

Impact of Giving

Annual Report 2019–20



\$16,380,648

new commitments to Luther
in fiscal year 2019–20

10,892
total donors

910
first-time donors



The Luther Tradition of **Being Community**



Dear Members of the Luther College Community,

Resilience, creativity, and generosity are three essential characteristics that describe how the Luther community navigated the past academic year, which was unlike any other in college history. While the stories and information in this annual Impact of Giving report are meant to shine a light on donor gifts, volunteer engagement, and institutional benchmarks, the “impact of giving” takes on a whole new meaning in the middle of a global pandemic.

Amid the uncertainty of the past seven months, I was heartened to know Luther’s donors and stakeholders would step up and reach out in ways so consistently true of this special community—hosting international students in local homes, establishing a scholarship to support African American students, encouraging prospective students to take a virtual tour (while the campus remained closed), and responding generously to appeals for the Luther Fund and emergency needs of those impacted by the sudden shift to remote learning. This is all part of **being community**, and we are honored to have such unwavering support from those who love

Luther. Even in times of physical distancing, our collective giving brings us closer together by ensuring Luther’s mission of educating young people to be active learners and courageous leaders will continue in whatever new and creative forms it must take.

Thank you for the innumerable ways you—as dedicated and enthusiastic benefactors—have invested in Luther College. The impact of every donor gift and volunteer action touches students, faculty and staff, programs and projects, departments and disciplines. It represents hope for the future and trust in the value of a liberal arts education. And not just any liberal arts education...a Luther education.

With deep gratitude,

A handwritten signature in black ink that reads "Jenifer K. Ward". The signature is written in a cursive, flowing style.

Dr. Jenifer K. Ward
President



**I said
thanks.**



Donor Generosity

continues to take care of Luther



It is a joy to celebrate you, Luther's 10,892 donors who generously supported the college during 2019–20. Each gift you made was both a display of hope and a vote of confidence in the important work happening here today, which is all the more significant during these uniquely challenging times. We are deeply grateful for the support you give that helps Luther carry out its mission each and every day.

Due to your philanthropy, the college's fiscal strength continues to grow even as we pivot to new ways of learning and gathering as a community amid a pandemic. You—our Luther donors—contributed more than \$2 million to the endowment (a vital component of Luther's future), helped make a top-notch education accessible to promising students by supporting scholarships and financial aid, and, on March 5th, helped the college achieve a record-setting Giving Day, raising \$948,933 toward the Luther Fund, which immediately helps the college. These unrestricted dollars touch all corners of campus and directly impact the student experience.

Whether you have been a steadfast donor for decades or recently made your first gift to Luther, take confidence in knowing that your contributions make a difference in the lives of our bright students and help them ultimately make good on their potential. I, along with the development and alumni relations team here in Loyalty Hall, hold deep gratitude for your support and look forward to a day when we can welcome you all back to campus safely, so you can see today's Luther community in action. And while you will witness firsthand the dedicated faculty, staff, and alumni taking great care of our students, it is your generosity that continues to take care of Luther. Thank you.

Sincerely,

A handwritten signature in black ink that reads "Stephen K. Sporer". The signature is written in a cursive, flowing style.

Stephen Sporer
Vice President for Development

Transformational Impact

Summer Research for Biology Faculty and Students

After spending her childhood in Texas and graduating from high school in Dallas, Regent Emerita Barbara Fuller '72 moved to Chicago and chose to work for two years, with the intention of eventually going to college. It was during this time period that Barbara attended a talent search event sponsored by Silas Purnell, an incredible champion for Chicago-area students, helping them gain access to and succeed at Ivy League schools, public universities, and historically Black colleges. At the event, she met an African American student from Luther who was representing the college, and she was very impressed with his passion for Luther and his self-confidence. Barbara thought, "If that's how Luther prepares its students, this is the place I need to be." Barbara enrolled at Luther, where she thrived—and was a founding member of the Black Student Union (BSU). Her mentors included biology professors †Russ Rulon '58 and Phil Reitan, and while she didn't plan to study medicine after college initially, an encouraging message from Professor Rulon gave her the nudge she needed. Barbara graduated from Rush Medical College in Chicago in 1975. She practiced in the northwest Indiana area, specializing in oncology and hematology, until her recent retirement. After attending the 50th anniversary celebration of Luther's BSU, where she heard a biology student speak about her experiences, Barbara was inspired to make a difference for Luther's Biology Department. In 2019 she established the Barbara Fuller, M.D., Biology Research Fund to support promising students majoring in biology, to allow them to engage in student/faculty collaborative research during the summer. Despite the adjustments to the college's summer 2020 schedule due to COVID-19, Barbara's \$100,000 commitment has already made an impact. Three student/faculty teams performed research outdoors thanks to her fund: associate professor Kirk Larsen and Abigail Miller '22; associate professor Dawn Reding and Kate Fetting '21; and professor Eric Baack and Laura Duffield '21. According to Kirk Larsen, "While Sampson-Hoffland Laboratories were pretty quiet this past summer due to COVID-19, we look forward with eagerness and much appreciation to future summers, when students can develop as scientists in our Luther labs, thanks to Barbara Fuller's generous support for our biology program."



Students involved in summer research on water quality in the Upper Iowa River, with professor Eric Baack



Symphony Orchestra performance in the Golden Hall of the Wiener Musikverein, Vienna, Austria; Daniel Baldwin, conductor

LCSO Vienna Residency Endowment

A \$100,000 gift from the estate of Regent Emerita Susan (Maclay) Blackman '64 has funded the Luther College Symphony Orchestra Vienna Residency Endowment. Susan majored in English and played violin in the orchestra while at Luther. During those years, the Vienna Residency program hadn't yet been established; in fact, Luther had no official study-abroad program in existence, prompting Susan to plan her own study-abroad summer experience using two national travel organizations. Later, after graduating from Luther and completing master's and doctoral degrees in foreign language and studies at the University of Virginia, and having begun her 20-year career with the International Trade Administration of the U.S. Commerce Department, she established the Susan Maclay Blackman Fellowship for Study Abroad, to help Luther students with financial need study in a developing region of the world. Over the years, Susan—who served on Luther's Board of Regents for 14 years—and her husband, Paul Blackman, continued their generous support for this fund, and Susan also created a charitable remainder trust (CRT), naming Luther as the beneficiary. Given Susan and Paul's love of travel—especially to Vienna, where they enjoyed everything the City of Music has to offer, it was easy for Paul to see that choosing to direct a portion of the proceeds of Susan's CRT to the Symphony Orchestra Vienna Residency Endowment after her death February 18, 2020, was a choice that Susan would have made herself. The opportunity to fully fund the Vienna Residency Endowment was very satisfying for Paul, as it brought back many memories of his and Susan's trips to Vienna, and it will—no doubt—be much appreciated by the Luther faculty and more than 80 student musicians who live, practice, and perform in Vienna every four years, for three weeks during the month of January.



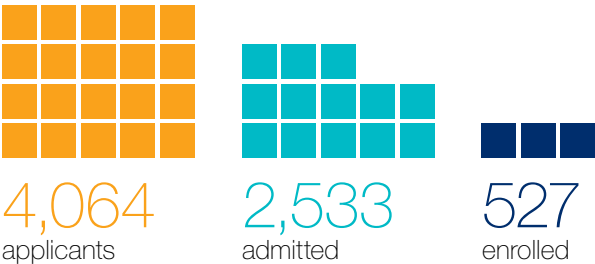
A recent student internship with an alumni-owned business in Rochester, Minnesota

Success Awards for Experiential Learning

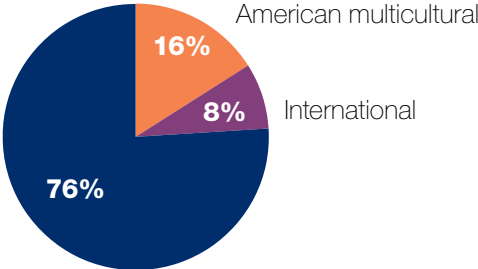
The J. Willard and Alice S. Marriott Foundation has awarded a grant of \$100,000 to Luther in honor of Marriott International CEO and Luther alumnus Arne Sorenson '80, who completed his third term and final year of service on the college's Board of Regents in spring 2020. The grant will be used to establish the Marriott Success Award Fund, for Luther students who are recipients of the Morris A. Sorenson Family Scholarship, created by Arne's father, †Morris Sorenson, Jr. '49, and generously endowed by Arne and his spouse, Ruth. The Marriott Success Award Fund will help to ensure that recipients of the Sorenson Family Scholarship have the necessary financial resources to fully engage with experiential learning (e.g., internships, service learning trips, collaborative research fellowships) and other high-impact experiences as part of their liberal arts education. "Our foundation shares a passion for creating opportunities for those who may not have the means to achieve their educational goals," said J.W. Marriott Jr., trustee of the J. Willard and Alice S. Marriott Foundation. "We were delighted to honor Arne with this special grant to assist students at his beloved alma mater. Creating Marriott Success Awards at Luther College is a meaningful way of connecting our family's philanthropy to a student scholarship created by his family's philanthropy."

Entering Class of 2023

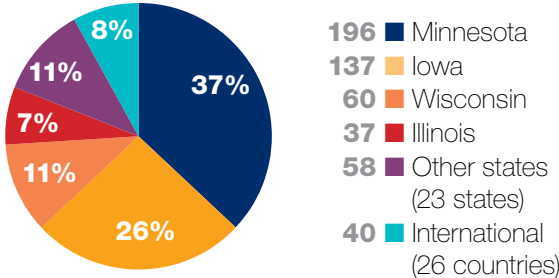
Admissions Profile



Multicultural Student Profile



Geographic Distribution



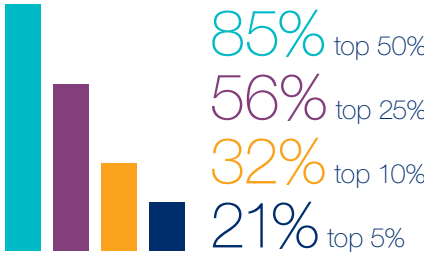
Gender Distribution



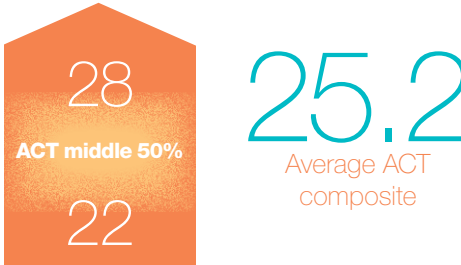
Connection to Luther



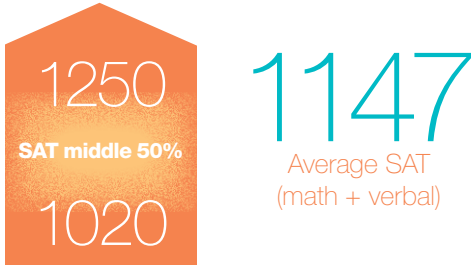
High School Class Rank†



ACT scores



SAT scores



†Based on 364 matriculants reporting class rank

Institutional Financial Aid

98%

of students receive financial aid

\$53,830

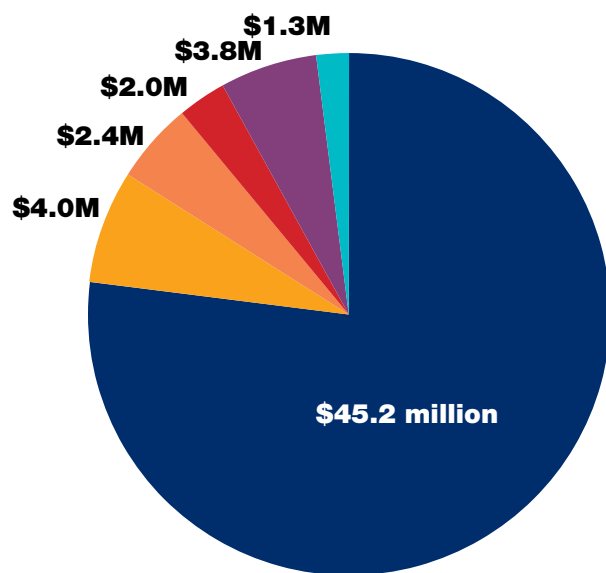
comprehensive fee 2019–20

\$58.7 million

financial aid distributed in 2019–20

\$42,888

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

Since inception

1,246 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 1957–2020.

2,146 total referral forms

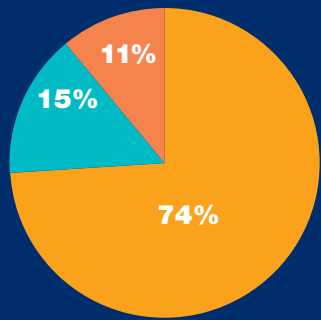
1,977 students referred
(students can be referred by more than one person)

2020 incoming class

524 unique referral forms
396 accepted
183 deposited

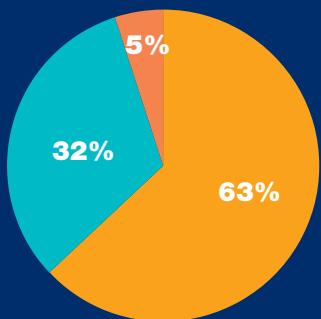
93 were new leads
30 new leads applied
10 deposited

Institutional Revenue Sources



Net student revenue	\$48.2M
Gifts and other revenue	\$9.8M
Endowment revenue	\$7.4M
	<hr/>
	\$65.4M

Resources Supporting Students



People	\$41.3M
Programs	\$21.0M
Place	\$3.4M
	<hr/>
	\$65.7M

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 \$164 million in 2020. 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 trailing 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.

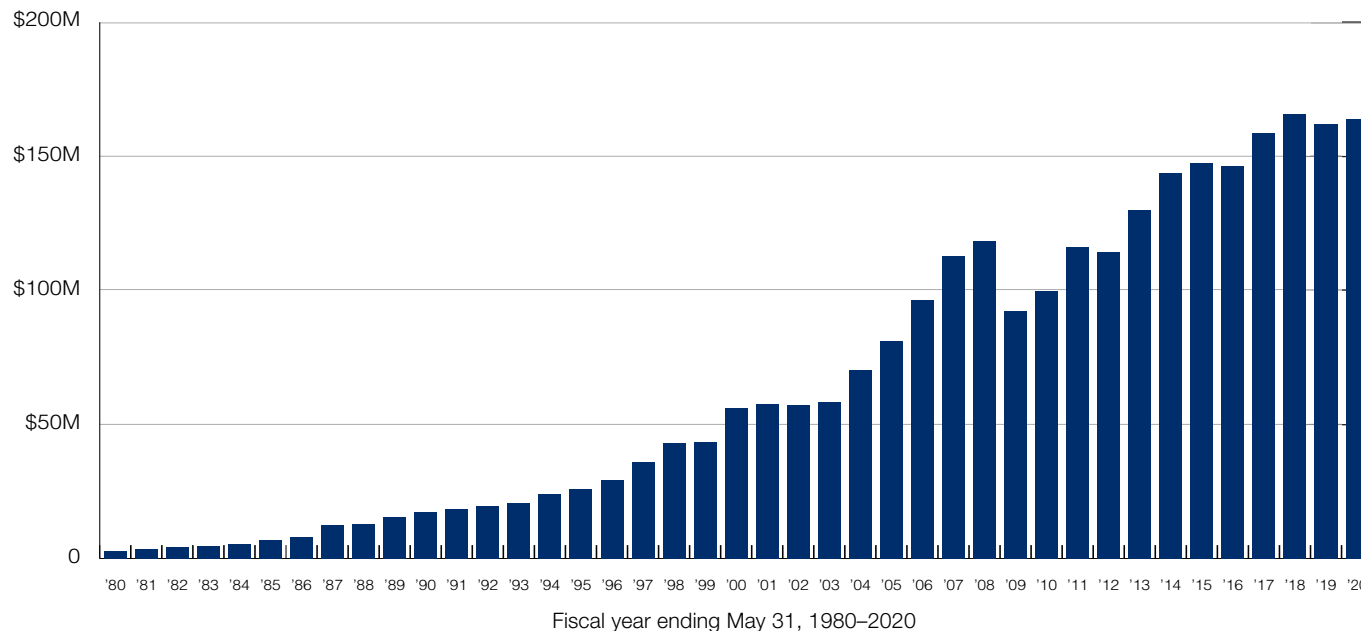
What does a strong endowment communicate about Luther College?

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

56.47%

of endowment earnings goes directly to scholarships



Endowment Returns:

1 year = 4.5%
 3 year = 4.6%
 5 year = 4.7%

Endowment value (unaudited) as of May 31, 2020

\$164,601,435



“

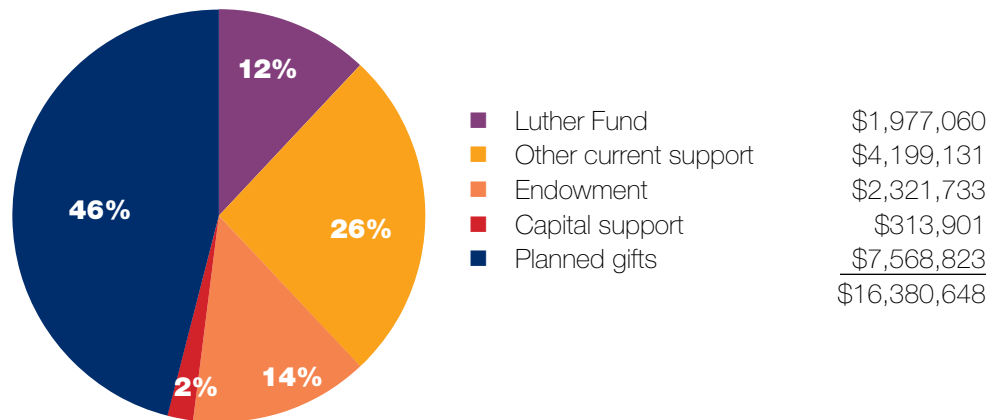
Thanks to the generosity and care that individuals like you share with the rest of the world, my fellow Luther students and I are able to make our own memories and experience immense growth while attending college here. Without your help, I would not have been able to join this community and develop lifelong friendships, discover a new sense of confidence in myself and my abilities, and join one of the most wonderful college communities in the world . . . Because of you, I have been able to experience so many amazing opportunities at Luther. I became a member of Nordic Choir and was able to travel and spread music across the Midwestern and Southern regions of the United States and across the ocean in an incredible tour of Germany . . . Luther also helped me develop genuine connections with fellow students and faculty members that I know will continue past my time on campus . . . I would not have had any of these experiences without your help and dedication to ensuring that students like myself can attend Luther and be a part of this magic. Thank you. From the bottom of my heart and on behalf of all of the Luther students who receive these life-changing scholarships, thank you. You have forever changed our lives for the better.”

—Evan Lobdell '20
 Sterling, Illinois
 Recipient of the John and Mabel Bale Scholarship

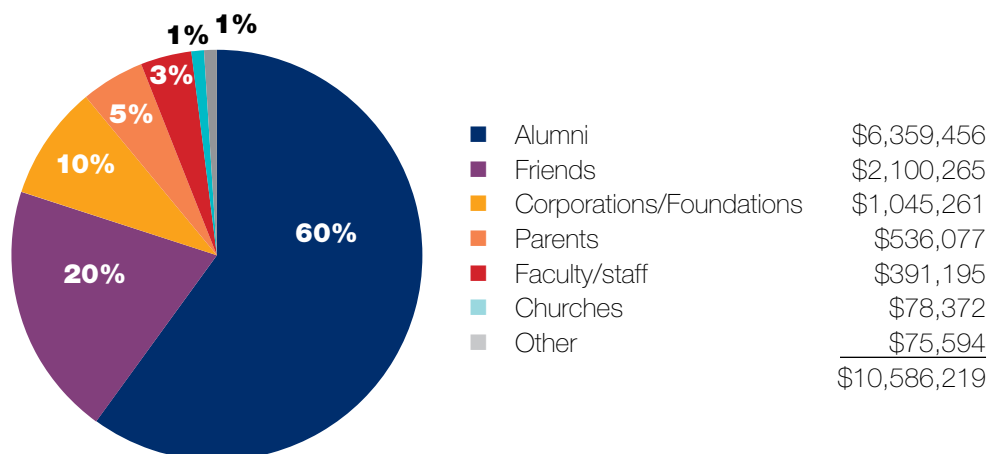


Gifts and Donors

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

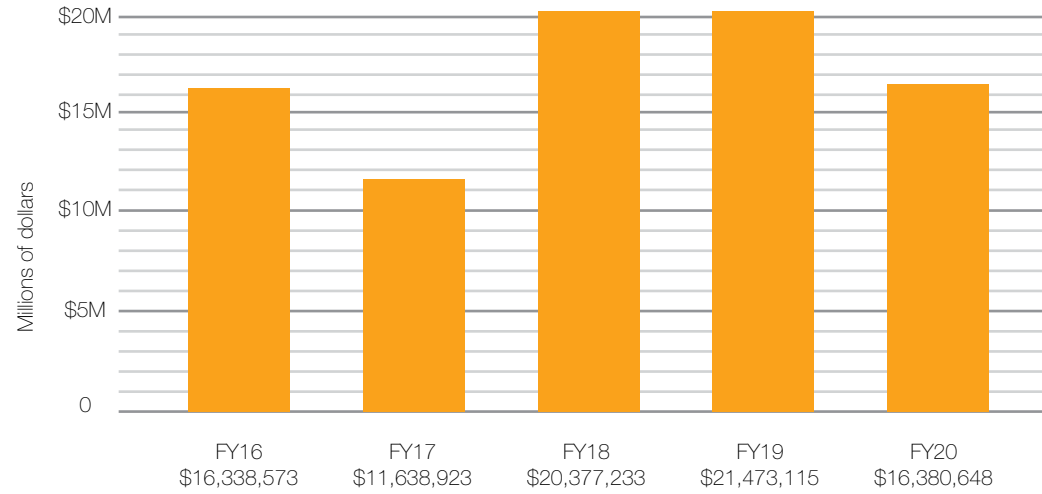


Gift Income by Source
(one-time gifts, pledge payments, realized bequests)

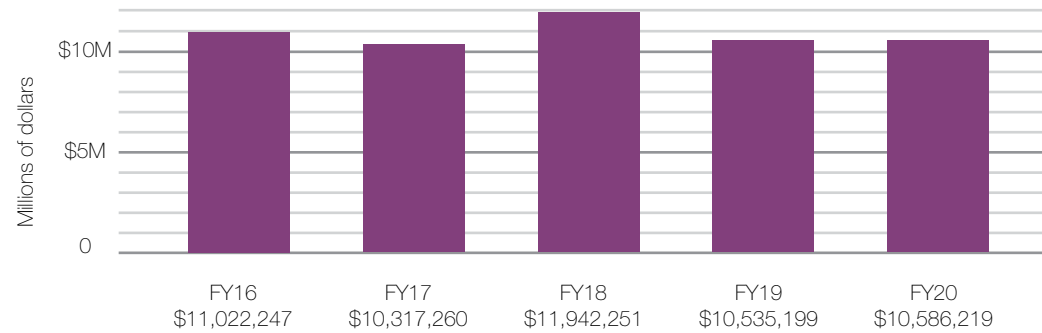




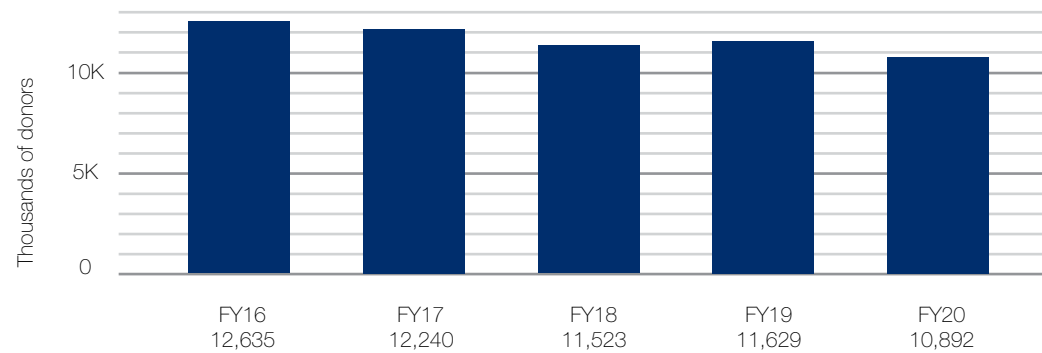
Commitments (gifts, pledges, new estate commitments)



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



Donors



The Spring of 2020

As Luther navigated a spring semester none of us expected, students, faculty, and staff had the opportunity to show our **creativity** through the shift to online classes and meetings, **thoughtfulness** as we questioned how to navigate the pandemic and best support our students, and **resilience** as our students continued to build and change communities as they learned together while living apart.

Because of the Luther Fund, we were able to act nimbly and support the Luther community in any way it needed. We didn't know what those needs would be: help with travel arrangements; PPE like plexiglass, hand sanitizer, and masks; or new technology to help support remote learning. But we knew we could meet those needs thanks to your generous and continued support of the Luther Fund.

This past year was most certainly a testament to the strength of this community. Gifts to the Luther Fund continue to make a big difference. **Thank you for supporting Luther students when they needed you most.**



**WHEN YOU SUPPORT THE LUTHER FUND,
YOU'RE SUPPORTING STUDENTS. IT'S THAT SIMPLE.**



\$2,050,757
total gift receipts
to the Luther Fund

\$530,177
raised from gifts
under \$500

\$5–\$100,000
range of gifts

8,725
total Luther Fund donors

The Luther Fund
SUPPORTING STUDENTS

Thank You

GIVING DAY 2020

\$948,933

donated

including challenges and matching gifts

2,164

donors **145**
new



President Jenifer K. Ward matched

\$10,000

in faculty, staff, and emeriti gifts



top decade by participation

2010s

247

staff and faculty made gifts to the Luther Fund

\$549,662

in the Gnome Team challenge pool



Who Gave?

alumni 86%
parents (current and past) 21%
faculty, staff, or emeriti 13%



2,596

volunteer hours pledged



2.6K

people viewed the livestream on Facebook

50

states and 11 countries represented



LUTHER COLLEGE

BLUE THURSDAY
MARCH 11, 2021
#LUTHERGIVES21

2021 goal:
a million dollars



\$247,431
commitments to the
Norse Athletic Association

Gifts to the Norse Athletic Association support a quality Division III athletics department, serving more than 500 student-athletes across 19 programs. As the costs of providing competitive opportunities for our student-athletes continue to rise, your support enables us to provide programs that encourage both academic and athletic success.

LUTHER 45:00 VISITOR

0 FAIR-PLAY HALF 1 0

SHOTS C/K SAVES SHOTS C/K SAVES

0 0 0 NCAA 0 0 0

Heritage Club

24
new members for FY 2019–20

12
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 2019–20

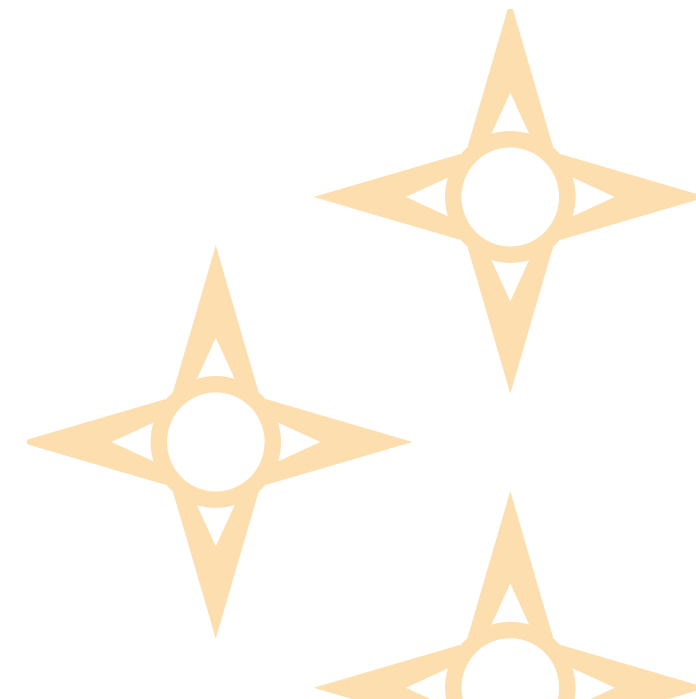
Heidi (Murken) '02 and Brian Borkenhagen
Dianne (Rahn) '70 and Douglas Frantz
Daniel '73 and Lynn (Sederstrom) Henderson '73
Marjean (Gordon) '69 and Ken Hoeg
David '83 and Kari (Hermeier) Jensen '83
Brian Jorgensen '80 and Richard Pietz
Ruth Kath
Meredith Kvalness '69
†Bjorn '64 and Margot Monson

Elizabeth Preus '69
Richard Tiegs '79 and Carolyn Laxson
Rachel (Schutte) '09 and Rodney Vsetecka
Douglas Winkey '12
Jennifer (Gilbert) '00 and Steven Wolbrecht

† *deceased*

Members making additional gifts in FY 2019–20

Walter '68 and Aleta (Reckling) Chossek '69
James Field '54
Leon and Linda Gregg
Haldis (Solem) Kaasa '81
Erling and Jan (Bahr) Larson
Keith '72 and Mary Pat Rapp
Mary Lynn (Swenson) '79 and David Rettig



1,275

total members (May 31, 2020)

\$135,302,790

total planned gift expectancies (as of May 31, 2020)



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 is 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 are held in high esteem for having the vision of continued success for Luther College.

Recipients

2020 – Ruth Fjelstad	2000 – Jim and Betty Holey
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 Sersland
2001 – John and Mabel Bale	

29 new scholarships

established, in progress, and deferred Legacy Trust Scholarships

\$6.4 million in donor-funded financial aid

Scholarship awards from \$250 to \$33,500

952 students receiving donor-funded 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 850 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.

Established during calendar year 2019

New Annual Scholarships

Annual scholarships provide the opportunity for donors to make an immediate impact.

Jim and Judy Fogdall Nursing Challenge Scholarship
James '64 and Judith (Larson) Fogdall '65
Marriott Success Award Fund
The J. Willard and Alice S. Marriott Foundation
Norse 2001 Annual Scholarship
Anonymous
Stull-Burgart Scholarship
Jason Burgart '03 and Melissa Stull '03
Harold and Lynette Usgaard Scholarship
Harold '69 and Lynette (Ellingson) Usgaard '70
Wartburg Seminary Scholarship Fund
Clifford T. and Elsie B. Rood Trust

New Legacy Scholarships

Named endowed scholarships provide an enduring stream of scholarship support to assist current and future generations of Luther students, with a minimum commitment of \$25,000.

Class of 1970 Scholarship**
Members of the Class of 1970
Class of 1985 Scholarship**
Members of the Class of 1985
Class of 1995 Scholarship**
Members of the Class of 1995
Ruth N. Fjelstad Scholarship*
Ruth N. Fjelstad
M. House Endowed Scholarship**
Marilyn House '69
Nick Huber Memorial Scholarship**
Joel '02 and Catherine (Ernste) Haugen '02
Lee Family Scholarship**
Elaina Lee '94
Mindrum-Nowland Scholarship**
Ronald '54 and Frieda (Mindrum) Nowland '54
Jeremy Olsen and Katie Murphy-Olsen Scholarship**
Jeremy Olsen '02 and Katie Murphy-Olsen
James M. and Helen K. Smith Scholarship
Helen Smith
Woods Birkenholz Scholarship**
Matthew Birkenholz '03 and Kelly Woods Birkenholz '03

New Vision Scholarships

Named endowed scholarships provide an enduring stream of scholarship support to assist current and future generations of Luther students, with a minimum commitment of \$50,000.

Richard A. and Ann K. (Stauffer) Flisrand Scholarship
Ann (Stauffer) '66 and Richard Flisrand
Kvalness Scholarship**
Lynn Kvalness '64 and Meredith Kvalness '69

Luther College Global Partners Scholarship
Ruth N. Fjelstad
Luther College Symphony Orchestra Vienna Residency Scholarship
Faculty, Staff, Alumni, and Friends of the Luther College Symphony Orchestra
Britt Sather Scholarship**
Britt Sather '78
William A. and Molly J. Wilson Scholarship*
William '68 and Molly Wilson

New Promise Scholarships

Promise Scholarships help to close the gap in unmet financial need—allowing the college to attract and recruit the most talented students.

M. House Promise Scholarship
Marilyn House '69
Todd and Nicole Michaels Endowed Scholarship**
Todd '93 and Nicole Michaels
Rettig/Swenson Promise Scholarship*
Mary Lynn (Swenson) '79 and David Rettig

New Access and Opportunity Scholarships

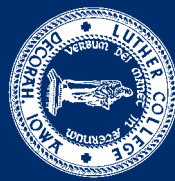
These scholarships provide critical full- or partial-need scholarship support based on the average annual Luther-funded scholarship award.

Ruth N. Fjelstad Access and Opportunity Scholarship*
Ruth N. Fjelstad

† deceased

*deferred

** in progress



LUTHER

Alumni Internships

For many years in a row, 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.



Michael Povey '20, a communication studies major, interned at Escape Folsom in Folsom, California. During his internship, he designed and created an escape room. He used his knowledge of the target market to tailor his design, exceeding the project objectives, and demonstrated his creativity and attention to detail through hand-painting

murals in each game booth. This internship allowed Michael to explore, he says, a "more hands-on approach and application of my design skills."



Trang Thu Pham '20, a data science and communication studies major, interned at Mayo Clinic in Rochester, Minnesota, where she used her computer and statistical skills to design and implement clinical studies on speech impediment and Parkinson's disease. Her efficiency and strong command of the R programming language made it

possible for her to extend the scope of her initial project, allowing her to also work closely with the Neurology Research Group database to enable online data capture and a dynamic graph builder, which helped team members rapidly create professional plots. This internship, Trang Thu says, grew her interest in data science and statistics and helped her visualize a career path after graduation.



Peter Stelter '21, a political science major, interned through the Wisconsin Assembly Democrats Internship Program at the Wisconsin State Capitol in Madison. He responded to constituent inquiries and managed social media accounts, for which he also created content. He also published electronic legislative updates and applied his

research skills in drafting legislative proposals. This internship allowed Peter to further develop his professional writing skills and prepared him for a future in public service.

34,872
living alumni

Luther alumni live in all

50
states and in
115
countries.

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

Norse Alumni

56 alumni events in 2019

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. In 2020 we've added virtual opportunities as we strive to keep our alumni connected to one another and the Luther community.

2019 Homecoming

71 events over Friday, Saturday, and Sunday

- 2,500 attendees
- 15 class reunions: 1944, 1949, 1954, 1959, 1964, 1969, 1974, 1979, 1984, 1989, 1994, 1999, 2004, 2009, 2014
- 11 class reunion receptions and dinners Saturday — 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 2019–20 highlights.

luther.edu/alumni-ambassador



Lifelong friends
34,872 living alumni

Estate Gift Benefits Preus Library and Promise Scholarships

When Mary Lynn (Swenson) Rettig '79 was asked to join her 40-year Luther class reunion committee, she quickly agreed, knowing it would be a surefire way to reconnect with her classmates. She and her spouse, David, also saw the perfect opportunity to enact their mutual desire to establish an endowed fund to benefit her alma mater.

The Rettigs had already been working on their estate plan, thinking ahead to retirement, and decided to create a \$1.5 million estate gift to Luther. But the next question was how did they want their gift to make a difference? Which Luther programs should they support? Mary, a history major, completed master's and doctoral programs after graduating from Luther, in library science and education. The importance of educational resources and an endowment for Preus Library resonated with her, as did Luther's Promise Scholarship program, which was created specifically to cover unmet financial need. After deliberation, she and David chose to divide their gift three ways: \$750,000 would fund the Rettig/Swenson Distinguished Librarianship; \$375,000 would fund the Rettig/Swenson Promise Scholarship; and \$375,000 would become Board-designed funds, to be used, when the time comes, where the greatest need exists, at the discretion of Luther's Board of Regents. The Rettigs were happy to have made the decision as to how their gift would be used, and to have completed their estate plan. And that it counted in Mary's class reunion gift totals was a bonus!

Additionally, Mary and David decided to "enjoy" their will bequest now by also contributing current funds to the Promise Scholarship their gift will ultimately be endowing. Each spring, the college invites scholarship donors and their student recipients to a special on-campus luncheon to celebrate the Legacy Trust scholarship program. Donors and students build powerful connections at this event. David and Mary look forward to attending future Legacy Trust events and meeting their Promise Scholarship recipient. Mary is quick to say, "Luther was life-changing for me, and I want to do whatever I can to help make that experience available to others who will benefit from a Luther College education."



Signature Reunion Giving

Luther's five signature "committee-based" reunions include classes celebrating their 10-, 25-, 35-, 40-, and 50-year anniversaries. Each year alumni in these reunions volunteer to plan their milestone celebrations and raise funds for their reunion giving campaigns. The reunion campaign timeframe for the 2019 signature reunions began on January 1, 2018, and ended on December 31, 2019, and included the Luther Fund and endowed class scholarships (25-year reunion and up) as campaign priorities.

\$53,358

total raised

10-year Reunion, 2009

Ashley Beek
 Johanna Bergan
 Sarah Cowing
 Liz (Hansen) Cox
 Sarah Frederickson
 Jerry Jaeger
 Sara Jeske
 Ashley Johnson
 Liesl Koehnen
 Justin Madsen, Class Agent
 Julia Mann
 Bailey Miller
 Eric Schultz
 Kristin Skaar
 Rebekah Stadie
 Julian Stanke, Class Agent
 Kristin Swedlund
 Valerie Weaver

\$118,564

total raised

25-year Reunion, 1994

Allison (Walker) Allen
 Serina (Norvold) Bentley
 Jodi (Tollefson) Bjerke
 Heather Clefisch
 Kristin (Olson) Elerding,
 Class Agent
 Carola (Webern) Gloyd
 Kathryn Sime
 Konrad Urberg, Class Agent
 John Vaaler
 Erin (Lamberg) Yoemans

\$145,412

total raised

35-year Reunion, 1984

Susan Beyer Lopez
 Karen (Lee) Bunde
 Chris Carron
 Cindy (Kolstad) Cooper
 Kari (Tollefson) Espinosa
 Paul Gibbs, Class Agent
 Sonja (Shatzer) Gibbs,
 Class Agent
 Shari (Nelson) Lewison
 Michele Minske, Class Agent
 Knute Rotto
 Pamela (Carrington) Rotto
 Kristi (Tollefson) Wolf
 Carter Woodruff
 Patricia (Haugen) Wright
 Jenny (Johnson) Zuppan

\$2,308,480

total raised

40-year Reunion, 1979

Kirsten (Davig) Benidt
 Mary Bunge Docken
 Chris Cudworth
 Kathy (Kyllo) Demmer
 David Faldet
 Jim Loux
 Ann (Wise) Mansfield
 Paul Morlock
 Paul Mullen
 Chuck Mulvaney-Kemp
 Tim Olsen
 Mary (Swenson) Rettig
 Richard Tiegs, Class Agent
 Carol Tomer
 Lance Vander Linden, Regent
 Jeff Wettach

\$1,666,373

total raised

50-year Reunion, 1969

Cathy (Elmer) Baldner
 Rolf Blank
 Aleta (Reckling) Chossek
 David Ellingson
 Hollis Erdmann
 Karen (Anderson) Forde
 Randy Hinrichs
 Marjean (Gordon) Hoeg
 Carolyn (Tolo) Houck
 Dale Houck
 Edie (Held) Jacobsen
 Steve Jacobsen
 Judy (Miller) Nelson,
 Class Agent
 Al Peckham
 Karen (Anderson) Peckham
 Betty Preus
 Ruth (Gordon) Rollefson
 Richard Staff, Class Agent
 Don Tresemer
 Jan (Storhoff) Weber

The numbers above represent support raised in gifts, pledges, and planned gifts during the reunion campaign timeframe of January 1, 2018–December 31, 2019.

A big thank you to all classes!

Additionally, the Class of 1969 and the Class of 1979 each had \$50K Triple Matching Challenges.

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:

22.03%
alumni participation
across all classes

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.

5,867
 alumni contributed
 to Luther's future
 this past year.

Alumni Giving by Class Year

Year	Living	Donors	Percent	Total dollars
2020	308	17	5.52%	\$1,460.94
2019	477	52	10.90%	\$1,207.19
2018	452	49	10.84%	\$1,408.90
2017	498	57	11.45%	\$2,586.68
2016	555	75	13.51%	\$3,451.80
2015	546	58	10.62%	\$7,363.35
2014	545	67	12.29%	\$5,444.05
2013	560	68	12.14%	\$8,415.08
2012	557	67	12.03%	\$8,154.50
2011	544	68	12.50%	\$9,732.50
2010	540	71	13.15%	\$8,308.50
2009	490	92	18.78%	\$11,150.93
2008	551	100	18.15%	\$13,678.48
2007	566	101	17.84%	\$13,305.50
2006	515	90	17.48%	\$11,235.50
2005	550	92	16.73%	\$12,763.00
2004	569	93	16.34%	\$13,078.42
2003	514	90	17.51%	\$38,029.20
2002	572	99	17.31%	\$29,378.50
2001	557	93	16.70%	\$34,382.58
2000	539	84	15.58%	\$41,137.00
1999	477	100	20.96%	\$41,905.20
1998	521	89	17.08%	\$47,311.00
1997	530	80	15.09%	\$24,136.66
1996	488	87	17.83%	\$33,488.13
1995	493	101	20.49%	\$30,829.25
1994	465	102	21.94%	\$31,095.45
1993	511	97	18.98%	\$42,534.14
1992	528	111	21.02%	\$24,334.51
1991	481	85	17.67%	\$39,891.01
1990	446	107	23.99%	\$35,670.64
1989	454	96	21.15%	\$31,763.71
1988	499	103	20.64%	\$46,678.07
1987	454	91	20.04%	\$48,096.90
1986	410	71	17.32%	\$43,702.57
1985	434	103	23.73%	\$76,865.08
1984	429	120	27.97%	\$54,976.00
1983	464	108	23.28%	\$59,922.79
1982	430	121	28.14%	\$53,476.21
1981	432	116	26.85%	\$148,577.93
1980	414	102	24.64%	\$514,757.58

Year	Living	Donors	Percent	Total dollars
1979	401	121	30.17%	\$130,529.23
1978	422	109	25.83%	\$248,031.11
1977	385	95	24.68%	\$34,307.72
1976	408	81	19.85%	\$46,229.89
1975	399	100	25.06%	\$77,323.77
1974	440	111	25.23%	\$150,213.49
1973	412	131	31.80%	\$98,151.16
1972	403	131	32.51%	\$116,007.64
1971	432	136	31.48%	\$102,493.02
1970	399	129	32.33%	\$97,420.51
1969	413	158	38.26%	\$169,860.76
1968	368	131	35.60%	\$125,064.65
1967	250	92	36.80%	\$63,918.42
1966	233	80	34.33%	\$124,269.77
1965	254	98	38.58%	\$120,009.13
1964	256	88	34.38%	\$410,467.49
1963	228	79	34.65%	\$102,272.60
1962	225	88	39.11%	\$46,296.26
1961	228	87	38.16%	\$90,114.97
1960	182	71	39.01%	\$82,763.25
1959	184	69	37.50%	\$226,321.77
1958	175	68	38.86%	\$76,553.87
1957	141	60	42.55%	\$62,899.13
1956	157	59	37.58%	\$35,566.02
1955	88	27	30.68%	\$24,388.55
1954	81	29	35.80%	\$448,415.17
1953	89	31	34.83%	\$39,628.40
1952	85	24	28.24%	\$25,156.55
1951	77	27	35.06%	\$19,097.50
1950	69	25	36.23%	\$14,757.50
1949	35	15	42.86%	\$17,822.76
1948	27	9	33.33%	\$30,840.01
1947	12	5	41.67%	\$1,560.00
1946	9	2	22.22%	\$2,627.00
1945	10	1	10.00%	\$65.00
1944	8	0	0.00%	\$0.00
1943	7	1	14.29%	\$1,025.00
1942	4	0	0.00%	\$0.00
1941	2	1	50.00%	\$2,000.00
1939	3	1	33.33%	\$1,000.00
1937	1	0	0.00%	\$0.00



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 '84, P'15
Anesthesiologist, Associated Anesthesiologists
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, Away From Home, Kellogg
Company
Wheaton, Illinois (2011)

Shannon M. (Miller) Duval '95
Senior Vice President of Philanthropy,
CommonSpirit Health
Castle Rock, Colorado (2018)

Peter A. Espinosa '81
Founder, Chairman of Pulpit Rock
Brewing Company, and owner of
BottleTree Properties
Edina, Minnesota (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
Retired 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 (2012)

Sandee N. (Neitzel) Joppa '87, P'16
Executive Coach and Leadership
Development Consultant, Joppa
Consulting LLC
Plymouth, Minnesota (2016)

Ann Leon '75
Retired Manager, Sales and Industry
Learning, IBM
Madison, Wisconsin (2019)

David J. “Chip” Norris '82
Retired 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 and CEO, VentureMed
Group
Wayzata, Minnesota (2013)

Connie Plaehn '75, P'17
Retired Managing Director,
JPMorgan Asset Management
Minneapolis, Minnesota (2014)

Corey J. Schmidt '98
Founding Partner of IntentGen
Financial Partners, Wealth Advisor,
Thrivent Financial
Naperville, Illinois (2019)

Anjela A. Shutts '93
Partner/Attorney, Whitfield & Eddy,
PLC
Des Moines, Iowa (2018)

Susan Sorlien '73
Retired Executive, Sears, Roebuck
and Co.
Bonita Springs, Florida (2010)

James Thomsen '86
Financial Services Executive
Scottsdale, Arizona (2013)

Diane (Baum) Thormodsgard '72
Retired Vice Chairperson, U.S.
Bancorp
Bonita Springs, Florida (2010)

Chinyere Ukabiala, P'13, P'14
College Ombudsperson, Grinnell
College
Urbandale, Iowa (2012)

Lance J. Vander Linden '79, P'21
Retired Chairman, National
Bankruptcy Services
Dallas, Texas (2012)

James N. Young '81
Retired Chief Financial Officer, Ally
Bank
Edina, Minnesota (2016)

Ex-officio

Jenifer K. Ward
President

Regents Emeriti

Bruce Altorfer '68, P'01
Dr. Steven Berry '74
Alan R. Brudos '55, P'85
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
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
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. Oltzman '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
Arne M. Sorenson '80, P'17
Jon Stellmacher, P'04, P'07
Paul M. Torgerson '73, P'05
Rev. Harold L. Usgaard '69, P'96,
P'00
Judith A. (Johnson) Vijums '88, P'16
Michael Wigley

Parents Council Members (2019–20)

Class of 2020 Representatives

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

Class of 2021 Representatives

Stephen Abernathy and Janeen Haller-Abernathy, Arvada, Colorado;
Emma '21
Douglas and Bonnie Hanggi, Lake Elmo, Minnesota; Kathryn '21
Jen (Carlson) '86 and John Lembezeder, Peosta, Iowa; Nicholas '21
John and Rachel Vanderploeg, Aurora, Illinois; Kameron '21

Class of 2022 Representatives

John and Sue Bieno, Oregon, Wisconsin; Michaela '22
Alfred and Holli Chan, Marion, Iowa; Hoffman '22
Dale and Karen Homolka, Jacksonville, Illinois; Nora '22
Pat '92 and Karen (Titus) Trewin '92, Decorah, Iowa; Abby '22

Class of 2023 Representatives

LaDonna Corn, Chandler, Arizona; Donovan '23
Eric '91 and Kim (Latzke) Muller '93, Urbandale, Iowa; Joshua '23
Mike and Dana Ottesen, Eagan, Minnesota; Jane '23
Melissa (Bonikowske) Thomley '93, Verona, Wisconsin; Anna '23
Loren and Sarah Wiltgen, Decorah, Iowa; Christian '23

Alumni Council Members (2019–20)

Officers

Denise Davismckennie '82, co-president
Willie Davismckennie '84, co-president
Lisa Small Steinbauer '88, first vice president
James Kowitz '03, second vice president
Serina (Norvold) Bentley '94, recording secretary
Julie (Gangstad) Grotnes '85, advisor

Members

Stephen Bailey '08
Christina (Gaard) Baumgart '07
Mary Bunge Docken '79
Erin (Brooks) Croll '99
Brendan Dolan '02
Hilary (Young) Dolan '08
Timothy Fleming, Sr. '67
Ryan Fordice '08
Kylie Hanschman '17
Marlon Henriquez '15
Corey Hoodjer '99
Cyril Jervis '82
Eric Johnson '79
Jay Kautt '98
Liesl Koehnen '09
Brian Larson '00
Joseph Lindsay '75
Michael Lindsay '07
Nicholas Mozena '13
Sarah (Quick) Olejniczak '07
Elisabeth (Marvin) Sandersfeld '00
Nina (Catterall) Schultz '08
Austin J. Smith '13
Stacy Sundet '01
Hans S. Thurmer '04
John Vaaler '94
Julie Van Arsdale-Jervis '82
Shelby (Heim) Wellmann '19
Brianna (Helland) Weyers '08
Samuel Weyers '08
Heather (Buckner) Wilensky '06
Samuel Yamoah '04

Student Representatives

Ashalul Aden '20
Sophiya Khan '21
Juan Antonio Nelson '21

Development and Alumni Office

Sherry (Braun) Alcock '82, executive director of alumni relations
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—major and planned gifts
Chris Frana, director of systems, user services, and 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 foundation relations and strategic initiatives
Paul Mullen '79, development officer
Doug Nelson '82, senior development officer
Andrew Peter '14, development officer
Judy Riha, alumni records coordinator
Alyssa Ritter '11, associate director of alumni relations
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, assistant director of legacy and gift planning
Samantha Spilde, development officer
Stephen Sporer, vice president for development
Megan (Minnihan) Torkelson '05, director of the Luther Fund
Rachel (Schutte) Vsetecka '09, director of reunion giving
Nicole Waskow, administrative assistant—vice president for development

President's Cabinet

Jenifer K. Ward, president
Kevin Kraus, vice president for academic affairs and dean of the college
Ken Westphal, interim vice president for finance and administration
Bradley Chamberlain, vice president for mission and communication
Derek Hartl, vice president for enrollment management
Corey Landstrom, vice president and dean for student life
Lisa Scott, vice president for institutional equity and inclusion and student success
Stephen Sporer, vice president for development



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