



*For the **Hill** and Beyond*

THE CAMPAIGN FOR ST. OLAF

IMPACT REPORT

GOING BEYOND

At **\$239.3 MILLION** to date, your generosity is making a tremendous difference on the Hill.

SEE INSIDE. →

The St. Olaf Choir and St. Olaf Orchestra toured Norway in 2019. A new gift will transform future tours abroad.

YOU HAVE CHANGED THE HILL FOREVER

Because of you, *For the Hill and Beyond* is exceeding our \$200 million goal.

Through your generosity, you have pushed this campaign and St. Olaf College forward — increasing financial aid and access, adding high-impact academic opportunities, strengthening our community on the Hill, and sustaining our mission and the values that drive us to do our best work in the world.

You are helping Oles excel, now and decades beyond.

THANK YOU!

Recent Gifts and Impact

\$4.2 million

creating an endowed fund to make participation in international tours by the St. Olaf Band, St. Olaf Choir, and St. Olaf Orchestra cost-free for students*

\$3.2 million

in new endowed funding to the Taylor Center for Equity and Inclusion, Student Life, and financial aid for underrepresented/underserved students*

7

endowed faculty chairs and key staff positions including the newly appointed Frank Gery Endowed Chair in Economics*

\$500,000

to create an endowed fund to provide financial aid to students from disadvantaged backgrounds.* Donors have also committed an additional \$11.2 million to endowed scholarships broadly supporting students.

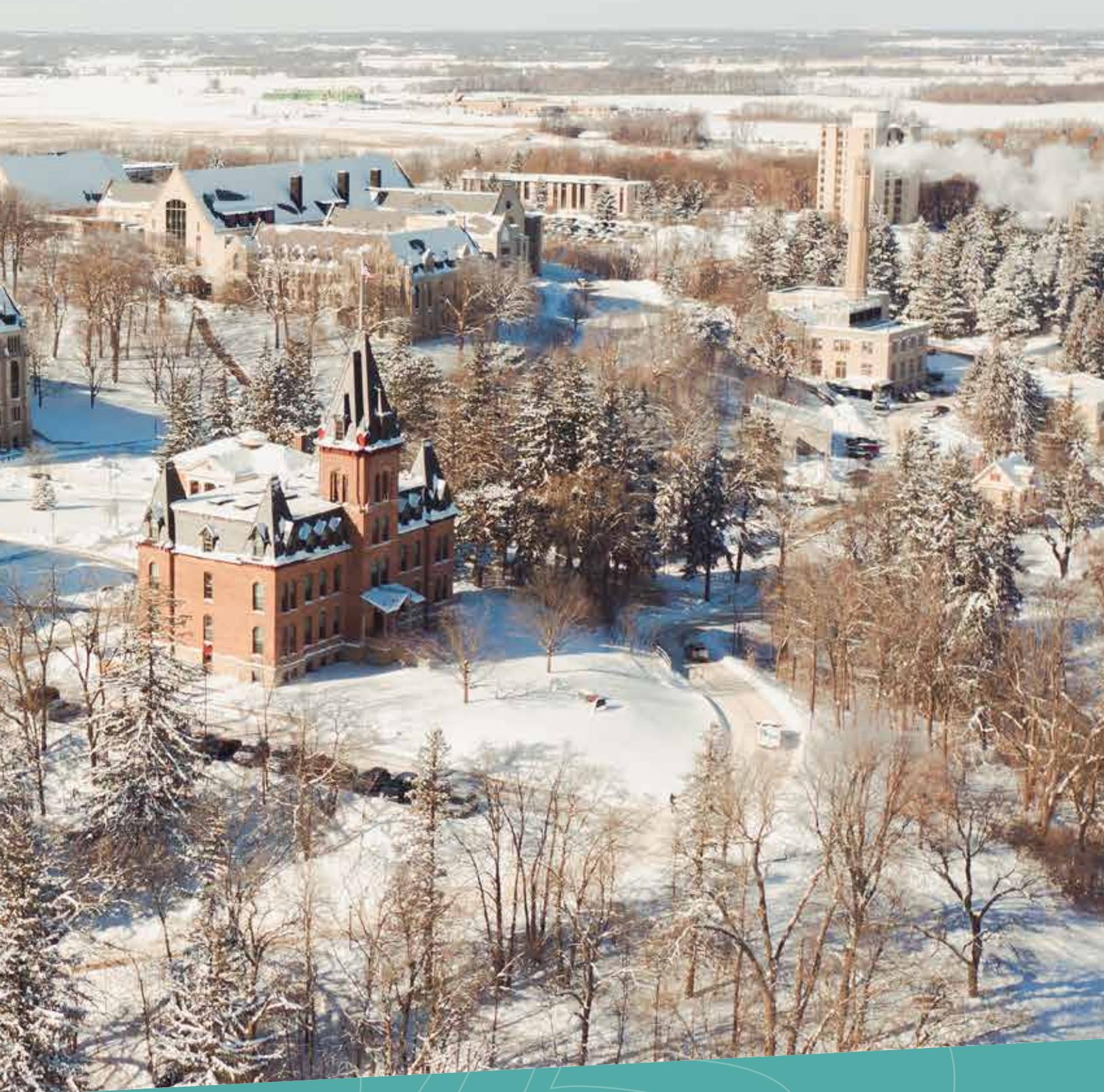
**Earnings are matched by the college's endowment*

--- DOLLARS IN MILLIONS
0

50

100

OUR PROGRESS TOGETHER (DECEMBER 31, 2019) →



5 MONTHS TO GO →

MAY
2020 →

150

200 (GOAL)

\$239.3 million

ST. OLAF FUND: SHAPING THE FUTURE

Sarah Guilford '20, Marie Kadurira '20, and Sofia Reed '20 are student philanthropy managers for the St. Olaf Fund. They are working with their fellow seniors on their class gift for Oles. During the campaign, student participation in the St. Olaf Fund has more than doubled — annual giving from all donors has steadily increased through the St. Olaf Fund, reaching a high of \$5.28 million last year.

Students see not only validation in this increased support, but greater opportunities for Oles.

“I’m very committed to making sure that the college is well-funded and can provide what is needed,” says Sarah. “Without support, I wouldn’t have been able to attend college. I want to make sure that I can be as big a help to that cause as possible.”

Individually, these seniors have pursued different paths on the Hill. Marie is a biology and political science major — she hopes to eradicate health disparities for vulnerable communities. Sofia is awaiting news from her grad school applications to pursue a Ph.D. in Asian Studies. Sarah is a narrative filmmaker focused on social justice. Each has also experienced high-impact learning opportunities like funded internships, mentored research, and study abroad while at St. Olaf.

“Gifts through the St. Olaf Fund really do help us, not just to be here, but to thrive and create our own stories,” says Marie. “I’ve been able to have these experiences because there are people out there who believe in us.”

“Gifts through the annual fund make a St. Olaf education something that a lot of people can participate in, not just those that can afford it,” says Sofia. “The best experiences of my life have been the ones I have made during my time here — I am so grateful to have had them. Together, our gifts help shape St. Olaf’s future.”

96%

of Oles received financial aid last academic year

89%

of the Class of 2019 participated in an experiential learning opportunity during their time on the Hill

Sofia Reed '20, Sarah Guilford '20, and Marie Kadurira '20 — grateful for the impact that the St. Olaf Fund makes possible



“I’ve been able to have these experiences because there are people out there who believe in us.”

— Marie Kadurira '20

FOR HUNDREDS OF YEARS FROM NOW

Don Nelson '50 and a collaboration for the Natural Lands

Unless we achieve net zero carbon dioxide emissions by 2050, the United Nations Intergovernmental Panel on Climate Change estimates that our climate may be forever changed for the worse.

Don Nelson '50 has already done something about it.

Fifty years ago, he began purchasing farmland expressly for conservation. To date, he has helped convert nearly 2,000 acres back to forest, prairie, and wetlands including the St. Olaf Natural Lands that serve as a natural habitat and living learning space. These spaces act as carbon sinks, absorbing CO₂ and other greenhouse gases.

On his first farm, Nelson placed conservation easements and planted and grew some 16,000 trees with help from state agencies. He then sold the land to the Department of Natural Resources. He did this several more times, donating the proceeds of each sale to organizations engaged in conservation stewardship.

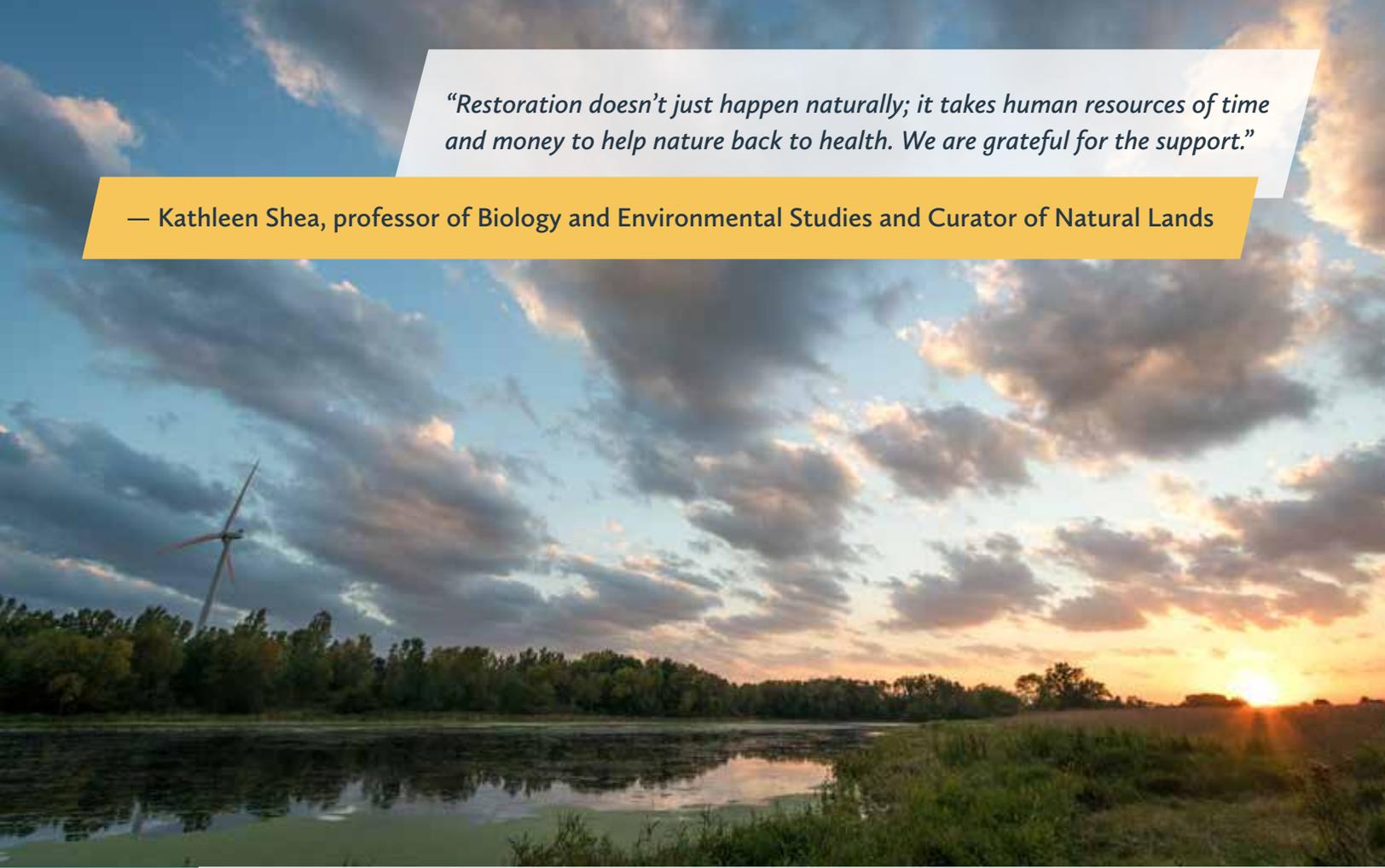
“Someone once told me, ‘You’re going to be a millionaire when you harvest those trees; that’s valuable land,’” says Nelson. “But I was planting trees for hundreds of years from now, not today.”



Don Nelson '50 with Matt Hallahan '21, David Howard '21, Braden Pohl '21, Poonam Rawat '21, and Terence Kwok Choon '21 outside the new weatherized shed.

“Restoration doesn’t just happen naturally; it takes human resources of time and money to help nature back to health. We are grateful for the support.”

— Kathleen Shea, professor of Biology and Environmental Studies and Curator of Natural Lands



At St. Olaf, the endowed funds Nelson created are helping restore former farmland to native forests, prairie, and wetlands. This includes supporting the curator of natural lands, student naturalists, a new natural lands manager, and the student-run St. Olaf Garden Research and Organic Works (STOGROW) farm. Added gifts provided a heated shed for Natural Lands work and STOGROW, two electric utility vehicles and a truck. Many other Oles, donors, and the U.S. Fish and Wildlife Service have joined in this effort to restore and preserve these important spaces.

“On every tour of the Natural Lands, we make the point that the forest and prairie restorations would not have been possible without endowment funding and that managing the restorations requires continued financial support,” says Kathleen Shea, professor of biology and environmental studies and curator of natural lands. “Restoration doesn’t just happen naturally; it takes human resources of time and money to help nature back to health. We are grateful for the support.”

1,207

Metric tons of CO₂ offset each year by the Natural Lands, the same produced by 296 cars or by burning 6.6 railcars of coal

40,000

Tree seedlings planted since 1989

WORLD-WIDE, NO ADDED COST FOR OLES

Last summer, 161 Oles in the St. Olaf Choir and St. Olaf Orchestra experienced a two-week tour of Norway. By 2023, Oles in St. Olaf's ambassador ensembles will participate in international tours at no additional cost, thanks to a recent \$4.2 million gift that was matched by the college, and other existing endowed funds that support international ensemble tours. "Unique experiences like this are what led me to St. Olaf...performing on tour allows us to connect with others through music, one of society's most powerful tools for bringing people together," says Steven Garcia '20, a St. Olaf Orchestra member.



“Performing on tour allows us to connect with others through music, one of society’s most powerful tools for bringing people together.”

— Steven Garcia '20



Members of the St. Olaf Choir and St. Olaf Orchestra performing together in Oslo, Norway

HONORING ADAM

Son's passion supported in faculty-mentored research

By all accounts, U.S. Army Staff Sergeant Adam Thomas '07 was a nature guy.

He loved being outside, drawing nature, and creating elaborate science projects. His passion for science brought him to St. Olaf to study biology and environmental studies while competing as an All-American swimmer.

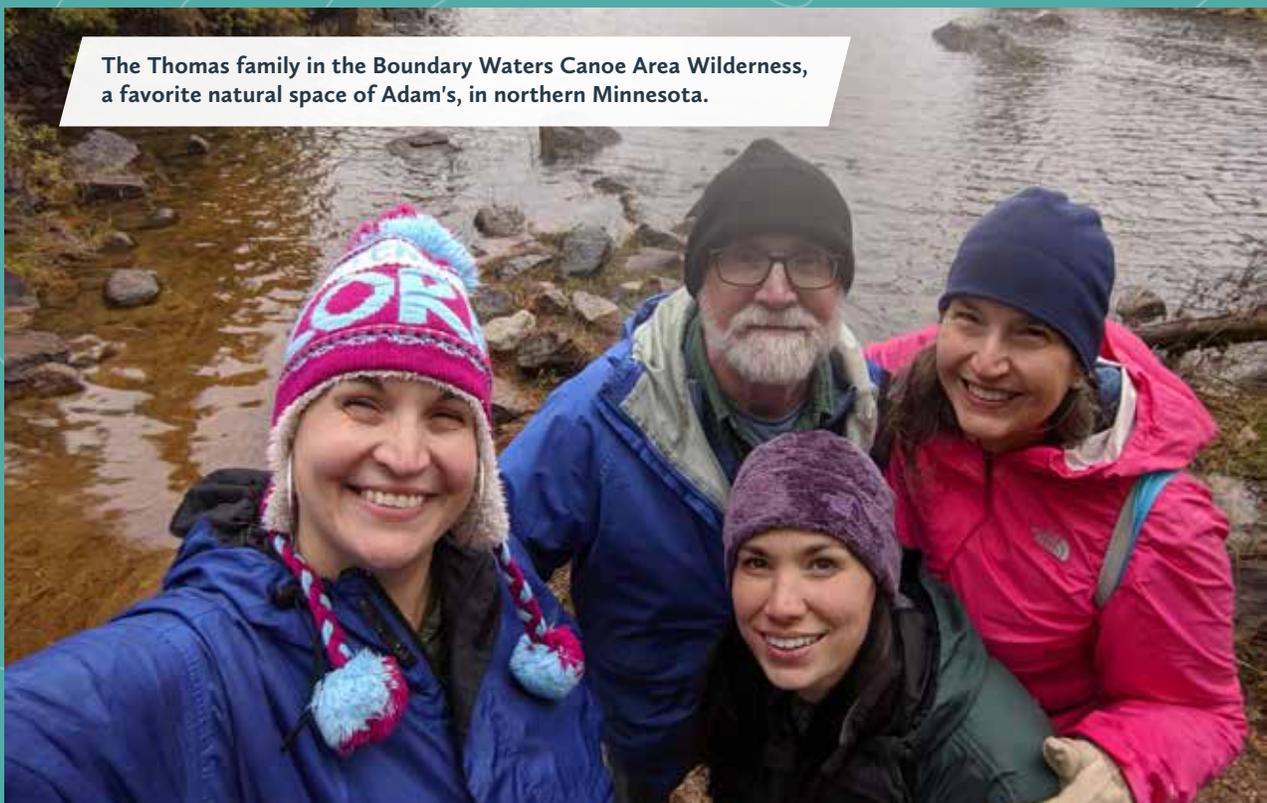
Adam also had a heart for service. After graduation, he enlisted in the army and became a highly-decorated Green Beret and medical sergeant. His letters home from his three deployments in Afghanistan and Iraq included continuing insight on natural wonders he saw.

In October 2016, Thomas was killed in action by an improvised explosive device in Nangarhar Province, Afghanistan. At the time of his death, many people shared memories of Adam with his family — his offbeat and warmhearted personality, his sense of humor, and his leadership.

“Adam’s very public death let us talk to many people from all areas of his life,” says Candace Thomas, Adam’s mother. “No matter who we heard from, a commonality was that Adam loved learning, especially about science.”

To honor Adam, the Thomas family established the Adam S. Thomas Endowment for Science that supports mentored research opportunities in the natural sciences. It’s enabled assistant professor of physics Alden Adolph and her students to examine how snow impacts the energy budget of snow-covered regions, both locally and globally. Their findings may be able to provide more accurate predictions on climate change.

The Thomas family in the Boundary Waters Canoe Area Wilderness, a favorite natural space of Adam's, in northern Minnesota.



“Having undergraduate students who are passionate, willing to work hard, and really interested in the subject matter and building up their skill set has been really helpful,” says Adolph. “I’m grateful to have committed students working with me.”

“Adam had a strong service ethic and he would be pleased that this fund is supporting students who might not otherwise have the means to participate in a research program,” says Adam’s father, Will. “The idea of giving students the time and resources to work on research ideas they’re passionate about would have really appealed to him.”

“I’m grateful to have committed students working with me.”

— Assistant Professor of Physics
Alden Adolph



Assistant Professor of Physics Alden Adolph (right) worked with Karina Zikan '20 and Wesley Brown '19 to design a system to conduct controlled temperature studies on the evolution of snow grains and the impacts on snow albedo.



92%

Increase in Ole researchers supported by endowed funds since campaign start

WE'VE GOT YOUR BACK

Scholarships catalyze student success

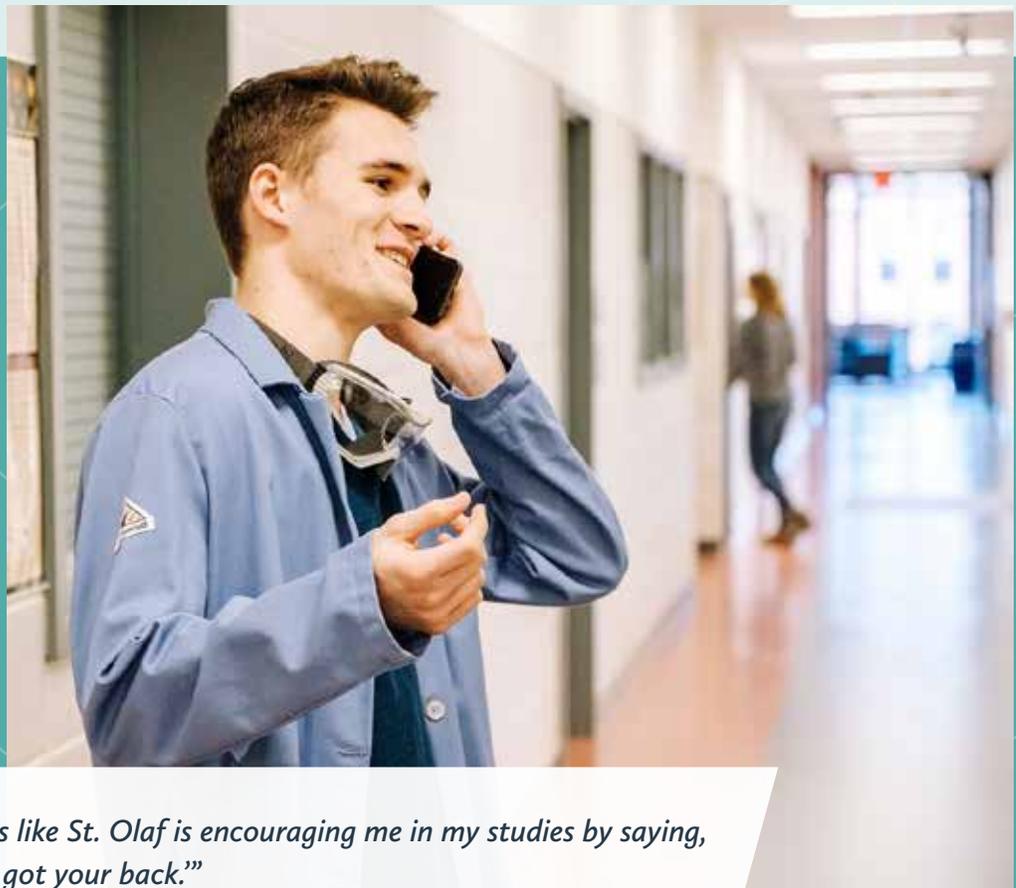
When Ethan Ormerod '22 opened his financial aid award this fall, he was pleasantly surprised that he had received the E.O. Ellingson Endowed Scholarship in Chemistry. Donors initiated the fund in 1985 to honor Emil Ellingson — the first Ole to receive a chemistry degree in 1906 and a pioneering educator who advanced St. Olaf's chemistry program and national reputation.

As a new major, the scholarship felt like a validation.

"I'm honored to receive aid tied specifically to what I'm studying," Ormerod says. "It feels like St. Olaf is encouraging me in my studies by saying, 'We've got your back.'"

Jean Horkans '67 has regularly contributed to the fund, including consistent gifts through the campaign. This includes matching gifts from her employer IBM.

"I couldn't be happier that the Ellingson scholarship helps chemistry students do something they love," Horkans says. "St. Olaf prepared me very well for my career."



"It feels like St. Olaf is encouraging me in my studies by saying, 'We've got your back.'"

— Ethan Ormerod '22

The first to attend college in her family, Horkans was one of only two female chemistry majors in her class. Her professors encouraged her studies, provided research opportunities, and prompted her to attend graduate school. She went on to complete a Ph.D. from Case Western Reserve University and launch a prolific career as an electrochemist. In the late 1990s, Horkans was part of a team at IBM that showed that on-chip copper connections enabled microprocessors to be smaller and less expensive than those constructed with aluminum — a technological breakthrough at the time.

The financial aid Ormerod received has helped him discover his vocation. He's been part of St. Olaf's Conversation programs, and, as a second-degree black belt and educator, he also founded St. Olaf's first martial arts club. He is considering adding economics or statistics to his study to support wherever he heads in chemistry — be it engineering, law, or another avenue.

"St. Olaf has opened my eyes to all you can do in the sciences beyond medicine," Ormerod says.

"Working at IBM was rewarding and interesting work in a constantly evolving industry," Horkans says. "I support the scholarship so that St. Olaf students can have experiences that help them find meaningful work too."



Ethan Ormerod '22 discusses careers in chemistry with Jean Horkans '67. Her gifts to the E.O. Ellingson Endowed Scholarship are helping support his studies at St. Olaf.

73%

(from \$5.5 to \$9.5 million annually)
Increase in annual scholarship aid from endowed funds since 2014

563

Endowed scholarship funds added or expanded in campaign

LET'S SEE HOW FAR YOU CAN GO

Ole-preneurs driven by giving

Jack Buendorf '21 has been talking turkey and isn't about to quit.

Buendorf is a co-founder of Poultry Patrol, a farm-saving ag-tech venture that uses robotics to track and support fowl health, increasing efficiencies of time and cost for poultry farmers.

It's an opportunity that came about because of a cohort internship program in entrepreneurship that Steve Moksnes '61 and Billie Slethaug Moksnes '61 made possible at St. Olaf through their campaign giving.

Jack has a long-term interest in investment banking and business advising and was looking for creative opportunities to explore these fields. Kirsten Cahoon '98, senior associate director at the Piper Center for Vocation and Career, was able to connect Jack with a network of innovators including Jack Kilian at a Wayzata-based incubator Digi-Labs and serial entrepreneur Adam Gettings '04, who founded Rover Robotics which supplies the robotic base for Poultry Patrol. Buendorf is now the numbers and finance guy for the venture. Recently the team had secured matching funds, and was a finalist, for a competitive \$500,000 grant from the Foundation for Food and Agricultural Research and McDonald's Corporation.

"This opportunity has been very much about the people with whom I've been able to work," says Buendorf. "They just handed me the keys and said, 'Let's see how far you can go.' It couldn't have been a better experience."

For the Moksneses, combining creative thinking with business acumen is key for an education in entrepreneurship. They and fellow alumni, parents, and friends have helped St. Olaf boost entrepreneurial learning through this campaign.

"You never know in business where the next good idea is going to come from," Steve says. "I just have a real feel for someone who says, 'I've got an idea I'm passionate about and want to take it further.' I've always been the kind of person who likes to build and experiment with things, and I think it's really neat for a liberal arts school to be doing this."

Find What's Next



THE PIPER CENTER
FOR VOCATION AND CAREER

Supporting Entrepreneurs

Launched with an early campaign gift, the Piper Center for Vocation and Career helps Oles explore careers, gain experience outside of the classroom, and pursue meaningful post-graduate work, service, and education. This includes pathways for entrepreneurship like the Ole Cup venture competition, a makerspace in collaboration with St. Olaf's Digital Scholarship Center, and a suite of programs.

Jack Buendorf '21 grew up on a seventh-generation family farm in Minnesota. The venture he co-founded will save poultry farmers time and labor and boost poultry health.



“They just handed me the keys and said, ‘Let’s see how far you can go.’ It couldn’t have been a better experience.”

— Jack Buendorf '21

6

Endowed funds supporting Ole-prenuers

6-10

Co-curricular programs offered in entrepreneurship annually

\$40,000+ annually

Grant funding awarded for student ventures

242

Hours of one-to-one entrepreneurship coaching in 2019

WITH YOU, OLES EXCEL

Because of you, students have more opportunities to engage in high-impact learning, strengthen community, discover who they are, and share their talents and insights with the world. Explore how your generous gifts through *For the Hill and Beyond* are helping Oles now and in the decades to come in this report from the Hill.

