



LAKE SUPERIOR STATE UNIVERSITY

Advancement Report October 3, 2025

Agenda Item #1: Dashboard

Information

Action

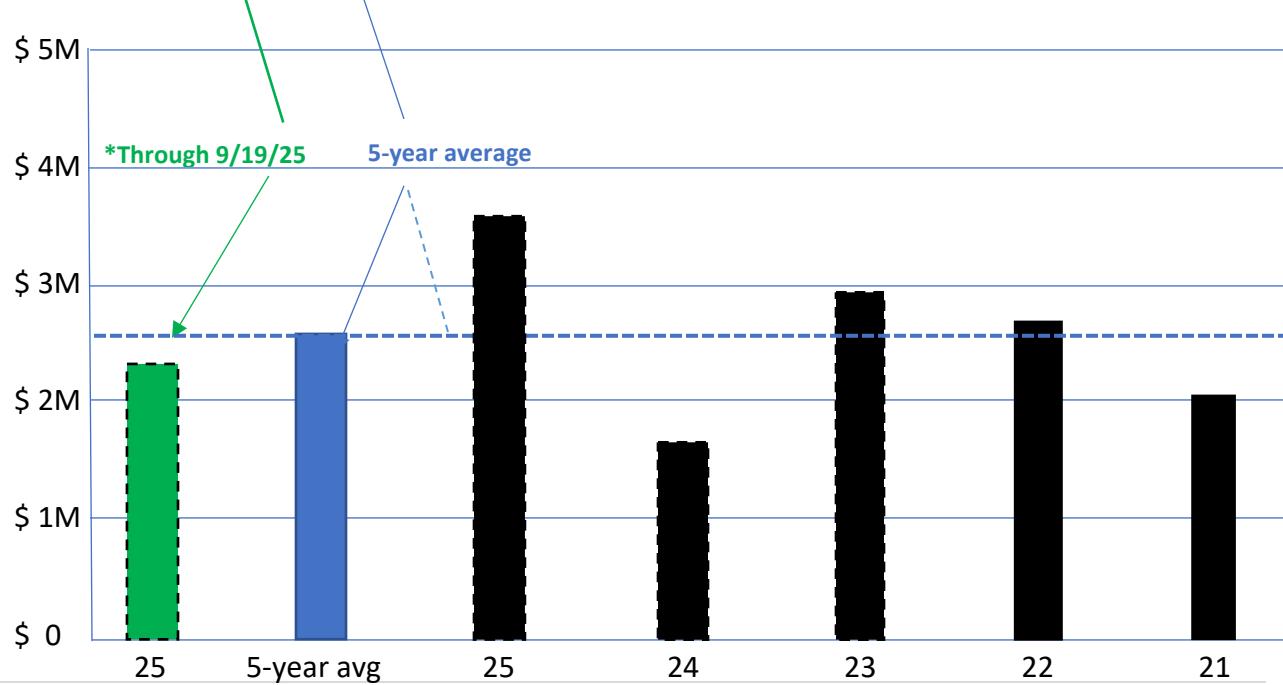
Discussion

Purpose: The dashboard below compares **current fiscal year fundraising** to the previous five years by quarter. The **five-year average** is also included for comparison.

Note: Financial data follows CASE industry standards and represents cash gifts, and documented pledges and estate gifts.

Dashboard 1 ~ Total Fundraising Five Year comparison: Year to Date (YTD) by Quarter (Q#)

Fiscal Year (7/1 – 6/30)	To date 2026	'21 – '25 5-year avg	2025	2024	2023	2022	2021
YTD							
July - Sept Q1	2,266,415	416,459	148,898	277,550	450,901	586,835	618,111
Oct – Dec Q2		543,577	527,192	241,543	289,855	1,347,312	311,982
Jan – Mar Q3		443,067	169,406	428,669	530,640	573,531	513,088
Apr – June Q4		1,187,626	2,785,324	717,111	1,643,509	198,225	593,960
Total	2,266,415	2,590,729	\$3,630,820	1,664,873	2,914,905	2,705,903	2,037,142



Suggested Action/Motion:

No Action Required

President's Recommendation:

N/A



Advancement Report

October 3, 2025

Agenda Item #2: Major Gifts, Planned Giving, and Grants Update

Information

Action

Discussion

Background:

Major Gifts:

Major Gifts are defined by LSSU Advancement as gifts received in excess of \$10,000. The following summary represents the recent major gift activity in support of the University's current key initiatives since the July, 2025 meeting.

An anonymous gift of \$25,000 was received in support of the 906 Day Campaign – this year raising funds for the Campus and Community Partnership Fund. This fund is designed to support collaborative projects that strengthen the bond between the university and the city.

Jean-Pierre Rasaiah, a 1993 graduate of Lake Superior State University's engineering program, has generously donated \$13,000 to the IAB Engineering Growth Fund.

The Wildshore Foundation, Inc. made a \$10,000.00 gift.

Planned Giving:

Planned gifts are contributions that require advance planning and are typically made through a donor's financial, tax, and estate plan. These gifts are made during a donor's lifetime but take effect later, often after their passing, or they involve the donor retaining some benefit, such as lifetime income. Examples include bequests in a will, charitable remainder trusts, gift annuities, and gifts of non-cash assets like real estate or retirement funds.

Andrew Rubinstein is now leading Planned Giving for LSSU in addition to his other responsibilities.

An increased communication cadence is underway and will increase once staffing is addressed and we move into the 2025-26 fiscal year. We are actively working with Crescendo to build up our planned giving page and in a recent outreach we had three donors request additional information about estate gifts. Moving forward we will engage with all respondents in a structured and consistent way.

Lake Superior State University has received two (2) anonymous estate gifts, each valued at \$1,000,000 (\$2,000,000 total).

Grants:

Ana Robbins, from the LSSU Advancement team, will be leading grants moving forward.

A grant consultant was retained to identify potential grant funders in support of select LSSU strategic priorities. The consultant also provides background information on each grantor, a calendar of submission dates, and proposal review services.

To date 56 prospective grant making organizations have been identified.

Next steps: An alignment of three key variables.

- Timing of proposals (many grantors limit proposals to certain times)
- Priority ranking of grant with LSSU strategic priorities (preparing proposals in consideration of how high a priority is to LSSU, and in consideration of a grantor who may be interested in more than one LSSU priority, and LSSU's ability to prepare a fixed number of proposals)
- Leveraging relationships between grantor boards and LSSU stakeholders (it helps to know grantor board members; ex: to be invited to apply, to get attention with the granting board)

Suggested Action/Motion:

No Action Required

President's Recommendation:

N/A



Advancement Report

October 3, 2025

Agenda Item #3: Annual Fundraising & Alumni Relations Update

Information

Action

Discussion

Purpose:

This agenda item provides a summary of the LSSU Advancement's recent Annual Fundraising and LSSU Alumni Relations activities.

Background:

Annual Fundraising activities provide financial support for University initiatives and assist in the identification of potential major gift donors. Alumni Relations activities and communications facilitate the initial engagement of alumni and friends to LSSU beginning the cultivation process for joining the Alumni Membership Program and potential future giving.

LSSU Advancement Annual Fundraising Activities:

Laker Club and Athletic Related Activity

Fiscal Year	Gross Revenue	Number of Donors
2024-25	\$78,954	126
2023-24	\$61,819	120
2022-23	\$49,802	85
2021-22	\$54,411	113
2020-21	\$50,855	103



Laker Meal Sponsor Program

The meal sponsor program continues to be the main driver for increased Laker Club revenue. This year, close to \$30,000 came in across all sports for the meal sponsor program, which surpasses the approximately \$15,000 that was raised last year. A major driver for this was the men's basketball run to the Elite 8, which resulted in approximately \$10,000 being donated to the meal sponsor program during that stretch.

With a four-sport reduction, and no guarantee of a post season run, we will need to rely heavily on the meal sponsor program in season to try and maintain current levels.

Laker Men's Basketball Locker Room Renovation Campaign

The Laker Men's Basketball Locker Room Renovation Campaign continues to receive pledge payments, with approximately \$250,000 raised — surpassing our \$225,000 goal. Construction is currently paused while engineering adjustments are determined – October is the current timeline for remaining items to go out to bid.

You can click here to view the full scope, photo, and commitments to the campaign:

<https://advancement.lssu.edu/laker-basketball-facility-renovation/>

Laker Women's Basketball and Volleyball Locker Room Renovation Campaign

Preliminary work continues for the Laker Women's Basketball and Volleyball Locker Room Renovation Campaigns.

The first \$25,000 lead gift has been received, and an additional \$8,000 was raised through the celebration of 50 Years of Women's Athletics at LSSU last fall.

Additional engineering plans are in progress to facilitate the campaign.



Annual Lake State Golf Classic

The 36th Annual Lake State Classic took place on Friday, August 1st at Wild Bluff. For this first time in almost a decade, we brought back a Thursday Night event that we called the "Classic Social", taking place at Wild Bluff. This allowed an additional opportunity to connect with LSSU supporters, and raise additional funds for Laker Athletics. The event sold out for the 3rd straight year.

All of the additional revenue can be attributed to the Thursday event, as well as a slight increase in golfer fees.

The 2026 event will be on Friday, August 7, 2026.

Fiscal Year	Gross Revenue	Net Revenue	Golfers	Location
2025	\$55,872	\$43,045	*144	Wild Bluff
2024	\$50,620	\$38,604	*144	Wild Bluff
2023	\$52,892	\$35,931	*144	Wild Bluff
2022	\$45,450	\$34,315	110	Wild Bluff
2021	\$41,686	\$34,161	108	Wild Bluff
2020	COVID	COVID	COVID	Virtual
2019	\$44,720	\$32,326	90	Wild Bluff

* Sold Out

Laker Women's Basketball Golf Outing

The inaugural Laker Women's Basketball golf outing hosted some 120 golfers and netted over \$10,000 at the Sault Ste Marie, Country Club on Saturday, September 20.

Click here for info on the event: <https://lssulakers.com/sports/2025/6/3/golf-outing-fundraiser.aspx>

Give-a-thon

The annual give-a-thon with student callers ran from late February through mid-April 2025. This year, we shifted back to using primarily evening callers, which allowed for more callers to be together at the Lukenda Alumni House.

Fiscal Year	Gross Revenue	Number of Donors
2024-25	\$19,175	171
2023-24	\$19,925	143
2022-23	\$20,395	144
2021-22	\$16,485	137
2020-21	\$15,860	109
2019-20	\$8,971	104

Alumni Association

Upcoming Events

Lake State After Hours

Lake State After Hours – October 22, 2025

Laker State After Hours will return once again as part of Great Lake State Weekend at Moloney's Alley. This Alumni Association Funded event is a way for local LSSU Alumni to gather and celebrate LSSU.



Great Lake State Weekend – October 24-25, 2025

GLSW is set for October 24-25, 2025. Plan to join us for a memorable homecoming celebration that includes exciting Laker hockey games vs. Bowling Green State University, Alumni Awards and Hall of Fame ceremony, Board of Trustees Tailgate Party, and more! This year, we've added activities aimed at LSSU students starting on Sunday, October 19th and throughout the week, making it Great Lake State Week. Visit our website for more information as it becomes available: <https://alumni.lssu.edu/great-lake-state-weekend-2025/>



Volleyball Alumnae Weekend – November 7-8, 2025

Join our LSSU Volleyball Alumnae for a weekend celebration of Laker Volleyball on November 7th and 8th. Friday night we will celebrate Senior Night, and the weekend will feature opportunities for alumni to engage with the team, as well as a local social.



Lake State Night at the Red Wings – January 31, 2026

Our popular Lake State Night at the Red Wings game will be on Saturday, January 31, 2026, as the Red Wings take on the Colorado Avalanche at 1pm. There will be a pre-game event at the UWM District Market beginning at 11:30am. Every attendee who purchases through the LSSU link will receive a co-branded hoodie, and LSSU will receive a \$5 donation back per ticket.

<https://www.gofevo.com/s/other/DRWLSSU26?purl=eacd5c150512>

Suggested Action/Motion:

No Action Required

President's Recommendation:

N/A



Advancement Report

October 3, 2025

Agenda Item #4: Legislative Affairs update

Information

Action

Discussion

Purpose:

The purpose of this submittal is to provide a summary of the linkage between the LSSU BOT approved strategic plan with LSSU Legislative Affairs and LSSU Advancement.

Background:

The following dashboard provides a multi-year comparison of state capital outlay projects. Once approved by the LSSU BOT, traditionally a state capital outlay is necessary for any capital campaign undertaking. Capital outlays provide 75% of the funding for projects like the Richard and Theresa Barch Center for Freshwater Research and Education, with the remaining 25% raised through a capital campaign.

Capital Outlay table

Capital Outlay	FY26 \$30M CASET (request)	FY21 \$8.8M Barch CFRE Approved	FY18 \$9M Considine Approved	FY05 \$11.5M Arts Center Approved
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Other legislative work is connected with LSSU strategic priorities and the higher education budget, which includes funding for LSSU and priorities like the Budget, Tuition, ITEMS (infrastructure, technology, equipment, maintenance, and safety), and ITW (Indian tuition waiver).

Budget table

	2025 Proposed	2024 Actual
Budget	TBD	5.0%
Tuition	TBD	4.5% / \$676
ITEMS	TBD	\$762,300
ITW	Proposed full funding	Funded

The Prison Program and ensuring all eight paths to financial aid are available for those students is also a priority being tracked. If and when that occurs, Michigan will be the first state in the nation to allow it.

Recent activity

Local

The successful 906 Day appeal garnered over \$30,000 for the, Campus and Community Fund. To date three “Blue and Gold Crew” volunteer events have been held in conjunction with the Campus and Community Fund to clean up several areas in downtown Sault Ste. Marie.

State of Michigan

At the time of writing this report the state budget was still being negotiated.

U.S. Congress and Senate

Submitted Congressional Discretionary Spending (CDS) requests to both U.S. Senators, Peters and Slotkin. Both requests were in support of staffing needs at the Richard and Theresa Barch Center for Freshwater Research and Education (CFRE).

The request did not receive final approval.

Suggested Action/Motion:

No Action Required

President's Recommendation:

N/A