LIGHT), established through the generosity of Lloyd and Liane Levenson, generates research and provides

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resources for the tourism and gaming industries.

-Trustee Leo Schoffer's \$500,000 gift honoring his parents led to renaming the Holocaust Resource Center as the Sara and Sam Schoffer Holocaust Resource Center and helped fund its operations;

- The Sam Azeez Museum of Woodbine Heritage, donated in 2012 by Michael Azeez along with \$5 million to establish an endowment to help fund the museum's operations, and Anne Azeez Hall, a \$1.1 million addition with two classrooms, allowed the college to open its first instructional site in Cape May County in 2013. The site also hosts numerous community meetings and conferences.

- The Kramer Hall instructional site in Hammonton, which opened in 2013, is named in recognition of Charles and Lynn Kramer's years of support, which included a significant Leadership gift. The facility includes classrooms, offices and an art gallery, and hosts numerous cultural and civic events.

Scholarships also increased exponentially during the campaign, with 53 new endowed scholarships and 42 new annual scholarships. Trustee Dr. James Yoh committed \$500,000 in 2010 to establish the Yoh Scholarship Fund, while in 2011, an anonymous donor gave the college a \$1 million endowment to be used for the direct support of students with exceptional financial hardships.

The College Foundation's annual scholarships awards, funded from the Annual Scholarship Benefit Gala and other sources, grew more than fivefold: from \$142,213 awarded in 2007, to over \$600,000 expected to be awarded in Fiscal Year 2015.

At the campaign celebration held at the Stockton Seaview Hotel and Golf Club, 20 students slowly turned over cards spelling out "You Make the Difference," and ultimately revealed the 25 million-dollar figure.

Curtis Bashaw, chair of the Board of Trustees, credited President Saatkamp with initiating plans for a comprehensive campaign in 2003, during his first year at Stockton. He also applauded the fact that over 500 members of the college's faculty and staff donated more than \$700,000 to support students, faculty and programs during the campaign.

Richard Walker, chairman of the Foundation, noted that its assets grew from \$6.9 million in 2007 to \$27.2 million in 2014.

"The Foundation Board has been planning for continued growth and impact," Walker said. "We completed a planning effort that was guided by Dr. Saatkamp's strategic question to the Foundation Board: 'What must the Foundation Board do over the next few years to ensure the success of the next campaign?'"

"It was this kind of forward thinking from the president that led us into the first comprehensive campaign and with the adoption and implementation of the Foundation's Strategic Plan during the past two years, his vision will continue," Walker said.

Dr. Philip Ellmore, chief development officer and executive director of the College Foundation, told the gathering that the two essential ingredients to a successful campaign are: "vision and leadership," as embodied by President Saatkamp.

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“Make no mistake, this is his campaign, built on his vision. He helped us believe what at first only he could see,” said Dr. Ellmore.

President Saatkamp thanked the donors, the trustees, the Foundation board and Development staff for their incredible efforts in making the campaign a success.

“‘You Make the Difference’ is much more than a campaign slogan,” President Saatkamp said. “Those are words to live by every day, as together, the people of southern New Jersey and the Stockton community, build a brighter tomorrow for all of us - and for all the generations to come.”

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