

Impact of Giving

Annual Report 2017-18



LUTHER
COLLEGE

An aerial photograph of a landscape at sunset. A large wind turbine stands prominently on the left side of the frame, its tower and nacelle silhouetted against the pink and orange sky. The foreground and middle ground are filled with a dense forest of green trees. In the distance, rolling hills and a few buildings are visible under the soft light of the setting sun.

956

first-time donors

11,523

total donors

\$20,377,233

new commitments to Luther
in fiscal year 2017–18

Generosity connects past, present, and future . . .



Dear Donors and Friends,

As we begin the new academic year, it's my pleasure to share our second annual "Impact of Giving" report highlighting the extraordinary generosity of our donors and stakeholders in 2017–18. Throughout my presidency, I have continued to be inspired by the strong sense of connection our alumni, parents, regents, faculty, staff, and friends of the college have to this special place and to each other. These connections are meaningful, and often they are magnified through charitable giving.

By sharing stories of philanthropic impact, we celebrate how these gifts (individually and collectively) connect our donors to current students who are living and learning at Luther, and the faculty and staff who teach, mentor, and encourage them in their educational journeys. Giving connects donors as a community of key stakeholders who believe in the mission of Luther College and invest their own resources to help ensure it continues to flourish. As donors, we share a bond to each other and to those who benefit from our philanthropy.

In February 2018, the Luther College Board of Regents enthusiastically approved our new strategic plan, *Inspired. Empowered. Engaged.* As key initiatives within this plan are rolled out in the coming year, I will be joined

by regent leadership in sharing our vision with donors and friends around the country. We are energized by the ideas the college will launch, and we invite the broader Luther community to help us carry this vision forward. Together we can help lay the groundwork for the college's next president following my retirement in June 2019.

Luther's fundraising totals for the past year were tremendous, and we are so blessed by the generosity of all of our donors. While we have great numbers to share, the real impact is in the stories of the people and programs who directly benefit from these generous gifts. Your generosity connects past, present, and future. The success we enjoy today creates exciting momentum for tomorrow. I am confident that the future of Luther College is increasingly bright because of you—those who proudly, boldly, and joyfully support the life-changing liberal arts education we offer.

With gratitude,

A handwritten signature in blue ink that reads "Paula J. Carlson". The signature is fluid and cursive, with a long horizontal line extending from the end.

Paula J. Carlson, Ph.D.
President

From the Board



On behalf of the Luther College Board of Regents, it is truly an honor to add our collective thanks to all the donors who have invested so generously in the college during the past year. Your generosity is supporting everything from student scholarships, academic programs, and facility enhancements to experiential learning, choir robes, and the Luther Fund. Contributions of all sizes generate exciting momentum and new opportunities for students, faculty, and staff across campus. Thank you for making Luther College one of your philanthropic priorities!

Last February, the Board of Regents unanimously approved the new strategic plan—Inspired. Empowered. Engaged. As a board, we believe these three words not only speak to the goals and priorities within the plan, but also reflect our own personal commitment to this special institution. We commend President Carlson and members of the campus community for their leadership and diligence in developing a plan that we are confident will propel Luther forward now and in the future. A summary of the strategic plan is featured in this report for your review. My fellow regents and I are eager to work side by side with the Luther community to launch key first-year initiatives in 2018–19.

As an alumna, board chair, and donor, I am extremely proud of all that Luther has achieved. That deep sense of pride increases exponentially knowing how many alumni, parents, faculty, staff, friends of the college, and fellow regents, past and present, are committed to Luther's success. Please accept my heartfelt gratitude for all the ways you who love Luther share your generosity through giving, through student referrals, through volunteering, and most of all, through your unwavering commitment to ensure Luther College remains the very best it can be.

Soli Deo Gloria!

A handwritten signature in black ink that reads "Wendy Davidson".

Wendy (Jaycox) Davidson '92
Chairperson, Luther College Board of Regents





A Strategic Plan

Inspired. Empowered. Engaged.

Vision

Our vision of a comprehensive student experience that develops whole persons guides our goals, objectives, and activities, ensuring that all students are inspired, empowered, and engaged to thrive, serve, and lead in an ever-changing world.

Our renewed student experience will lead students through self-exploration, reflection, engagement, and service, a progression of inward to outward discoveries that will expand upon place and community each of their four years at Luther College. Students will learn about themselves and others through an interdisciplinary curriculum that emphasizes intersections. New perspectives and awareness will be shaped and refined into direction and purpose through intentional reflection and advising pathways. Internships and study-away experiences will expand students' sense of community and engage them with the neighbor. Finally, leadership development through service will teach students how to use their strengths to work across differences in order to build community. Supporting each aspect of the experience is an emphasis on well-being that will teach students how to integrate their values and goals into lives and careers as servant leaders who are centered and resilient, empowered to serve the common good in an ever-changing world.

Goals and Objectives

Our goals and objectives intersect and interrelate, creating a synergy of efforts by programs and offices across the college. Collectively, they build on our strengths and equip us to achieve our strategic priorities:

We must ensure that our educational experiences continue to develop whole persons who are equipped with the skills for lifelong learning and leadership. We must inspire and empower students to solve the most difficult challenges facing our world.

We must support students, faculty, and staff, equipping them to thrive, succeed, and serve. We must engage with one another across campus to develop programs and partnerships that enable us to flourish, ensure academic excellence, and invest in students.

We must become an inclusive community of welcome, equity, and justice that goes beyond hospitality and fairness. We must find inspiration in a diverse community and ensure that we are able to work across differences.

We must establish a fiscally sustainable business model. We must innovate and optimize our operations, investing in strategies that deliver on the distinctive character and value of a Luther education.

You can read or download the full strategic plan at luther.edu/strategic-plan.

Transformational Impact



What a year! Thanks to the extraordinary generosity of the Luther family, we closed the books on 2017–18 with a fundraising total of over \$20.3 million. This represented the fourth-largest fundraising year in the college's history. Highlights include a 46 percent increase in endowment giving over last year, along with more than doubling the number of new scholarships (38 compared to 18) and a 30 percent increase over the five-year average. In addition, there were 50 percent (39), 22 percent (22), and 120 percent (11) increases in first-time major donors at the \$25,000, \$50,000, and \$100,000 gift levels, respectively. The Luther Fund also exceeded

\$2 million for the third consecutive year. We look for these positive trends to continue as we roll out Luther's new strategic plan initiatives.

More important than the numbers and statistics, however, is the impact that your collective investment is making in the lives of those who call Luther home. These stories of impact come alive in the pages that follow, ranging from the creation of an endowed chair in honor of legendary coach Kent Finanger and the launching of our new major in neuroscience with a grant from the Roy J. Carver Charitable Trust to gifts of all sizes to the Luther Fund during our third annual Giving Day. Virtually everywhere you look, support for our college abounds, and we are grateful.

What's most exciting is that we're just getting started. As President Carlson and chair of the Board of Regents, Wendy Davidson '92, shared in their messages, our work together over the next year will have a transformational impact on the college for years to come. My sincere thanks again for the positive impact that your gifts have made in the Luther community, and I look forward with great anticipation to the stories yet to be written that will enrich our proud heritage.

With gratitude,

A handwritten signature in blue ink that reads "Jim Jermier". The signature is fluid and cursive.

Jim Jermier
Vice President for Development

Honoring a Coaching Legend: Kent Finanger Endowed Chair

A Luther College alumna, who wishes to remain anonymous and who was a member of the first women's cross country team, and her husband provided a gift of \$1 million to establish the Kent Finanger Chair for Women's Cross Country and Track and Field. Finanger, a member of the Luther class of 1954, coached multiple sports at Luther from 1956 to 1996 and was instrumental in developing Luther's women's cross country team. This is the first endowed coaching position in the history of the college.



Being Good Stewards: Luther College Land Stewardship Program

Thanks to a generous donation by lifetime conservation enthusiast Donald Nelson, the Luther College Land Stewardship Program has new longevity and stability. Nelson, who established the Donald H. Nelson Endowment, most recently donated \$500,000 to Luther, with \$40,000 set aside to create the Lionberger Preserve Wetland Restoration Project. To date, Nelson has donated \$1.3 million to Luther's Land Stewardship Program. His lifetime donations have been used to fully implement Luther's Land Stewardship Plan, which includes three overarching goals: to support the educational mission of the college; to nurture a connection with place by providing opportunities to explore, enjoy, care for, and contemplate the natural world; and to fulfill the college's land stewardship responsibility by sustaining and restoring the ecological communities placed in Luther's care.



Enhancing Curriculum in Neuroscience

Luther College was awarded a \$200,000 grant from the Roy J. Carver Charitable Trust to enhance the curriculum and provide educational laboratory experiences for students in the neuroscience major, which Luther began offering in fall 2017. Luther is using the award to purchase technology that addresses neuroscience education on the cellular, organismal, and cognitive levels. The neuroscience major and grant proposal were developed by Scott Carlson, professor of biology; Stephanie Fretham '05, assistant professor of biology; and Kristy Gould, professor of psychology. Jeanie Lovell, senior director of corporate and foundation relations, coordinated the proposal process.



Singing a Joyful Song: Choir Robe Sponsorship Program

The velvet robes worn by Nordic Choir, Collegiate Chorale, and Cathedral Choir are a hallmark of the Luther choral tradition. Generations of Luther singers have worn these beautiful robes, sharing their music with thousands over the years. This past year, Luther launched a sponsorship program, giving donors a new way to support Luther's rich choral tradition. Through a robe sponsorship, beginning at \$1,500, donors are able to honor or memorialize someone special with a personalized, embroidered label sewn into their sponsored robes. Through the generous support of alumni and friends, more than \$111,000 has been raised to date, with more than 40 individuals or groups participating at the sponsorship level.



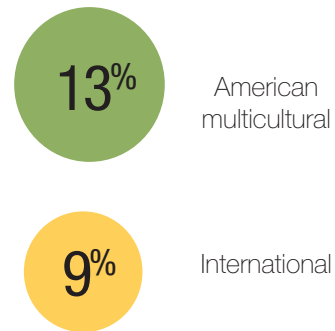
Entering Class of 2021

4,288
applicants

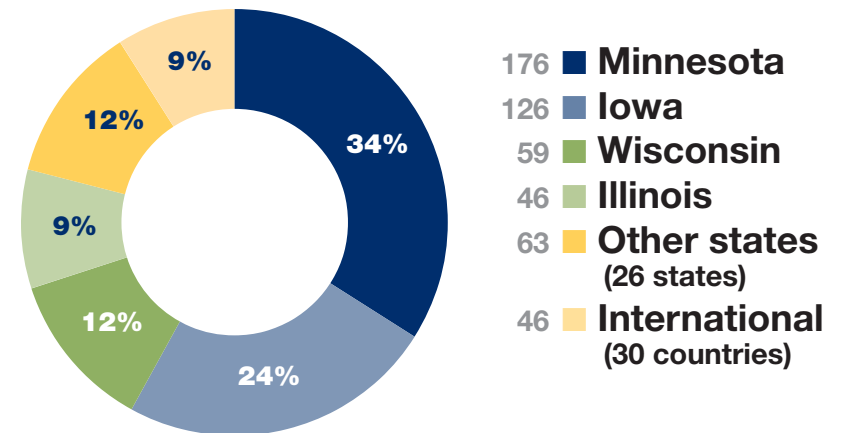
2,791
admitted

517
enrolled (not including transfer students)

Multicultural student profile



Geographic distribution

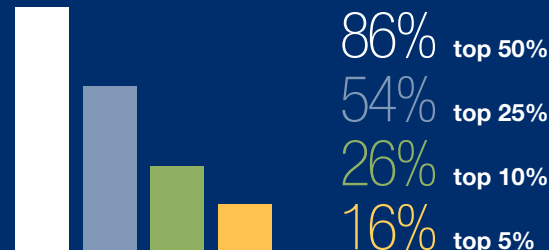


Alumni children

59
alumni children

45
siblings of students

High school class rank



ACT/SAT average

26
Average ACT composite

1179
Average SAT (math + critical reading)

Institutional Financial Aid

100%

of students receive financial aid

\$49,990

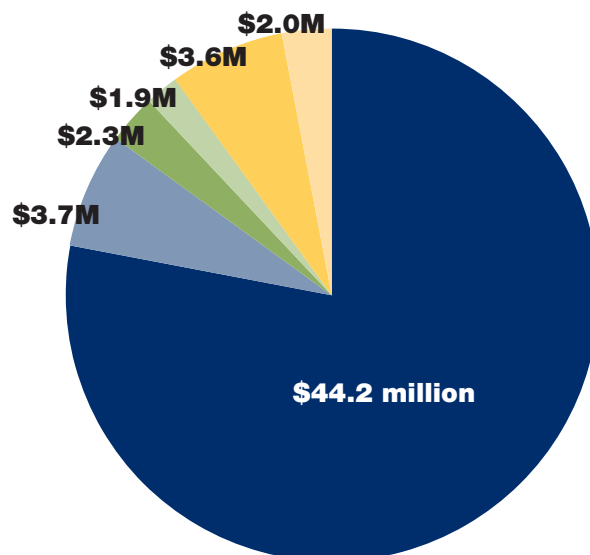
comprehensive fee 2017–18

\$57.7 million

financial aid distributed in 2017–18

\$39,243

average need-based financial aid award
(incoming first-year class)



Total Aid

- Luther College unfunded aid
- Donor-funded endowed scholarships
- Donor-funded annual scholarships
- Other private scholarships
- Federal and state grant programs
- Student employment (earned)

Alumni Ambassador Program

Launched in July 2017

733 active Alumni Ambassadors have referred a student and/or represented at a college fair and/or helped at an event and/or are an Alumni Council member.

Ambassadors include alumni from the classes of 1967–2018.

971 total referral forms

875 students referred
(students can be referred by more than one person)

2018 incoming class

668 total referral forms

549 unique students referred

508 of them were accepted

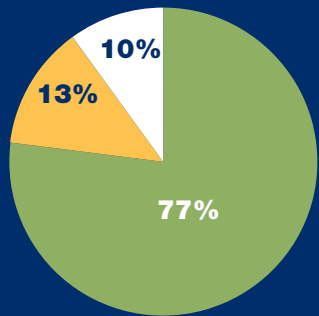
235 of them deposited

100 of them were new leads!

30 of those new leads applied

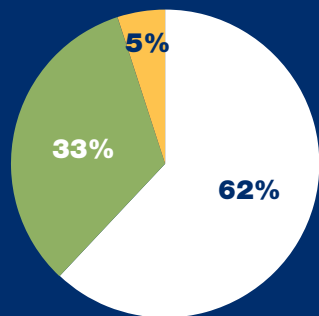
4 of them deposited

Institutional Revenue Sources



■ Net student revenue	\$52.4M
■ Gifts and other revenue	\$8.5M
■ Endowment revenue	\$6.9M

Resources Supporting Students



■ People	\$42.4M
■ Programs	\$22.6M
■ Place	\$3.0M

Luther College Endowment

Endowment is the foundation on which Luther College sustains academic excellence for future generations of students, faculty, and staff. Luther's endowment has grown from \$56 million in 2000 to \$167 million in 2018. Our institutional goal is to continue growing the endowment—for scholarships, applied learning opportunities, research fellowships, programs, professorships, and chairs—to enhance the resources necessary to support Luther's mission and vision. Each year a spending allowance is determined by the Luther College Board of Regents. All funds exist in perpetuity.

How are endowment earnings used?

They fund scholarships for students, teaching and learning resources, library materials, program enrichment, and student/faculty research projects. In short, endowment earnings enable Luther to enrich the academic program and enhance student experiences.

Endowment spending policy:

The Luther College Board of Regents establishes the annual spending policy. The spending allowance (of approximately 5 percent) is calculated on the endowment's 20-quarter average market value as of March 31 of each year. The method of calculation provides year-to-year consistency in the value of the spending allowance and helps mitigate any investment market fluctuations.

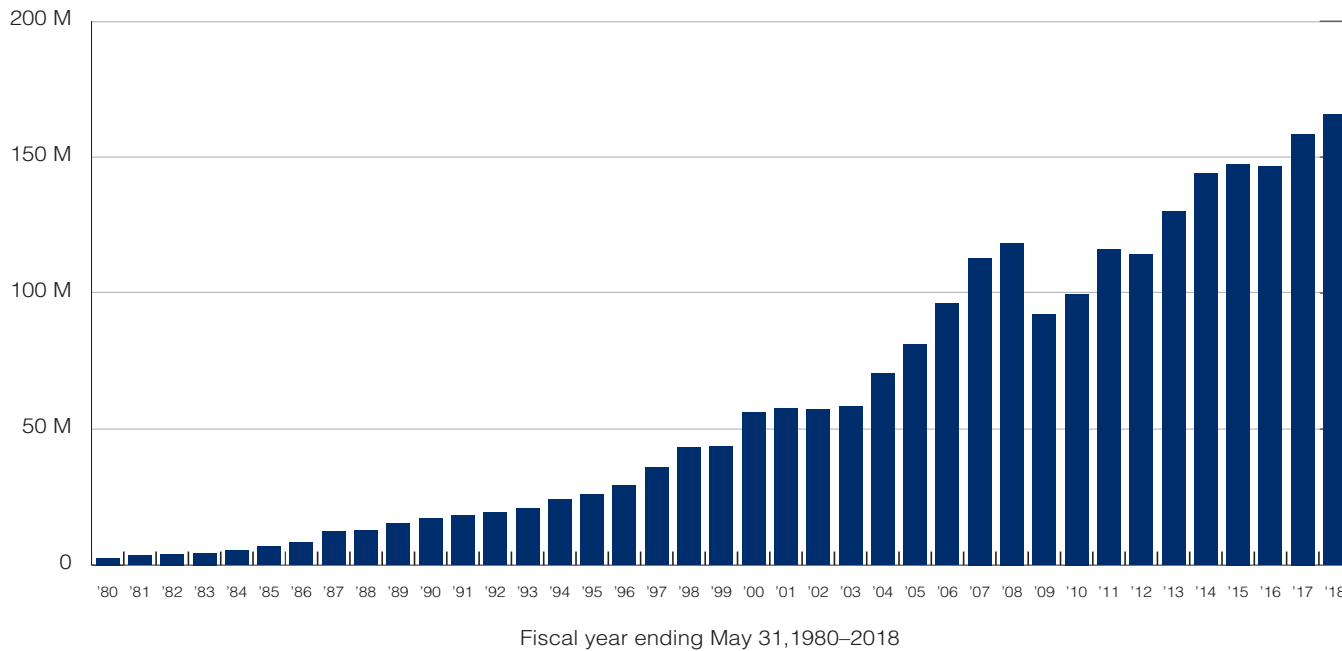
What does a strong endowment communicate about Luther College?

It is a key indicator of the quality and financial strength of the college and is often the gauge for measuring institutional stability. Your gifts to the endowment help Luther College better position itself for the future by:

- enabling the college to attract and retain gifted teachers and strengthen student learning
- increasing opportunities for student research, applied learning, and faculty/student mentoring
- providing continual improvement and maintenance of campus facilities
- enhancing public perception of Luther's reputation as an innovative, dynamic institution
- funding scholarships to make it possible for the most deserving students to attend Luther

54.2%

of endowment earnings goes directly to scholarships



Endowment Returns:

1 year = 8.1%
 3 year = 5.8%
 5 year = 6.5%

Endowment value (unaudited) as of May 31, 2018

\$167,343,646

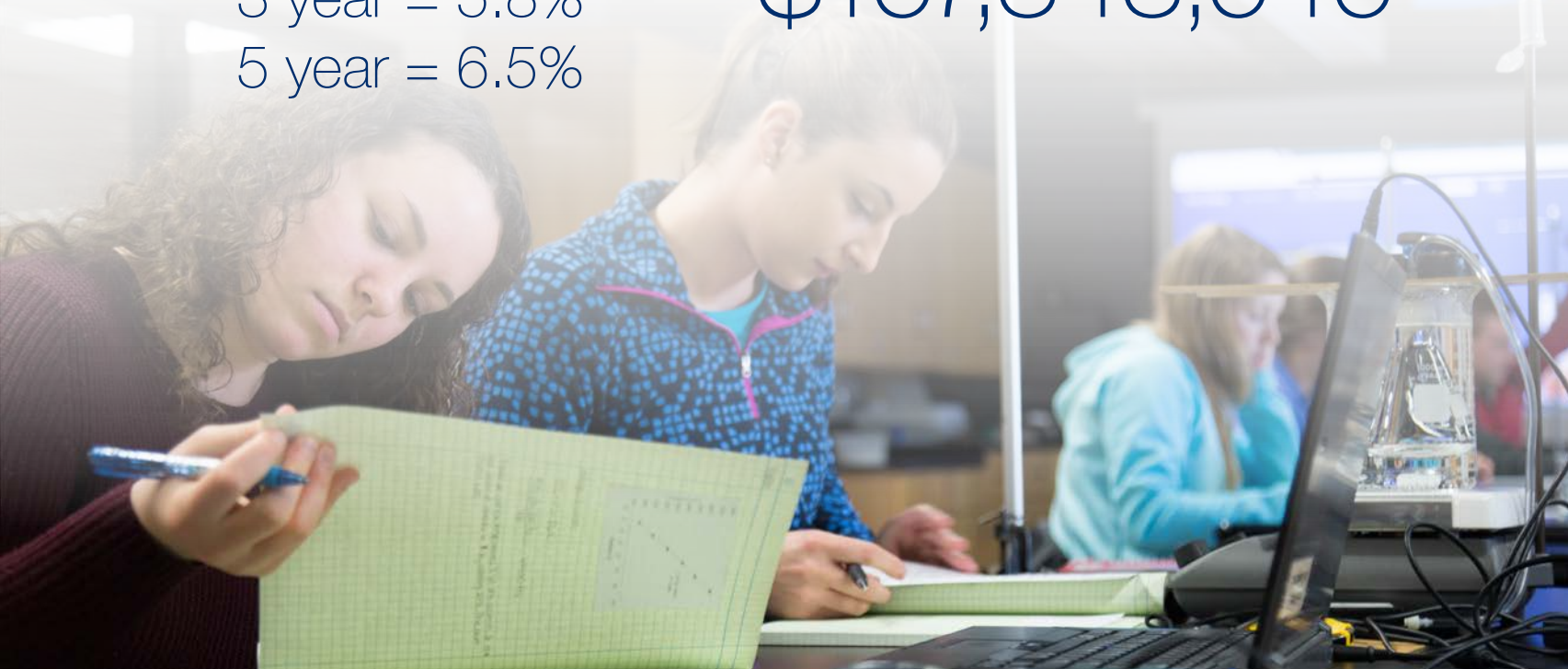


No matter the major, no matter the background, Luther College has outstanding people and professors who all work hard to create an environment of challenge and affinity. And when you invest in Luther, this is what you are investing in. Alumni and friends give their support to this place because of the different types of opportunities that Luther provides, which make the best experiences for young people.

Thank you to all who help Luther be a place where students reap satisfaction from their time invested here, and thank you for the opportunity to perform and live out my life at this college."

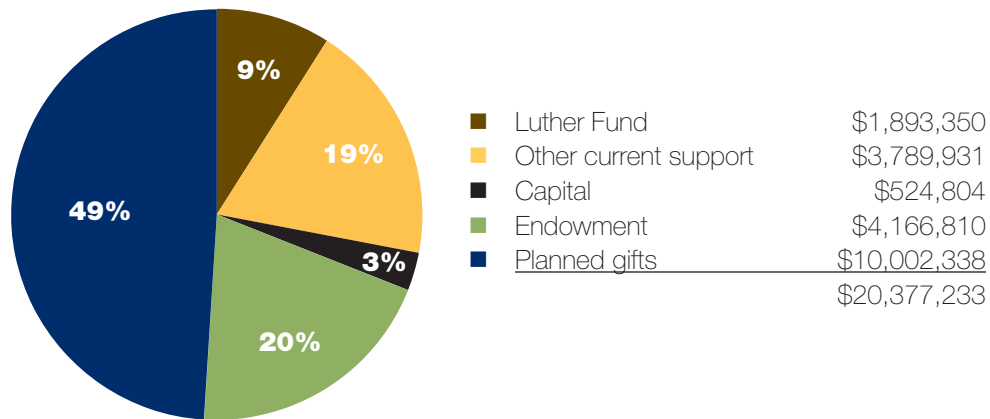
—Sean Trewin '18

Decorah, Iowa
 Recipient of the Harold and Lucille Svanoe Scholarship

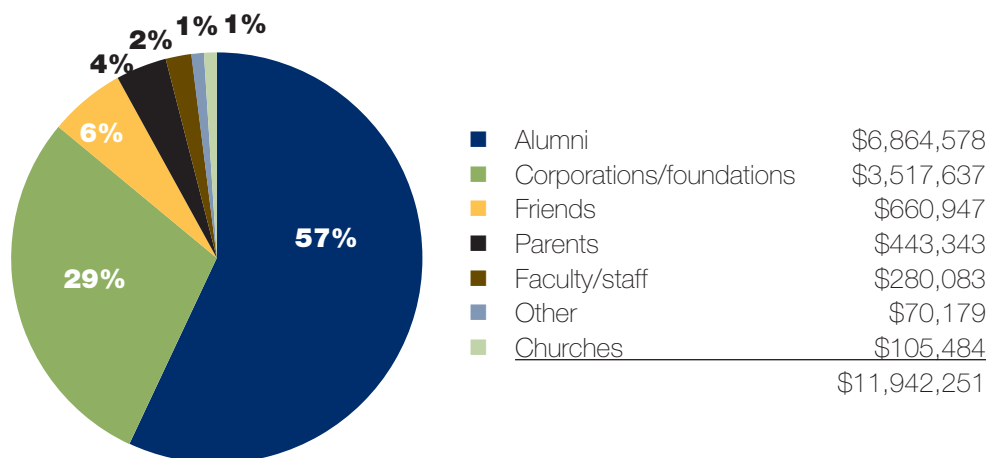


Gifts and Donors

Gift Commitments by Area
(gifts, pledges, new estate commitments)



Gift Income by Source
(one-time gifts, pledge payments, realized bequests)



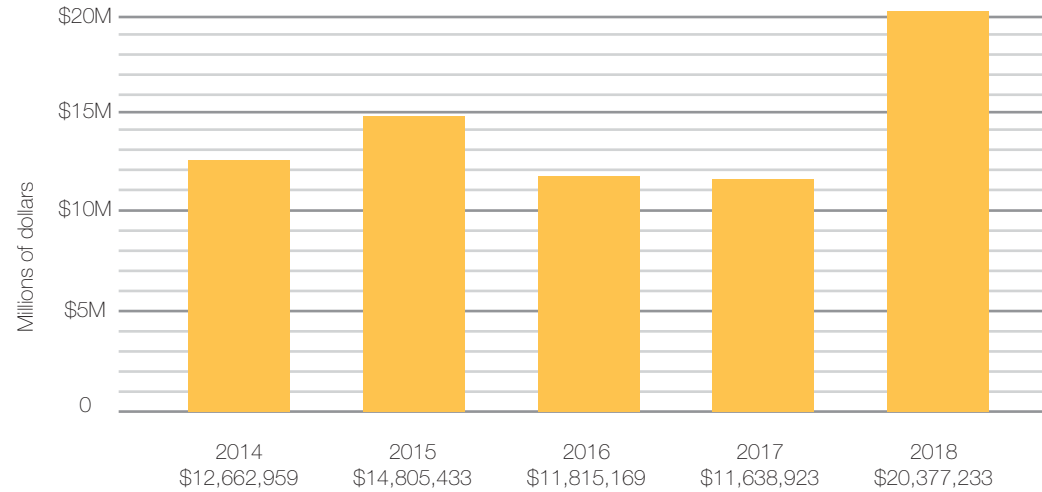


The Luther Fund
SUPPORTING STUDENTS

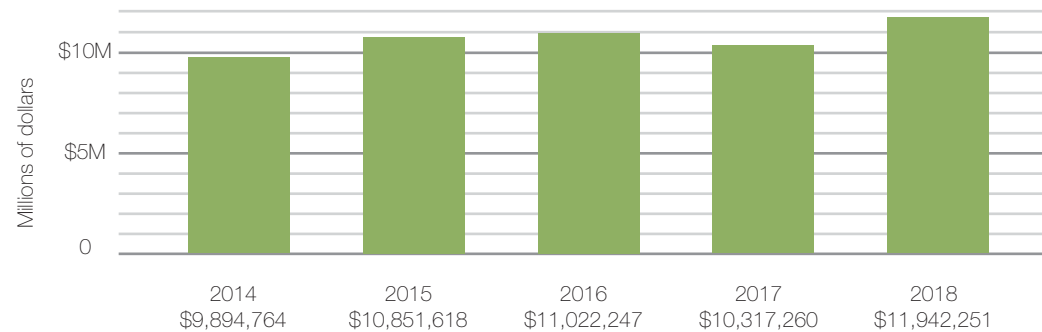
\$2,062,859

Total gift receipts to the Luther Fund

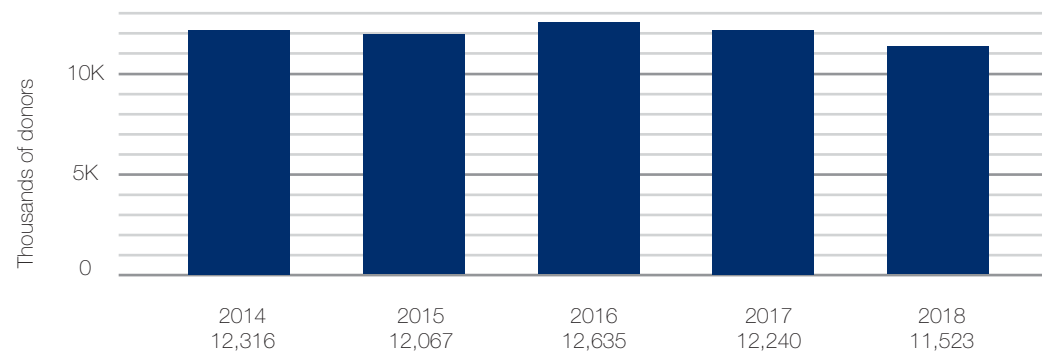
Commitments (gifts, pledges, new estate commitments)



Gift Receipts (one-time gifts, pledge payments, realized bequests)



Donors





Luther has absolutely become my home. Here I have met incredible professors who take interest in my academics and my life—professors who will sit and talk with me about Shakespeare for hours, professors who encourage me to pursue what I love because they know that it matters. As a member of the women's soccer and track and field teams, I have a dozen coaches who pour time into me, who give me weird nicknames, and who grow my athletic ability and my character. As a member of the Sunday night Focus Drama Team, I get to share the love of Christ and make my friends fall out of their chairs laughing. Life is good here at Luther; Luther is a special place. It was a special place when my grandfather was here, and when my mom and aunts played volleyball, and when my uncles played soccer and ran track, and it's a special place now as I make it my home. I am so thankful for those who have helped to make this beautiful valley my home and my fellow students' home."

—Hanna Dodd '21
Coal Valley, Illinois
Recipient of the Class of 1964 Scholarship

#luthergives18

\$478,193

raised for the Luther Fund

15,793

unique page views on the Giving Day website

1,546

donors made gifts that day

170

faculty and staff members gave


147

brand-new donors made their first gifts EVER to the Luther Fund

103

amazing alumni volunteers shared, tweeted, snapped, partied, and spread the word





\$228,282

commitments to the Norse
Athletic Association

In 2017–18, more than \$225,000 donated through the NAA helped purchase an improved sound system for the soccer pitch, new game uniforms for our teams, and new equipment for Legends Fitness for Life Center. Also, general NAA and sport-specific NAA donations supplemented travel budgets, enabling our teams to make spring trips and compete outside of the Iowa Conference schedule. Sport-specific NAA funds also enabled coaches to purchase equipment and supplies to enhance their programs and enrich the experiences of our student-athletes.

Heritage Club

77
new members for FY 2017–18

13
members making additional gifts

Like our namesake, Martin Luther, we believe education makes creation flourish. There are many worthy institutions to support, and they depend on having what Luther described as “able, learned, wise, honorable, and well-educated citizens.”

Education, therefore, is the foundation, and an education infused with faith, values, and the richness of community best prepares students for lives of purpose and meaning.

Luther College is called to light the path for students, to help them discover the gifts God has given them and how they might use those gifts to serve the world. The path is always moving forward, from our lives to the lives of those who follow, guiding students we will never know and helping them flourish in ways we could never imagine.

Established in 1978, the Luther College Heritage Club is an association of persons with vision and the inclination to support Luther students, programs, and mission. Through the vision of others, combined with the mission and vision of the college, Luther is able to grow and light the path for the future.

The Heritage Club is also a symbol and an inspiration. Because planned gifts are so vitally important to the future of Luther College, and because membership in the club is only for those persons who have made planned gifts, the Heritage Club is a symbol of the importance Luther places on this kind of commitment. It also serves as an inspiration for others to make similar gifts and join this important group. The Heritage Club is one way Luther says “thank you” to all those who have made the college a part of their future. We are extremely grateful for the support from the members of Luther’s Heritage Club.

legacygiving.luther.edu

New Members in FY 2017–18

Anonymous (2)
Bruce '68 and Janis (Zube) Altorfer '70
Mark '85 and Beverly (Stark) Anderson '85
Jack Anundsen
Karen Brubakken '73
Ileen Bruns '70
David Carlson '85
Martha Jo (Engen) Church '67
Jonathan '87 and Christina (Heming) Eifert '87
William '67 and Ingrid (Harr) Emstad '68
James '64 and Judith (Larson) Fogdall '65
Bill Fordice '82 and Debrah (Rusch) Fordice '82
Steven '77 and Sara Glad
Steven '84 and Denae (Erdman) Harder '87
Fred '71 and Susan (Hanke) Hedberg '72
Margaret Herz-Lane '69 and Wolfgang Herz-Lane
J. Jeffrey '69 and Ellen Hoover
Kent '83 and Lee (Knoemerschid) Johnson '85
Charles '67 and Jeannette (Baja) Jones '67
Terry Kennealy '80
Mary Kessens '76 and Thomas Mickelson
Wayne '61 and Alyce Kivell
Troy '09 and Sarah (Will) Kowalski '09

James '80 and Charmaine LaBelle
Evin Lantz '13
April Ulring Larson '72 and Judd Larson '74
Warren Luckner '68 and Mary Carr Luckner
John '70 and Barbara Melin
Todd '93 and Nicole Michaels
Suzanne (Roverud) '96 and Corey Mineck
Michael '62 and Jo Ann Momeni
Gary '63 and Ella Olson
Marney Olson '99 and Kelly Armstrong
William '77 and Krisann (Skeate) Osterbur '77
Michael Osterholm '75
John Piller '84 and Cynthia Fredrick '83
Helen R. Rice, on behalf of †Ed Dosh
Kathleen (Fjone) Richardson '60
Paul Soener '09
Steven '75 and Mary Wettach
Julia Wharff Piermont '85 and Dennis Piermont
Suzanne Woodrich '77 and David Knoblauch
Phyllis (Dankers) Yes '63
Jamison Young '99
Jeffrey '74 and Kristen (Smith) Zahn '76

† *deceased*

Members making additional gifts in FY 2017–18

Lilah (Estrem) Aas '67
Elizabeth Fiskerbeck Bruening '58
Dennis and Carole Johnson
Robert Jones and Kathryn Vigen

Haldis (Solem) Kaasa '81
Stephen '68 and Margeen (Bolson) Mau '69
Duane '66 and Denay Oyen
Michael '68 and Barbara Ruzek

1,260

total members (May 31, 2018)

\$126,318,293

total Legacy Trust gift commitments (as of May 31, 2018)



The Pioneer Memorial Award

The Pioneer Memorial was built to honor the Norwegian pioneers who had the vision to establish Luther College and the determination and strength to build it. This stone memorial was erected on campus in 1936 by alumni and friends for Luther's Diamond Jubilee. Also honored on the large pillar at the front of the Pioneer Memorial was Laur. Larsen, one of the principal leaders during the college's first 50 years. Because of the significance of the Pioneer Memorial to the history of the college, it was chosen as the symbol for the Luther College Heritage Club.

The Pioneer Memorial Award was established in May 1988 to recognize those individuals whose vision and commitment have moved them to provide for Luther College's long-range needs through planned gifts. This award honors individuals who have characterized the spirit of the Heritage Club and have served to inspire others through their generous support. Just like Laur. Larsen and other early leaders of the college, recipients of this award have been judged to have the vision of continued success for Luther College.

Recipients

2018 – Elwin and Helen Farwell (posthumous award)	1999 – Martin and Mary Hull Mohr
2014 – John and Mildred Breiland (posthumous award)	1998 – Robert and Rebecca (Linnevold) Shaw
2013 – Curtis Reiso	1997 – Kermit and Jane (Haugen) Hanson
2011 – Patricia Gunderson (posthumous award)	1996 – Lucille Russell Heintz and William A. Heintz
2010 – Neal and Gerry (Mosby) Nottleson	1995 – Bert and Millie Dahl
2009 – Jeff and Marilyn (Haugen) Roverud	1994 – Weston Noble
2008 – Glenn Nelson and Mary Jane Borelli	1993 – Helen Carlson
2007 – Richard and Joann (Harr) Hemp	1992 – Herbert and Katherine Johnson
2006 – R. Eric and Cynthia (Aal) Carlson	1990 – Harald and Helen Bestul
2005 – David and Camille Kundert	1989 – Lillian Ellerman
2004 – Virginia Beth Nelson	1988 – Edgar and Gerda Serstrand
2001 – John and Mabel Bale	
2000 – Jim and Betty Holey	



\$6 million in financial aid
Scholarship awards from \$250 to \$24,800
1,100 students receiving donor-funded scholarships

38 new scholarships

established, in progress, and deferred Legacy Trust Scholarships

luther.edu/giving/gift-types/scholarship

Legacy Trust

The Legacy Trust is an opportunity to invest in the lives of young people who want to study at Luther College.

Luther is committed to providing an affordable education to our students, nearly 100 percent of whom receive some form of financial assistance. Unfortunately, federal aid, student earnings, and parents' savings are often not enough to cover the whole cost of a Luther education. Now more than ever, scholarship support is critical as students search for ways to meet the rising costs of higher education.

The Legacy Trust was established in 1986 in connection with the 125th anniversary of the college. The initial objective of the program was to add at least \$250,000 to Luther's scholarship endowment fund each year. Response to the program has been extraordinary over the years, with more than \$110 million in cash and planned gifts raised. Thanks to the generosity of our donors, Luther students—most of whom could not otherwise afford to be here—now benefit from more than 800 endowed scholarships that have been established at Luther.

Though the Legacy Trust was founded as an endowed scholarship program, donors may now also establish annual scholarships with outright gifts through this expanded program.

Establishing a Legacy Scholarship

When a donor contributes a gift or pledge of at least \$25,000 to endow a Legacy Scholarship, they have the privilege of naming that fund, and the scholarship supports students with financial need. Other scholarship levels are available and allow the donor to further define preferences for the award. Many donors have chosen to honor a family member, classmate, or favorite professor in the naming of scholarships. Scholarships are funded with cash, gifts of stock, or other appreciated property, or through planned gifts. Gifts to the Legacy Trust scholarship program are administered according to the endowment policies established by the Luther College Board of Regents.

New Legacy Trust Scholarships in progress

Members of the Class of 1967

Class of 1967 Scholarship

Members of the Class of 1977

Class of 1977 Scholarship

Members of the Class of 1982

Class of 1982 Scholarship

Members of the Class of 1983

Class of 1983 Scholarship

Members of the Class of 1992

Class of 1992 Scholarship

Members of the Class of 1993

Class of 1993 Scholarship

David '83 and Kari (Hermeier) Jensen '83

Jensen/Hermeier Family Scholarship in Education

Nottingham Program Alumni and Friends

Nottingham Alumni Scholarship

Marney Olson '99, Terry Olson, and Jane Bagstad

Johanna Olson Memorial Scholarship

William '03 and Lisa Reece

William M. and Lisa Reece Endowed Scholarship

Elisabeth (Marvin) '00 and Shane Sandersfeld

Sandersfeld Endowed Scholarship

New deferred Legacy Trust Scholarships

Mark '85 and Beverly (Stark) Anderson '85

Beverly Anderson First Generation American Scholarship

Reverend Mark A. Anderson Sociology Scholarship

William and Jill Barth

William and Jill Barth Scholarship Fund

Karen Brubakken

Karen Brubakken Scholarship in Nursing

Wayne '61 and Alyce Kivell

Wayne Kivell '61 Music Scholarship

Deb (Leschensky) '77 and Mike Murrell

Deborah (Leschensky) '77 and Michael Murrell Scholarship

Anthony Pizer '03 and Jessica Aguilar '03

Aguilar-Pizer Family Scholarship

Aguilar-Pizer Family Study Abroad Scholarship

Phyllis Yes '63

Yes Scholarship for Theatre and Art

Legacy Trust Scholarships established during calendar year 2017

Marguerite (Agena) '64 and Max Horn

Behrend (Ben) Agena '63 Memorial Scholarship

Ruth (Aas) Anderson '50

James A. and Ruth L. Anderson Scholarship

Friends of †Robert "Bob" Anderson

Robert Anderson Memorial Scholarship

Donald '83 and Marie Bunt

Leslie and Lois Bunt Scholarship

Helen R. Rice

Edward W. Dosh Memorial Scholarship

John '68 and Deborah (Lynam) Franke '69

Deborah '69 and John '68 Franke Scholarship

Terrence '56 and Faith (Luzum) Fretheim '56

Terence E. and Faith L. Fretheim Scholarship for Environmental Studies and the Care of Creation

Family and Friends of †Andrew Gray '92

Andrew J. Gray Memorial Scholarship

Elizabeth Kaschins

Edward A. Kaschins Endowed Scholarship in Economics, Accounting, or Management

Estate of Lloyd and Susie Loven

Lloyd R. and Susie L. Loven Scholarship

John '70 and Barbara Melin, Bennett Melin

Melin International Studies Scholarship

Melin-Brownell International Studies Scholarship

Connie (Jolstad) Nelson '60

Connie Jolstad Nelson Scholarship

Hamlet '54 and Suzanne Peterson

Hamlet and Suzanne Peterson Scholarship

Lowell '58 and Mary Peterson

Dr. Lowell and Mary Peterson Scholarship

Lee '84 and Linda (Rosholt) Hash '85

Donald and Rosalie Otters Rosholt Endowed Scholarship in Education

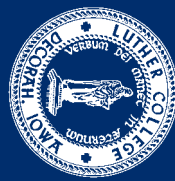
†Anne Seltzer

Dave and Anne Seltzer Scholarship

Tom and Juanita Gilbertson

Jeanne (Gilbertson) Stelloh Scholarship

† deceased



LUTHER

Alumni Internships

For four years in a row (including summer 2018), Luther has combined funding from alumni donors and philanthropic agencies to give financial support to students completing a variety of internships. Here's a sampling of student internships in the past year.



Isaac Highum '20, majoring in biology, completed an internship at the Mercy Medical Center during January term 2018. He worked under interventional cardiologist and Luther College alum **Dr. Ryan Hollenbeck '03**. Isaac familiarized himself with various pieces of equipment and procedures associated with coronary

and peripheral catheterizations. Along with observing the daily tasks of cardiologists, Isaac observed many a cardiothoracic surgeon, surgical oncologist, plastic surgeon, interventional radiologist, and electrophysiologist.



During the January term of 2018, Luther students **Lauren Knuckey '19** and **Ali Yazdani '18** completed an internship at Handicap International in Silver Spring, Maryland. Lauren is a neuroscience and Spanish major, and Ali majored in economics and philosophy. Both of them worked closely with Luther College alumna **Sara**

(Donhowe) Goldberg '00 on the rebranding of the organization. This internship experience reinforced Ali's communication strengths and sparked Lauren's interest in becoming a technical support officer.



Colin Weber, a class of 2020 physics and math major, interned at Maritime Applied Physics Corporation during January Term 2018. During his time there, Colin's focus was to learn about engineering as a career and familiarize himself with as many aspects of engineering as possible. **Richard Frost '78**, supervised Colin as he designed a

part to be used in the machine shop at MAPC. Colin referred to his experience as "irreplaceable" and said that he enjoyed using math skills to solve real-world problems.

34,220
living alumni

Luther alumni live in all

50
states and in
105
foreign countries.

68%
of our living alumni
(graduates and
attendees) live in the
four-state area—
Minnesota, Iowa,
Wisconsin, and Illinois.

Norse Alumni

62 alumni events in 2017

The connections Luther alumni have with their alma mater, classmates, faculty, and friends are important. The Luther College Alumni Office and our alumni volunteers sponsor programs and events to bring Luther alumni together on campus, across the country, and around the world. We strive to keep our alumni connected to one another and to the Luther community.

2017 Homecoming

66 events over Friday, Saturday, and Sunday

- 2,500 attendees
- 15 class reunions: 1942, 1947, 1952, 1957, 1962, 1967, 1972, 1977, 1982, 1987, 1992, 1997, 2002, 2007, 2012
- 11 class reunion receptions and dinners Saturday evening = 1,800 total attendees

Alumni Ambassador Program

Alumni can play a direct role in recruiting the next generation of Luther students through our Admissions Office's Alumni Ambassador Program. Every student you refer will receive a \$1,000 scholarship (in your name!) each year, for four years, should they decide to enroll at Luther. Your participation in our program will have a direct financial impact on a student's experience at Luther. See page 7 for 2017–18 highlights.

luther.edu/alumni-ambassador



Lifelong friends
34,220 living alumni



Reformation Commemoration

In 2017, the world marked the five hundredth anniversary of the Protestant Reformation, an event that tradition tells us began on October 31, 1517, when Martin Luther posted his 95 theses on the door of the Castle Church in Wittenberg, Germany.

At the center of this movement stands Luther's rediscovery of the Gospel message: human beings do not earn their salvation by doing good works, but rather God freely offers salvation to all who believe. For Luther, this message liberated humanity to engage in all kinds of new undertakings and activities, chief among them lives of service to others. Meanwhile, across Europe the impulses coming out of Wittenberg inspired others to interpret the Bible in new ways, thereby calling into being many of the Protestant denominations that exist to this day. The Catholic Church responded too, introducing its own reforms that would change the face of that institution.

This watershed event in Western history also bequeathed to the world a variety of concepts that are still deeply relevant today: plurality in society, freedom of conscience, toleration, individualism, freedom of religion, freedom of thought, the idea of the equality of all humans, institutionalized poor relief, literacy and universal education, and the importance of public discourse. And its impact on music and art finds expression across Luther College's choral and artistic traditions.

For all of these reasons Luther College spent 2017 exploring the Reformation, its impact and legacy, and its continuing relevance today. Thanks to many generous donors, Luther was able to commemorate the 500th year of the Reformation with many events in 2017 including a Reformation Festival Eucharist with local congregations; hymn sing with Marty Haugen '73; premiere art lecture; major research symposium; performance of Mass in B Minor; and even a Martin Luther playmobile, courtesy of the German embassy.



1517-2017
the
REFORMATION
OF EVERYTHING
Exploring a movement that changed the world

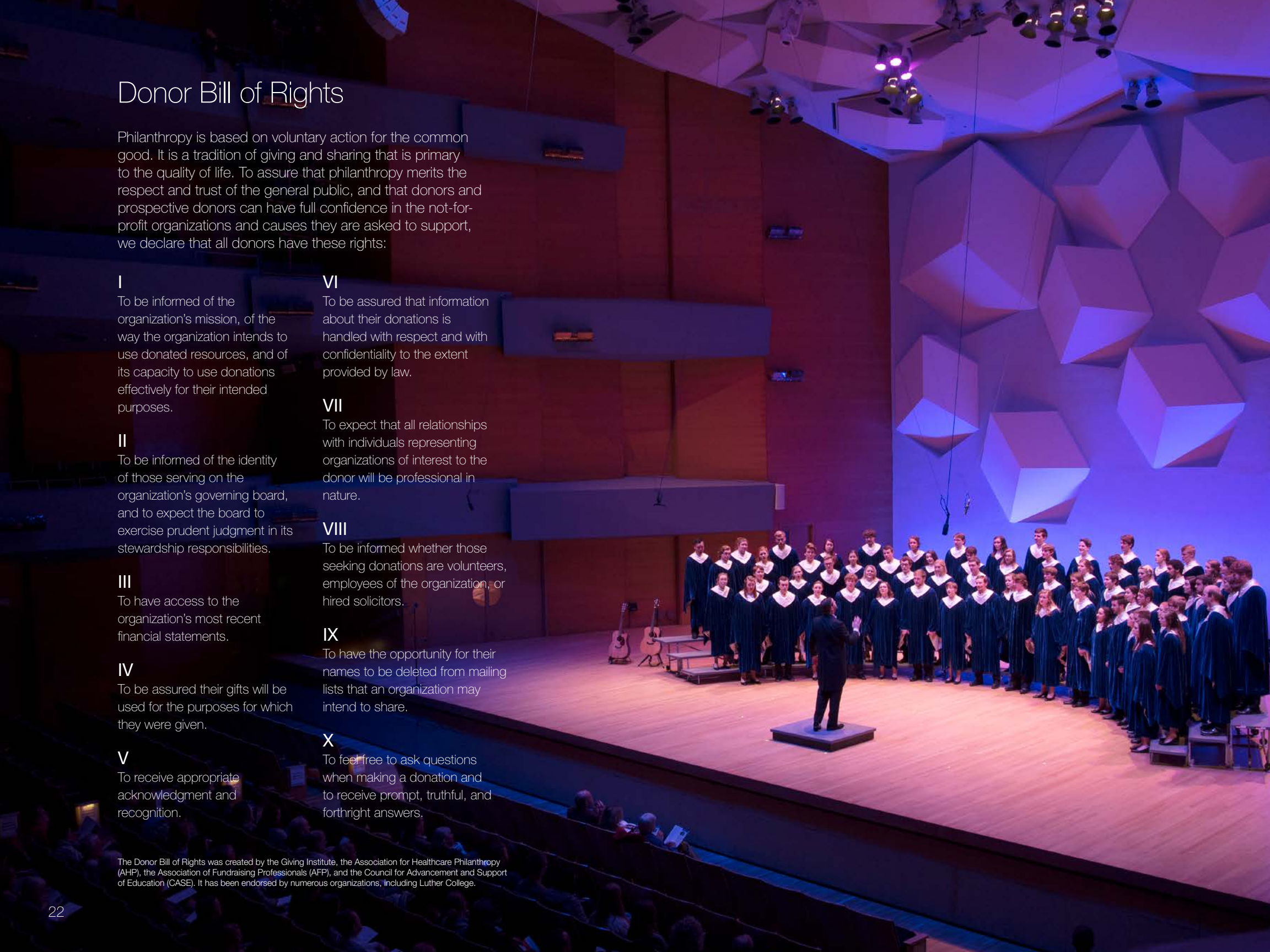


Donor Bill of Rights

Philanthropy is based on voluntary action for the common good. It is a tradition of giving and sharing that is primary to the quality of life. To assure that philanthropy merits the respect and trust of the general public, and that donors and prospective donors can have full confidence in the not-for-profit organizations and causes they are asked to support, we declare that all donors have these rights:

- I** To be informed of the organization's mission, of the way the organization intends to use donated resources, and of its capacity to use donations effectively for their intended purposes.
- II** To be informed of the identity of those serving on the organization's governing board, and to expect the board to exercise prudent judgment in its stewardship responsibilities.
- III** To have access to the organization's most recent financial statements.
- IV** To be assured their gifts will be used for the purposes for which they were given.
- V** To receive appropriate acknowledgment and recognition.
- VI** To be assured that information about their donations is handled with respect and with confidentiality to the extent provided by law.
- VII** To expect that all relationships with individuals representing organizations of interest to the donor will be professional in nature.
- VIII** To be informed whether those seeking donations are volunteers, employees of the organization, or hired solicitors.
- IX** To have the opportunity for their names to be deleted from mailing lists that an organization may intend to share.
- X** To feel free to ask questions when making a donation and to receive prompt, truthful, and forthright answers.

The Donor Bill of Rights was created by the Giving Institute, the Association for Healthcare Philanthropy (AHP), the Association of Fundraising Professionals (AFP), and the Council for Advancement and Support of Education (CASE). It has been endorsed by numerous organizations, including Luther College.



Alumni giving by class year

24.42%

alumni participation
across all classes

Year	Living	Donors	Percent	Total dollars
2018	374	6	1.60%	\$1,207.85
2017	489	54	11.04%	\$1,902.69
2016	554	101	18.23%	\$4,764.39
2015	545	91	16.70%	\$4,478.10
2014	546	75	13.74%	\$5,061.41
2013	560	86	15.36%	\$7,286.13
2012	556	99	17.81%	\$10,728.56
2011	545	79	14.50%	\$12,642.50
2010	542	77	14.21%	\$6,990.00
2009	488	93	19.06%	\$12,924.74
2008	551	117	21.23%	\$14,701.93
2007	563	105	18.65%	\$14,961.76
2006	517	92	17.79%	\$15,187.92
2005	551	108	19.60%	\$17,092.50
2004	568	115	20.25%	\$14,582.92
2003	515	103	20.00%	\$42,687.16
2002	574	108	18.82%	\$21,495.86
2001	556	105	18.88%	\$25,185.60
2000	540	103	19.07%	\$37,942.50
1999	477	97	20.34%	\$38,432.64
1998	521	98	18.81%	\$44,913.55
1997	530	108	20.38%	\$22,577.89
1996	488	94	19.26%	\$25,115.52
1995	491	98	19.96%	\$30,431.13
1994	466	91	19.53%	\$53,733.89
1993	515	96	18.64%	\$57,291.67
1992	531	118	22.22%	\$42,374.99
1991	485	97	20.00%	\$38,136.41
1990	445	120	26.97%	\$58,356.68
1989	453	103	22.74%	\$34,721.97
1988	501	126	25.15%	\$52,078.77
1987	454	98	21.59%	\$32,919.58
1986	409	83	20.29%	\$61,394.00
1985	437	110	25.17%	\$115,355.04
1984	437	115	26.32%	\$52,984.53
1983	469	103	21.96%	\$123,179.66
1982	433	133	30.72%	\$69,786.18
1981	432	121	28.01%	\$119,731.07
1980	416	108	25.96%	\$360,059.54
1979	406	106	26.11%	\$1,169,290.34
1978	420	93	22.14%	\$95,604.80
1977	389	111	28.53%	\$46,981.82

Year	Living	Donors	Percent	Total dollars
1976	416	100	24.04%	\$74,140.88
1975	403	108	26.80%	\$79,531.06
1974	443	125	28.22%	\$84,366.90
1973	414	143	34.54%	\$218,285.77
1972	406	136	33.50%	\$87,192.73
1971	433	147	33.95%	\$80,270.08
1970	411	132	32.12%	\$100,631.68
1969	421	132	31.35%	\$69,158.99
1968	375	145	38.67%	\$231,397.90
1967	252	96	38.10%	\$80,385.72
1966	242	93	38.43%	\$172,828.42
1965	259	105	40.54%	\$118,858.40
1964	258	104	40.31%	\$1,126,629.61
1963	243	95	39.09%	\$78,495.27
1962	234	110	47.01%	\$166,319.91
1961	237	114	48.10%	\$91,261.97
1960	191	87	45.55%	\$265,960.24
1959	201	80	39.80%	\$82,927.48
1958	186	74	39.78%	\$67,958.50
1957	157	70	44.59%	\$32,206.90
1956	166	60	36.14%	\$90,066.95
1955	97	34	35.05%	\$34,347.31
1954	87	35	40.23%	\$86,535.46
1953	103	45	43.69%	\$65,100.00
1952	102	31	30.39%	\$25,341.55
1951	90	36	40.00%	\$68,129.96
1950	88	36	40.91%	\$50,040.55
1949	42	18	42.86%	\$16,188.83
1948	41	16	39.02%	\$82,285.01
1947	19	7	36.84%	\$896.00
1946	14	3	21.43%	\$8,832.00
1945	11	2	18.18%	\$150.00
1944	12	3	25.00%	\$350.00
1943	11	4	36.36%	\$2,250.00
1942	5	0	0.00%	0
1941	3	1	33.33%	\$2,000.00
1939	6	1	16.67%	\$300.00
1938	1	0	0.00%	0
1937	1	0	0.00%	0
1934	2	1	50.00%	\$250.00

6,357
alumni contributed
to Luther's future
this past year.

Luther College Board of Regents

Officers

P' with a class year indicates a parent to a Luther grad of that year.

Chairperson—Wendy (Jaycox) Davidson '92

Vice Chairperson—J. Robert Paulson '78, P'04, P'13

Secretary—Susan Sorlien '73

Members

The date in parentheses at the end of each listing denotes the year of election to the board.

Dr. Jeffrey D. Anderson, M.D. '84, P'15

Anesthesiologist, UnityPoint Iowa Methodist Medical Center Johnston, Iowa (2016)

Ann K. Bentdahl '85

Retired President and CEO, Minneapolis Heart Institute Foundation Big Timber, Montana (2013)

Bishop Michael L. Burk, P'02, P'06, P'12

Bishop, Southeastern Iowa Synod of the ELCA Iowa City, Iowa (2008)

Wendy P. (Jaycox) Davidson '92

President, U.S. Specialty Channels Division, Kellogg Company Wheaton, Illinois (2011)

Shannon M. (Miller) Duval '95

President and Chief Development Officer, Catholic Health Initiatives National Foundation Castle Rock, Colorado (2018)

Peter A. Espinosa '81

Founder, Chairman of Pulpit Rock Brewing Company, and owner of BottleTree Properties Edina, Minnesota and Decorah, Iowa (2017)

Dennis Flatness '68

President and CEO, USI Midwest Saint Louis, Missouri (2012)

Chris W. Gade '86, P'20

Chair, Department of Public Affairs, Mayo Clinic Rochester, Minnesota (2018)

Dr. Allen J. Green '76

Dean of Equity and Inclusion, Sarah Lawrence College West Orange, New Jersey (2017)

Katherine Johnson-Becklin, P'14

Educational Consultant, Gifted and Talented Specialist Monona, Wisconsin (2013)

Sandee N. (Neitzel) Joppa '87, P'16

Executive Coach and Leadership Development Consultant, Joppa Consulting LLC Plymouth, Minnesota (2016)

David J. "Chip" Norris '82

Group President, Alerus Financial Corporation Champlin, Minnesota (2018)

Michael T. Osterholm, Ph.D. '75

Regents Professor and Director, Center for Infectious Disease Research and Policy, University of Minnesota Minneapolis, Minnesota (2016)

J. Robert Paulson, Jr. '78, P'04, P'13

President, CEO, and a Director, NxThera, Inc. Medina, Minnesota (2013)

Connie Plaehn '75, P'17

Retired Managing Director, JPMorgan Asset Management South Salem, New York (2014)

Angela A. Shutts '93

Partner/Attorney, Whitfield & Eddy, PLC Des Moines, Iowa (2018)

Arne M. Sorenson '80, P'17

President and CEO, Marriott International, Inc. Chevy Chase, Maryland (2008)

Susan Sorlien '73

Retired Executive, Sears, Roebuck and Co. Bonita Springs, Florida (2010)

Jon Stellmacher, P'04, P'07

Retired Senior Vice President, Thrivent Financial Appleton, Wisconsin (2007)

James Thomsen '86

President, Thrivent Holdings, Thrivent Financial Eden Prairie, Minnesota (2013)

Diane (Baum) Thormodsgard '72

Retired Vice Chairman, U.S. Bancorp Bonita Springs, Florida (2010)

Paul M. Torgerson '73, P'05

Retired Senior Vice President, CAO and General Counsel, HealthEast Care System Lake Elmo, Minnesota (2007)

Chinyere Ukabiala, P'13, P'14

College Ombudsperson, Grinnell College Urbandale, Iowa (2012)

Lance J. Vander Linden '79, P'21

Chairman, National Bankruptcy Services Dallas, Texas (2012)

Judy (Johnson) Vijums '88, P'16

Managing Director, HCI Equity Partners Arden Hills, Minnesota (2007)

James N. Young '81

Retired Chief Financial Officer, Ally Bank Edina, Minnesota (2016)

Ex-officio

Paula J. Carlson
President

Regents Emeriti

Bruce Altorfer '68, P'01
Dr. Steven Berry '74
Dr. Susan (Maclay) Blackman '64
Alan R. Brudos '55, P'85
Duane Bruening, P'78, P'80
Dr. Ronald Calgaard '59
David Carlson '63, P'86, P'92, P'99, P'07
R. Eric '61 and Cynthia (Aal) Carlson '63, P'88, P'91
John Cotton, P'83, P'86, P'88

Audrey (Pederson) Erdman '61, P'87

Gregory D. Fields '77, P'04
Dr. Barbara Fuller '72
John Gilbert, P'96
Dr. Roy Harrisville
Ronald Have, P'01, P'03, P'05
Rev. Alan T. Heggen '58
Richard C. Hemp '64, P'90
Helen L. (Peterson) Hustad '52, P'83, P'85, P'88
Orville Johnson, P'83, P'85
Douglas P. Kintzinger '82
Dr. George D. Kuh '68, P'97
David Kundert '64
Wendell (Lars) Larsen '58, P'82, P'92
Rev. April Ulring Larson '72, P'01, P'06
Dr. David E. Larson '69, P'01, P'03
Dr. Ping-Yee Law '69
Sandy Lee, P'86, P'90
Dr. David A. Lien '56, P'81
David K. Lietz '88
Dr. David M. Meyer, P'05, P'08, P'11
Paula R. (Hermeier) Meyer '76, P'09
Victoria E. (Dahly) Miller '73
Neal Nottleson '59, P'82, P'90
Rev. Francis Odden '59
Timothy J. Oitzman '87
Marsha D. (Weckwerth) Olch '82
Dr. Steven L. Overholt '68, P'97, P'01, P'04
Marti (Tomson) Rodamaker '84
Wayne Rohne '53
Marilyn (Haugen) Roverud '66, P'92, P'96
Walter S. Rugland '59
Steven B. Schaver '76
Dr. Rebecca D. (Linnevold) Shaw '71
Bishop Harold L. Usgaard '69, P'96, P'00
Michael Wigley

Parents Council Members (2017–18)

Senior Class Representatives

Michael '85 and Susanne Carney, Des Moines, Iowa, daughter McKenzie '18
Leofwin and JoBeth Clark, Centennial, Colorado, son Paul '18
Thomas '82 and Linda Floden, Mason City, Iowa, son Erik '18
Greg and Peggy Miller, Dubuque, Iowa, daughter Rachel '18

Junior Class Representatives

David Finger and Ann Hayden-Finger, Sun Prairie, Wisconsin, daughter Michelle '19
Kevin and Jody King, Grayson, Georgia, daughter Morgan '19
Daniel and Naomi Palmquist, Cloquet, Minnesota, daughter Claire '19
Scott and Mary Peters, Mankato, Minnesota, daughter Allison '19
Benjamin and Elizabeth Stewart, Western Springs, Illinois, son Forrest '19

Sophomore Class Representatives

Michael and Dina Barron, Munster, Indiana, daughter Monica '20
David and Colleen Bolthouse, Palatine, Illinois, daughter Elizabeth '20
Larry '87 and Connie (Foxworthy) Logeman '88, St. Cloud, Minnesota, son Isaac '20
Todd Saner '90 and Jennifer Munn Saner '89, Onalaska, Wisconsin, daughter Abigail '20
John and Vickie Sharp, Iowa City, Iowa, daughter Alexandra '20

First-Year Class Representatives

Stephen Abernathy and Janeen Haller-Abernathy, Arvada, Colorado, daughter Emma '21
Jeff and Heidi Elkins, Orion, Illinois, daughter Carley '21
Douglas and Bonnie Hanggi, Lake Elmo, Minnesota, daughter Kathryn '21 and son Devin '18
Jen (Carlson) '86 and John Lembezeder, Peosta, Iowa, son Nicholas '21
Eric '85 and Di (Reque) Storvick '85, Mankato, Minnesota, son Kai '21
John and Rachel Vanderploeg, Aurora, Illinois, son Kameron '21

Alumni Council Members (2017–18)

Officers

Julie (Gangstad) Grotnes '85, president
Denise Davismckennie '82, first vice president
Willie Davismckennie '84, first vice president
Jim Kowitz '03, recording secretary
Lisa (Schneider) Strube '87, advisor

Members

Steve Bailey '08
Christina (Gaard) Baumgart '07
Serina (Norvold) Bentley '94
John Bunz '87
Nina Catterall '08
Erin (Brooks) Croll '99
Matthew "Matt" Evans '98
Timothy "Tim" Fleming, Sr. '67
Ryan Fordice '08
Corey Hoodjer '99
Eric Johnson '79
Jay Kault '98
Liesl Koehnen '09
† Roger Krahn '68
Ross Kurth '05
Brian Larson '00
Joseph "Joe" Lindsay '75
Nicholas "Nick" Mozena '13
Sarah (Quick) Olejniczak '07
Elisabeth (Marvin) Sandersfeld '00
Austen Smith '13
Lisa Small Steinbauer '88
Stacy Sundet '01
Hans Thurmer '04
John Vaaler '94
Brianna (Helland) Weyers '08
Samuel "Sam" Weyers '08
Heather (Buckner) Wilensky '06

STUDENT REPRESENTATIVES:

Harleigh Boldridge '18
Belal Krayem '18
Madilyn "Maddie" Heinke '19
Hannah King '20

† deceased

Development and Alumni Office

Jim Jermier, vice president for development
Sherry (Braun) Alcock '82, executive director of alumni relations and development services
Asmita Bharam '18, student engagement coordinator
Daina (Hollnagel) Bond '93, donor records coordinator
Jessica Campos Arzate, donor and alumni records coordinator
Megan Buckingham, assistant director of reunion giving
Sue (Franzen) Drilling '78, director of stewardship and special events
Nathan Ersig '98, director of development
Chris Frana, director of development research
Sharon Frana, development and stewardship coordinator
Mark Franzen, assistant athletics director for annual athletic giving and head basketball coach
Kirk Johnson '82, associate director of alumni relations
Annette Laitinen '93, administrative assistant – annual giving
Jeanie Lovell, senior director of corporate and foundation relations
Paul Mullen '79, development officer
Doug Nelson '82, senior development officer
Katie O'Regan, development officer
Andrew Peter '14, development officer
Judy Riha, alumni records coordinator
Russell Schouweiler '05, assistant athletic director for athletic development and head women's soccer coach
Mariah Bringer Smith '95, director of development—current gifts
Trisha Soiney, administrative assistant—alumni
Kelly Sorenson, legacy and gift planning administrator
Megan (Minnihan) Torkelson '05, assistant director of annual giving
Rachel (Schutte) Vsetecka '09, director of reunion giving
Nicole Waskow, administrative assistant—vice president for development

President's Cabinet

Paula J. Carlson, president
Kevin Kraus, vice president for academic affairs and dean of the college
Eric Runestad, vice president for finance and administration
Bradley Chamberlain, interim dean for institutional planning and mission
Jim Jermier, vice president for development
Corey Landstrom, vice president and dean for student life
Scot Schaeffer, vice president for enrollment management
Lisa Scott, interim dean for institutional equity and inclusion
Aimee Viniard-Weideman, vice president for communications and marketing



Development Office
700 College Drive
Decorah, Iowa 52101
development@luther.edu
giving.luther.edu

LUTHER
COLLEGE

CARLSON
LUTHER
DOWN TO