

2023-2024 Philanthropic Impact Report



Working Together to Meet the Moment

Dear Viking community,

Reflecting on this past year, we are thrilled by Salem State's progress and growth.

The fiscal year began with a unifying vote that brought together the work of the alumni association and the foundation, ultimately forming the Salem State University Alumni Association and Foundation, Inc. Thanks to the working group who spent months evaluating the efficacy, mission, by-laws, and committee work of each organization, it was concluded that the university would tremendously benefit from a unified relationship. By working together to engage the community in our shared efforts, we elevated our commitment to student success and equal opportunity for all.

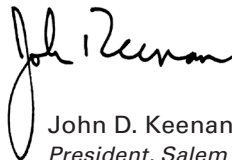
Later in the year, we further realized the commitment to opportunity through an anonymous \$10 million gift, which funded Clipper Scholarships. Because of this generous gift, we will distribute approximately \$320,000 in scholarships annually to eligible students, helping to close the financial gap of a college education. Collaborating with donors to provide access and an intellectual home for all who desire to pursue a degree, regardless of their lived experiences, is truly inspiring.

To you—and to all the proud Vikings—we are thankful for everything you do in honor of our community.

With Viking pride,



Annalisa C. Di Palma
*Chair, Salem State University
Alumni Association and Foundation, Inc.
Campaign Steering Committee*



John D. Keenan
President, Salem State University

Fundraising Year in Review

The Salem State University Alumni Association and Foundation, Inc. (AAF) is pleased to present the fiscal year 2024 annual report.

We are proud to share that more than 2,200 Viking alumni and friends contributed over \$14 million to university fundraising initiatives. These philanthropic contributions have brought us to meet 72 percent of our \$75 million campaign goal. As of June 30, 2024, *Meet the Moment™* has raised an impressive \$54,361,478 for student financial assistance, student success initiatives, unrestricted support, and SSU BOLD (page 9).

Through a transformative \$10 million anonymous gift, Clipper Scholarships have been established to support scholarships that address the unmet need for students in the Maguire Meservey College of Health and Human Services and the McKeown School of Education. The investment supports students just over the cusp of Pell-eligibility who are often left out of federal and state aid programs, helping fund the cost of attendance including tuition, room and board, books, meal plans, etc. The generous donor made the gift in honor of his parents who graduated from the university in the 1950s, noting we must do better as a society to help students with unmet need.

The progress we made over the past year is a testament to our philanthropic community. Between bridging a gap in our campaign goal, raising \$220,000 for student internships at our inaugural Internship Celebration, awarding \$861,113 in Viking Scholarships and \$127,179 in Viking Completion Grants, it is evident Vikings are rising up to meet the moment. ■

Salem State University Alumni Association and Foundation, Inc. Board of Directors

(As of June 30, 2024)

Officers

Annalisa C. Di Palma, *chair*
Louis J. George '89, *vice chair*
Jeffrey V. Cicolini '94, *treasurer*
Joseph M. Wamness '00G, *secretary*

Ex Officio

John D. Keenan, *president*,
Salem State University
Cheryl Webster, *vice president, advancement and executive director*,
Salem State University Alumni Association and Foundation, Inc.

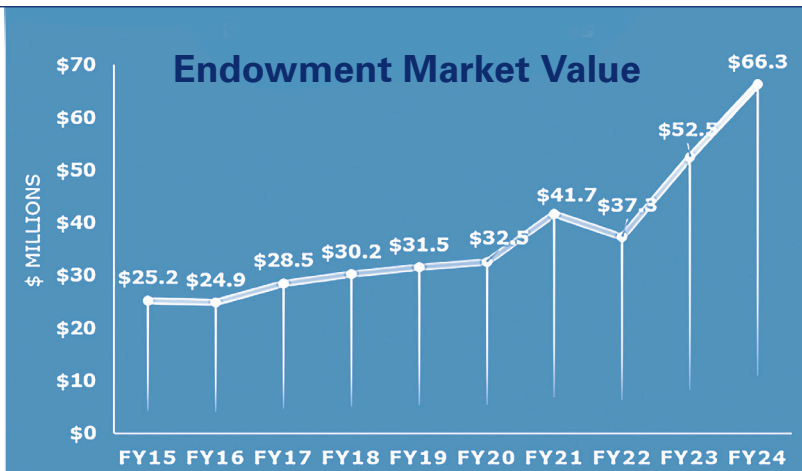
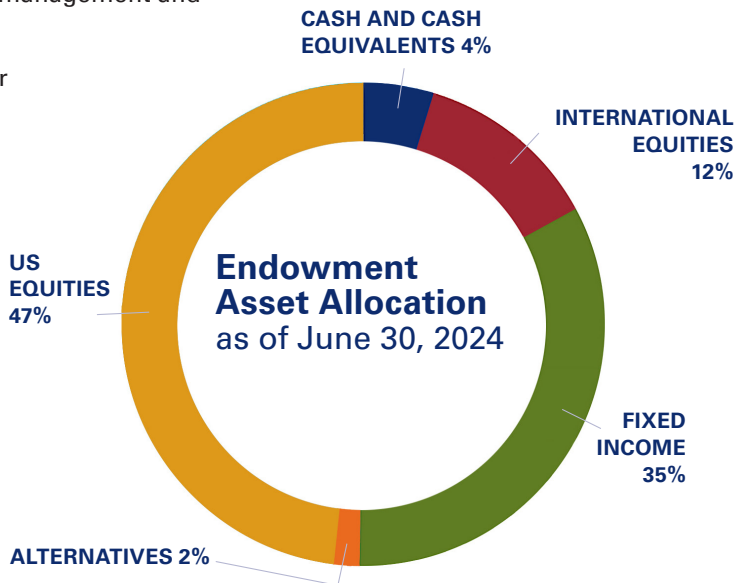
Directors

Erik J. Champy '89, '94G, PhD, *legacy member*
Jake J. Cotter '12
Alicia Y. Depena '00
Nancy A. Dias '09, '13G
Anthony DiVirgilio '19
Julianna W. Donovan '20G
Kim D. Gasset-Schiller '83, '18H
Richard J. Gilmartin '76
David C. Gravel '78
Dr. Judith Josephs '63, '65G, *legacy member*
Josephine E. Kennedy '72, '76G, *legacy member*
James J. Lampassi, Jr. '81, *alumni trustee*,
Salem State University Board of Trustees
Dr. Robin R. Leger '77
Patricia M. Libby '71
Andrea C. Liftman '75G
Virginia C. Lyons '16
Joanne Mendes '79
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Paul A. Petrowski '66
Michael D. Procopio '12
Katherine E. Reid
Joanne O. Ricciardiello '68, '19H
Stephen A. Rollins, Jr.
Kathleen L. Skrabut, EdD, *board member emerita*
C. David Surface '88
Jessica A. Tomlinson '09
Elaine A. Zetes '88G
Yaqin Zhu '12, '13

Endowment Management

The Salem State University Alumni Association and Foundation, Inc. is proud to share that the endowment market value has exceeded \$66 million. The fiduciary responsibility is carried out by members of the AAF board of directors' investment committee, management and staff.

The AAF distributes four percent of the rolling, three-year average of annual market values of endowed funds to Salem State. This spending policy is intended to provide stable income to the university for its current needs while maintaining the long-term purchasing power of the endowment. ■



2023-2024 Philanthropic Impact Report

Fiscal Year 2024

(July 1, 2023–June 30, 2024)

Total Raised:

\$14,007,656

Types of Gifts:

\$3,517,152

Spendable gifts, both restricted and unrestricted

\$10,470,304

Endowed gifts

\$20,000

Planned gifts pledged in a will, trust, charitable gift annuity, IRA, or other estate plan

Number of Donors: 2,263

(of which **706** gave for the first time)

Alumni: **1,150**

Friends: **735**

Employees (current and retired): **162**

Corporations and Foundations: **57**

Students: **64**

Parents: **68**

New Funds Endowed in 2024

- Clipper Scholarship
- Dhionis Family Housing Scholarship
- The Ellen Flowers Award for Aspiring Psychiatric Nurses
- Alyssa Fluet Memorial Scholarship
- Rob and Rachel Lutts Family Internship
- Noble Financial Group Endowed Scholarship
- Ouellette-Di Palma Family Internship
- Joseph and Rena Mendes Scholarship Fund
- Murphy Family Scholarship
- Dr. Louise Swiniarski Early Childhood Education Scholarship

Highlights

- This year's **Viking Warrior Day**, our seventh annual day of giving, was record-breaking on all fronts, raising \$786,426 from 534 donors in 1,854 minutes. Funds raised on Viking Warrior Day provide student scholarships, tools for our dedicated faculty and staff and transformative experiences like study abroad, service opportunities and internships.
- The Salem State University Internship Scholarships fund received an added boost during Viking Warrior Day this year because of a thoughtful **\$307,432 planned gift from alumna Arlene Nihan '54**.
- Our inaugural **Internship Celebration**, sponsored by John McQuillan, Jr. through Triumvirate Environmental, Inc., as well as David Surface '88 with St. Jean's Credit Union, took place on April 9, 2024, bringing in **\$220,000** for internship scholarships (page 19).
- **Davis Educational Foundation** granted Salem State University **\$274,374** for a project aimed at improving Science, Technology, Engineering, and Math (STEM) learning environments, student learning outcomes and STEM major retention at the university.
- Al DiVirgilio '64, '66G, a dedicated alumnus and former foundation board member, celebrated his 60th reunion year with the creation of the **Al and Ginny DiVirgilio Family IOP Endowed Fund**, providing financial support to the Frederick E. Berry Institute of Politics, which aims to engage and inspire the Viking community to be active in our democracy and to pursue careers in politics and public service.
- The Salem State University Alumni Association and Foundation, Inc. closed out the fiscal year with a transformative **\$10 million gift from an anonymous donor**. The creation of Clipper Scholarships, which benefit students enrolled in the McKeown School of Education or Maguire Meservey College of Health and Human Services who have unmet need after available state and federal funding, provides vital assistance to Vikings often missed in traditional financial aid, enabling them to pursue their dreams and meet the moment of higher education.
- **The MassCyberCenter** awarded Salem State University a \$624,437 grant to establish and operate a cybersecurity training facility, or cyber range, on its campus. The grant is part of the state's Security Operations Center (SOC)/Cyber Range Initiative, a program managed by MassTech's MassCyberCenter that aims to help build a diverse generation of cybersecurity professionals through education, training and workforce development.