



Work. Learn. Succeed.

Sept. 1, 2006

Dear Friends:

Sawdust. Hard hats. Wood. Pipes. More sawdust. Champagne. Now *that's* more like it. Members of the GGU community gathered in May for the official groundbreaking at 40 Jessie St.

The 40 Jessie St. building, which is now being transformed into the new Student Services Center at Golden Gate University, was originally built in 1913 for the manufacture of ship boilers. Many of you know it as “the Swallow Building.”

Ed Swallow, a graduate of St. Mary's College and Boalt Hall Law School, inherited his father's printing company, where he had worked his entire life. When GGU's then-president Otto Butz first met Ed Swallow in 1981, he was in his 70s and somewhat unhappy with Golden Gate, despite the fact that he had taken some classes on Golden Gate Avenue in the 1940s. It seems that when Golden Gate relocated to its current Mission Street location, it had forced his printing shop out of the building.

President Butz then embarked on what is a truly remarkable example of long-term stewardship. For the next decade, he worked diligently to build a friendship and a neighbor-ship with Ed Swallow, culminating in Mr. Swallow leaving the 40 Jessie St. building to GGU upon his death in 1990.

In a memorandum to the university community at the time, President Butz said, “Although Mr. Swallow left no family to whom we might express our appreciation, all of us can say a silent ‘thank you’ every time we pass the building.” I say a silent thank you to the late Otto Butz, as well.

We now simply call this building “40 Jessie,” and what we used to use as a storage facility will become an integral part of Golden Gate University, serving students every day. The renovation will expand the university's footprint closer to Market Street and will allow GGU to participate in the revitalization of the SoMa area. It is fitting that this historic building will play a key role in the future of this university, of this community, of this city.

The renovation of this building is a central part of *The Centennial Campaign's* Learning Environment Initiative. Thanks to you, we have been able to successfully complete phases 1–4A of the Master Plan, improvements that are already benefiting our current students.

As campaign chair Ken Weeman so eloquently said as he drove the first sledgehammer through a wall at 40 Jessie: “There are so many who have selflessly given to the future of this great university. So many who have contributed money to ensure future generations of Golden Gate University students will make their contributions to the business and law communities. To ensure the GGU graduates continue to work, learn and succeed. To all of you: Thank you.”

You are a key part of the future of *The Centennial Campaign for GGU*. Thank you for your support — past, present and future.

Sincerely,

Phil Friedman
President

Golden Gate University

536 Mission Street San Francisco, CA 94105-2968 415-442-7820 fax 415-882-1660 campaign@ggu.edu www.ggu.edu/campaign

GOLDEN GATE UNIVERSITY

Oct. 23, 2006

Addressee
Addr1
CSZ

Dear Salutation:

Please join us. Golden Gate University relies on its most loyal donors to ensure the university fulfills its mission today — and tomorrow. Members of GGU's giving societies play a key role in transforming the lives of working adults, as the university has done for more than a century.

This year, we have extended the GGU family of giving societies. We now have five societies, made up of GGU's most loyal and ardent supporters:

Centennial Society: donors who gave to the university during the past year and whose lifetime support of GGU exceeds \$100,000.

Millennium Society: donors who have given a minimum of \$2,000 in unrestricted gifts to the annual fund or a specific school during the past fiscal year, offering GGU the flexibility to address its highest priorities.

Bridge Society: donors who are providing for future generations of GGU students by including the university in their estate plans.

Silver Society: donors who have made philanthropy a personal priority by giving annually to Golden Gate University for 25 or more years.

Mission Society: donors who demonstrate their loyalty to GGU by making an automatic monthly gift by credit card, electronic-fund transfer or payroll deduction.

As I hope you noticed in the Honor Roll of Donors in the fall issue of *GGU* magazine, our list of giving-society members is also growing. Many of our donors are members of multiple societies. It is so important for the university and our students to be able to count on this financial support. And it's such an inspiration for others — students, alumni, donors and friends — to see and share your passion for philanthropy.

If you are already a member of one of GGU's giving societies, we thank you and ask you to renew your membership. If you are not yet a society member, we hope you will join the ranks of these most loyal supporters of Golden Gate University.

Sincerely,



August 1996

Dear Friends:

It's about family values.

It's about love and support.

It's about acceptance.

When Jeanne and Jules Manford proudly walked by their son's side in the 1973 Gay Pride March, they took the first step for all of us. Born out of the Manfords' love and courage, PFLAG celebrates its 23rd birthday with hundreds of chapters helping thousands of families around the world.

Our journey has taken us so far: Gay characters permeate prime-time television, major companies are providing domestic-partner benefits — 23 years ago, who could have predicted Congress would ever even utter the words "gay marriage"?

Yes, we have come so far, but we still have so very far to go. We know our loved ones are just the same as everyone else; sadly, they are still not treated with equality. The suicide rate among gay and lesbian teenagers is still staggering; gay-bashing continues to rise; discrimination is all around us — and in most places, it is perfectly legal.

We will continue to work to further PFLAG's goals — to support families learning to deal with a family member's homosexuality, to educate society, and to fight for our loved ones' civil and human rights — but we need your help.

The 16th Annual PFLAG Dinner Dance — our major fund-raising event of the year — will be held on November 9, 1996, at the Manhattan Crowne Plaza Hotel. We need your support. By placing an ad in our souvenir commemorative journal, which will be distributed at the dinner and to the community at large, you will help us take the next step in our journey. Please follow the instructions listed on the reverse side.

Help us celebrate true family values.

Warmly,

Cecilia Marcus
Chair, Dinner-Dance Committee
PFLAG New York City

CCFA

CROHN'S & COLITIS FOUNDATION OF AMERICA, INC.

Serving People With Crohn's Disease and Ulcerative Colitis

February 1993

Dear Friend:

Each day is a struggle: a struggle for health, a struggle for normalcy.

Each day is a struggle: a struggle for a cause, a struggle for a cure.

Crohn's Disease and Ulcerative Colitis are devastating digestive diseases that attack upwards of two million people. Our daughter, Sindy, is one of the victims of Crohn's disease. Each morning Sindy wakes to a personal battle. Will the new day bring the constant pain of crippling spasms? Or will today be a day that she is permitted to carry on unimpeded by the limitations of her own body?

No one knows the cause of this debilitating illness nor, consequently, the cure. In the past year, however, tremendous strides have been taken, bringing us closer to isolating the genetic markers that hold the key to the cure and prevention of Crohn's Disease and Ulcerative Colitis.

We cannot allow the progress to stop. Cuts in government funding are forcing researchers to look increasingly to CCFA for their research funds. CCFA must heed the call to action. We are so close, and we need your help.

We have made a commitment to help raise the funds that will support the efforts of the researchers. Research that, we hope and pray, will lead to less pain for our child and for millions of others. Please help us and make a much-needed contribution to CCFA.

Our journal, in conjunction with our May luncheon, is our major source of research revenue. We have enclosed a journal ad form. Please participate in this worthwhile endeavor. Any contribution is greatly appreciated.

Please join in our struggle, so that we may ease the struggle of our children.

Sincerely,

Edra and Stan Greenberg
Chairs of the Parents Alliance Committee
Fairfield Westchester Chapter CCFA

CCFA

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February 1992

Dear Friend:

Crohn's Disease and Ulcerative Colitis are devastating digestive diseases that attack upwards of two million people. Our daughter, Sindy, is one of the victims of Crohn's disease. No one knows the cause of this illness nor, consequently, the cure.

Crohn's is a debilitating disease that causes its victims constant and excruciating pain. It is sad to say that pain has become a way of life for Sindy and many others. All they ask for is a normal life — the chance to grow, to learn, to graduate from college. That may not seem much to ask to you or me, but add to the normal pressures of growing up continual crippling spasms, repeated surgery and the inability to digest the very sustenance of life, and the picture becomes clearer, the pain a bit more real. Every day for people afflicted with these horrid illnesses is a struggle. A struggle for relief. A struggle for normality. A struggle to find a reason to bear the intense pain for yet another day.

The Crohn's & Colitis Foundation of America Inc. (formerly the National Foundation for Ileitis and Colitis) is actively and fervently seeking the cause, treatment and cure of these digestive diseases. Research costs money. We have made a commitment to help raise the funds that will support the efforts of the researchers. Research that, we hope and pray, will lead to less pain for our child and for millions of others. Please help us, and make a much-needed contribution to CCFA.

Our journal, in conjunction with our May 2 luncheon, is our major source of research revenue. We have enclosed a journal ad form. Please participate in this worthwhile endeavor. Any contribution is greatly appreciated.

All they want is a normal life. Is that really so much to ask?

Sincerely,

Edra and Stan Greenberg

Chairs, Membership of the Parents Alliance Committee,
Fairfield Westchester Chapter CCFA