

CLASS GIFT FUND

Criteria for Class Giving

(Originally adopted at 1979 CALC meeting; reconfirmed in January, 1996)

1. Visibility—gives an identity to the Class
2. Longevity/enduring
3. Budgeted—expressed University need for project
4. Diversity— Collectively the variety of projects have wide appeal to class members
5. Uniqueness/novelty/creativity/importance

The Gifts

1962-Present

(\$145,000)

Environment

\$11,700

Campus Beautification (1962-1986)

Annabel Taylor Hall: \$1800 – 1962 -'78; \$500 -'79; \$1400 -'80. Total: \$3,700

Dutch elm disease and old age wiped out more than 175 trees on campus. The Class officers felt support in this area was particularly appropriate so that future generations could share the same experiences that we had back in the '50s and '60s. The Class of 1962 Plantings were located north of Anabel Taylor Hall.

Central Avenue: \$1500 -1981; \$1625 -'83; \$1625 -'84; \$1625 - '85; \$1625 - '86. Total: \$8,000. In September of 1981, the Class committed to the funding of Area 14 in the Central Avenue Redevelopment Project. Area 14 is one of 22 areas that are part of the overall project to convert Central Avenue to a mall without any vehicle traffic. Area 14 is a prime location being between Uris Library and Willard Straight Hall. The Area comprises an entry planting along the walkways and its cost of was paid over a 5-year period. This prime beautification site is an excellent contribution to the rejuvenated Cornell landscape and serves as a Class of 1962 landmark.

Arts Quad: In 1992, \$10,000 was authorized for a project on the Arts Quad. It was learned in 2002 that the University had never implemented this project and the funds were credited back to the Class treasury that year.

\$ 15,000

Lab of Ornithology – in support of world ecology (2005, 2013, 2014)

2005: gift of \$5000 was given in 2005 to the Lab help the search for a once thought-to-be, but now possibly no longer extinct bird somewhere in the Carolinas. In early 2012, John Fitzpatrick, the Lab's Director, realized that the Lab had never allocated this gift for its intended purpose. Subsequently, Class President Alex Vollmer agreed to request that our gift be used instead to help fund the Lab's Blue Heron Nest-Cam, which had been up and running since a pair of Blue Herons birthed – hatched, actually – a pair of nestlings. As the Nest-Cam had generated lots of views, excitement, and commentary, the Council agreed that our 2005 gift be used for a "Challenge Grant" in 2012 to solicit additional funds for the Lab.

2013: the Class Council again allocated \$5000 in support of the Nest-Cam. During the time the nest and nestlings were on view on the Lab website, a zipper banner ran across the bottom of the screen announcing the challenge grant from the class of 1962. A sign was also posted next to the Nest-Cam viewing monitor in the Ornithology Lobby at that time.

2014: Class Council voted an additional \$5000 in support of the Nest-Cam. Early that spring, the Lab of O notified us that the birds had not returned to the nest to breed. At that time, we instructed the Lab to hold onto our gift and apply it support of the Nest-Cam in 2015 when

the herons returned to breed in Sapsucker Woods. Without notifying us, despite the lack of herons nesting in 2014, the Lab of O ran the cameras all year and they became known as the "Sapsucker Woods Pond Cam." We discovered this fact in January 2015 when we inquired about the Nest-Cam for 2015.

http://cams.allaboutbirds.org/channel/8/Great_Blue_Herons/

Education

\$1,350 *Honor with Books* (\$500-1962-78, \$250-'79, \$100 -'80, \$250 - '82, \$250 -'84)
 \$ 500 *College of Arts & Science Guest Lecture Series* (1979)
 (Prof. Walton W. Heller, former chm. of the Council of Economic Advisors under Pres. Kennedy/Johnson 10/29/1980; Dr. Howard Schneiderman, Dir. of Research at Monsanto and one of the outstanding biologists in the country, who lectured on modern frontiers in the physical sciences.

The Arts

\$63,650 *Class of 1962 Photography Fund/Johnson Museum of Art*

1967-'78	\$ 1500	1979	\$ 650
1980	\$ 500	1981	\$ 1000
1984	\$ 500	1988	\$ 1000
1990	\$ 3000	1991	\$ 1000
2005	\$ 5000	2014	\$10000
2015	\$10000	2017	\$16000
2019	\$ 9300	2020	\$ 4200

The Class of 1962 Photography Fund is currently comprised of thirty (30) outstanding works by distinguished and renowned photographers, including Edward Steichen, Lotte Jacobi, Andreas Feininger, and Bruce Davidson. It is the only class-supported photography collection at the museum making it unique among alumni projects at that institution.

Our collection is used for exhibition and teaching purposes. Images are also loaned to other educational and cultural institutions. According to Nancy Green, the senior curator at the museum who has been instrumental in helping us to build our collection, "It is used by professors across the campus; we have images that are related to a wide range of topics, and they are relevant for teaching History, Art History, Student Photography, English and writing classes, and language classes among others."

Thanks to our 2014 gift, the Johnson Art Museum purchased "The Fontenelles at the Poverty Board, Harlem, NY, 1967" (gelatin silver print - printed ca. 1967), a work by African-American photographer Gordon Parks, for our collection. There was nothing by him in the collection and he is one of the artists the museum frequently gets asked for by classes. This purchase adds balance to this unique collection, which is very much in keeping with the CGF stated objectives.

A takeaway brochure with images of from our collection is available at the museum's front desk for visitors and also to serve as a challenge to others to establish a similar fund.

From Nancy Green, curator of European and American Art, Prints & Drawing, Johnson Museum of Art:

"The Class of 1962 Photography Collection is a wonderful legacy. The photos are used all the time. The wonderful thing about the works we have acquired with Class of 1962 funds is their versatility.

Photography is probably the most popular area of interest to students as almost all of them take photographs in some form or other and they can relate to our photography exhibitions on many levels. The wonderful thing about the works we have acquired with Class of 1962 funds is their versatility. For example, the Edward Steichen portrait photographs have been used in shows of pictorialist photographs as well as more historical shows (Yvette Guilbert was made famous by Toulouse-Lautrec posters and prints and we have some of these in the collection as well). Bruce Davidson gave a wonderful talk here last year and the photograph from the Class of 1962 collection was used as the poster image and was also in a show here at the same time. Apparently Mr. Davidson has recently been in touch with the woman in the photograph and it was the subject of a Bill Moyers program last spring.

The Emerson photograph, the only one we have by this important 19th century British photographer, is frequently used in History of Photography classes and was part of a major traveling show in 2001 called *Circa 1900*. Timothy O'Sullivan's Black Canon and Laura Gilpin's Canyon from Balcony House have been used many times for teaching and in exhibitions of landscape photography. Horst P. Horst's Mainbocher Corset is one of the most beautiful fashion photographs ever shot and this is the image we plan to use as a poster for our series of events for Women's History Month in March. It is consistently used for teaching as well and is included in many exhibitions here.

The Doris Ulmann is another one of my favorites. We use this in exhibitions and classes about the Depression, photojournalism, and shows of women's art. (The Gilpin, Olivia Parker, and Lotte Jacobi also get used in these ways). And the Feininger Hawkweed Seeds along with Jacobi's Photogenic Drawing are wonderful examples of how abstract photography can be.

Lastly, one of the recent acquisitions with Class of 1962 funds was the image of **Niagara Falls** by an unknown 19th century photographer. It is a large format, dynamic image of the upper part of the falls and has been in many shows of both landscape photography and has just recently come back from a show at Niagara University that documents the falls in various media.

I cannot stress enough how important all of these works have proved to be to the teaching and exhibition mission of this museum over the years. It is a very fine and important part of our overall photography collection and has made a difference to all of us who work with this collection.”

Athletics

\$27,500

Hoy Field Baseball Scoreboard

\$3,000-1962-'78; \$500-'79; \$500-'80; \$500-'82; \$500-'84; \$500-'87; \$22,000-'02*

*Twenty-four (24) classmates contributed an additional \$18,400 to fund the total \$40,400 needed to build a new scoreboard in 2002. In addition to a large Class of 1962 legend on the scoreboard itself, there is a bronze plaque at the entrance of the field acknowledging the Class' gift and listing the names of the individual donors. The plaque reads, "The Hoy Field Scoreboard is a gift in recognition of Coach Ted Thoren from the Class of '62 and the following members..."

Scholarship

\$26,000

Frank and Rosa Rhodes Class of 1962 Tradition Fellowship

(\$21,000-1995, \$5,000-2005).

The Class of '62 Cornell Tradition Fellowship was established in 1995 in honor of Frank and Rosa Rhodes in 1995. To reach the required initial endowment of \$60,000, \$21,000 was contributed from the Class Gift Fund, an additional \$24,000 was contributed by six (6) classmates, and another \$15,000 was raised via a matching grant to the University.

This endowment is invested with Cornell's overall endowment in the Cornell University Long Term Investment Pool. As of Sept. 30, 2020, the book value of our Tradition Fellowship was \$162,536; the market value was \$127,3352, and the payout for fiscal year 2020 was \$7,045.

Thus, the Frank and Rosa Rhodes Class of '62 Cornell Tradition Fellowship will be funded in perpetuity through investment income from this endowment. Going forward, there will always be a Cornell student identified as a Class of 1962 scholar/recipient.

Frank and Rosa Rhodes Class of 1962 Cornell Tradition Fellows:

1995-97	Lowell Frank '99, MD '03. MD, AB from Arts & Sciences, MD from Weill Cornell Medical College Kelly Irvine '99, Ohio, architecture major.
1997-98	Sahar Shirazi '01, '05 (JD). Beaumont, Texas; Psychology/Womens Studies, Arts and Sciences; shirazi@gmail.com
1997-99	Lowell Frank '99, MD '03. MD, AB from Arts & Sciences, MD from Weill Cornell Medical College
1999-03	Kylie Quesnel '04, VT, BS from Ag & Life Sciences
2003-04	Brett Fedigan '07. NY, BS Applied Economics and Management/Ag & Life Sciences; bfedigan@gmail.com
2004-05	Thomas Pastuszak '06, NY/Briarwood; AB/Biological Sciences from Arts & Sciences
2005-09	Betsey Howland '09, NY/Canbor; BS in Animal Science, from Ag & Life Sciences
2009-10	Luis Corzo '14, NY, BS/BAR from AAP
2010-13	Janelle Boyd '13, NY, BS from Agriculture & Life Sciences
2013-14	Reinaldo Hernandez '17, FL, BS from College of Engineering
2014-15	Diane Tarira '18, NY, AB from College of Arts & Sciences
2015-17	Joseph Zolik '19, Germany, of College Arts & Science;
2018-21	Anja Smardzija, '21 College of Engineering

Misc.

\$3,500 *Unknown* (1982)

History of the Class Gift Fund

In the *Cornell Alumni News* class column (Aug., 1967), Mike Duesing wrote: "The permanent class council, which is all the class members who attended the fifth Reunion, voted to approve a proposal that a Class of 1962 fund be established. This fund will be supported through the coming years by inactive funds in the class treasury and gifts from class members.....One purpose of the fund will be to supplement the class treasury, when desirable, for expenses such as Reunions. However, the primary objective of the fund will be to eventually contribute some significant and lasting improvement to the Cornell environment.

The specific theme of the fund has not yet been determined. But it has been suggested that a scholarship, an endowed chair or some other permanent improvement to Cornell be the eventual goal...."

From 1967-1978, the class gave \$6800 in gifts to the University for plantings at Anabel Taylor Hall, Honor with Books, the Class of 1962 Photography Fund, and the baseball scoreboard.

In his July 14, 1978 letter to classmates, Hal Sieling, vice president, wrote, "The Class of 1962 has established a small number of projects, designated as Class Gifts. During years to come, money will be solicited, separate from the Cornell Fund, to pay for these projects. The individual contributions are tax

deductible. It is hoped that all contributions will be in addition to, and not in lieu, of normal Cornell Fund support.

The Class Gift Committee, headed by the Vice Presidents [Nancy Williams Clark, Hal D. Sieling], has worked with appropriate University officials to develop the initial list of Class Gifts — it is intended that similar cooperation continue in the future. The goal is to have projects in diverse and visible areas so that the widest possible interest will be generated in the Class, and the Class will get recognition. In addition, any projects to be supported will be ones, which the University endorses. The Class decided to limit the initial support to four projects, but this will hopefully be expanded in the future.”

Initial Class Gifts were designated in the following categories: Environmental, Educational, Cultural, and Athletic

At the January 1979 CACO meeting, the Class Gift Committee, headed by the Vice Presidents Nancy Williams Clark and Hal D. Sieling, presented a set of Criteria for Class Giving. These criteria were approved that year by the Class Council and then reconfirmed by the Class Council at the January, 1996 CACO meeting.

With the established Criteria for Class Giving in Mind and in view of the fact that in recent years the Class Gift Fund has been used mainly to underwrite the Class photography collection at the Museum, in 2017 the Class Council identified the photography collection as our most enduring legacy to the University for which all future Class Gift Funds would be directed. Furthermore, it was decided that any money in the Class Business or other Accounts by the time of our 65th Reunion would be designated as going to the Class of 1962 Photography Fund at the Johnson Museum of Art.

This report was prepared by Judith Prenske Rich
Class Historian/Chair, Class Gifts Committee
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