

Raising Funds and Razing Fears:  
Lessons in Life and Fundraising

by

Kayla S. Staggs

A PROJECT

submitted to

Oregon State University

University Honors College

in partial fulfillment of  
the requirements for the  
degree of

Honors Baccalaureate of Science in Nutrition (Honors Associate)

Presented June 4, 2010  
Commencement June 2010

AN ABSTRACT OF THE THESIS OF

Kayla S. Staggs for the degree of Honors Baccalaureate of Science in Nutrition presented on June 4, 2010. Title: Raising Funds and Razing Fears: Lessons in Life and Fundraising.

Abstract approved: \_\_\_\_\_

Mary Cluskey

A project to create a fundraising plan for remodeling the Milam Foods Labs accompanied by a personal reflection on the trials and experiences leading up to the completion of the University Honors College thesis project.

Key words: fundraising, remodel, life lessons, reflection

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Honors Baccalaureate of Science in Nutrition project of Kayla S. Staggs presented on June 4, 2010.

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Dan Arp, Dean, University Honors College

I understand that my project will become part of the permanent collection of Oregon State University, University Honors College. My signature below authorizes release of my project to any reader upon request.

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Kayla S. Staggs, Author

# Acknowledgements

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I cannot begin to express how grateful I am to all of the people who helped me arrive at this point. First, I would like to thank my committee members. Mary Cluskey, for supporting and assisting me, and for all of the laughs we shared while wondering if we were crazy for throwing ourselves into the unknown world of fundraising. Jenny Vannoy, for teaching classes that challenged me to step outside of my comfort zone, and for your kindness over the past 3 years. Karen Swanger, for all of the times you made me do things I said I wasn't capable of, for your selflessness, and for never giving up on me. I would also like to thank Tiffany Oster for always lending a helping hand as I frantically tried to finish a project or set-up for a lab. Lastly, I want to thank my mom; without your love and encouragement I would have never made it through. Thank you for listening to me over the phone as the tears rolled down my face and I told you I wanted to quit. Thank you for not letting me take the easy way out. Thank you for convincing me to persevere when I told you that I had never felt so intimidated by something in my entire life. Most of all, thank you for the fact that even if I didn't finish this, you'd love me anyway. By the way, you were right. Again.

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## PREFACE

A thesis can be a statement, it can also be a question, it can be a sculpture, or a research project. In the University Honors College the completion of the thesis project is a defining moment. It sets us apart from other students, it says, “I’m an Honors student, and I do more!” For me, whatever this project was had to have meaning and purpose. I wasn’t going to spend two terms of my college career working on something just to have it bound up and forgotten about. Fifty pages on a bookshelf and a PDF file in the online archives were not enough for me. The determination to do something tangible and significant created an overwhelming amount of stress for me. I struggled to settle on a topic from the time I was accepted into the University Honors College until October of my last year at OSU; thirty-four months of bouncing ideas around in my head and ultimately deciding that none of them would work. Waiting until the last minute has long been a specialty of mine, but for a project so intimidating and ambiguous, I was getting rather uncomfortable with the amount of time remaining to complete it. I had taken an Incomplete in HC 403 – Introduction to Thesis during Fall 2008, so by the end of the Fall 2009 term I needed to have my thesis proposal signed and turned in. In order to fully explain how I eventually settled on a topic I think it is important that I share some information about my past. The trials and experiences I had along the way not only brought me to my final decision, but they helped shape the person I am today.

In the interest of those who will read this to learn about the tangible aspect of my project, I will first discuss the process that Mary Cluskey and I went through as we jumped head first into the world of fundraising in a university setting. Compared to projects done by other students to complete their UHC coursework, mine has been rather



unconventional. I felt it would be inappropriate to present scientific research about fundraising strategies and how to most effectively encourage people to donate money to one's cause. This project did not follow the usual path of an OSU fundraising initiative, and I was not about to write a "usual" thesis.

The fundraising portion was a lot of process work: developing materials, connecting with people who might help us, and hoping like heck that someone would see the benefit of the project. Preferably someone with deeper pockets than our own. After getting as far as I could with that portion, and reaching some major personal milestones, I had to face the fact that, while I had reached my goal of a tangible and purposeful project, I really did have to have a bound document for the shelf and a PDF for the archives. Because the thought of completing my UHC coursework had become an all-consuming dread, I decided to turn the written portion of my thesis into something that would reflect my growth and the conquering of my fears over the course of my work. I made this decision in hopes that someone who is feeling the same way I felt might read about my journey and be encouraged to carry on. I will begin by defining what it is we set out to accomplish with the Milam Remodel Project and share the process we went through from January to June of 2010. After that I will delve into some of the experiences that made me the kind of person who fears confrontation and seeks approval. To conclude I will share how this project taught me to be proud of myself in spite of my faults and never to doubt my own capabilities.

# Raising Funds and Razing Fears:

Lessons in Life and Fundraising

## Part I - Raising Funds

## Milam Hall: My Second Home

Milam Hall is home to the Department of Nutrition and Exercise Sciences. While the Exercise and Sport Science students end up taking many of their lab based courses in Langton Hall and the Women's Building, Nutrition students become very familiar with the East end of the second floor of Milam Hall. This portion of the building is where you'll find the Foods Labs and the offices of Mary Cluskey, Jennifer Vannoy, and Ingrid Skoog, who teach the majority of nutrition courses for dietetics students and act as professional advisors to anyone graduating with the Dietetics Option. Whether going to see a teacher for office hours, attending a lab session, or simply studying in the hallway before class, we spend a lot of time in the East wing of Milam. It becomes so familiar, like a second home, that it's hard to imagine that many people on campus don't even know our Foods Labs exist. Anyone who has had an evening class in Milam has certainly smelled the results of our lab work wafting down the halls, they often look around with curiosity, wondering where the aroma originated. While many students don't even know these rooms exist, we hold them very dear. Each of the rooms has a purpose. Room 201 serves as a dining room, it also has several foods and nutrition related books to be used as reference material, and houses the only two computers on campus with the nutrition software used in our Quantity Food Production course. Room 203 is a Foods Lab, it has eight kitchen units along with one instructor's unit, it is used for the lab components of four nutrition courses: Science of Foods, Cultural Foods, Quantity Food Production, and Management of Food Systems. Room 205 is used for the Human Nutrition lab section for basic instruction and some food composition activities, OSU Extension also uses the room for recipe testing, and during the summer months it is used by OSU KidSpirit for

children's cooking classes. Room 207 doubles as a graduate student office and an ingredient and equipment storage area. With all of the downsizing and merging occurring in the university, we know that we are lucky to have as much space as we have. The problem is that our equipment is old. Really old. Apart from some of the sinks and ovens, the kitchen units have not been updated in at least fifty years. Students make do using rusty knives and bake pans, mismatched beaters, and scales with bent dials. It's not uncommon to see classmates bringing in their own knives to avoid using those that are available in Milam. The situation is not ideal, but we make the best of it. I have spent even more time in those kitchen units than most of my peers. In addition to the dietetics coursework, I spent two summers instructing classes for KidSpirit and then became the Foods Lab Assistant for the Nutrition program. As the Foods Lab Assistant I purchase ingredients for the lab sections and deal with some of the general upkeep of the lab spaces like running the dishwasher, organizing and separating ingredients for classes, and ensuring the kitchen units are stocked with the supplies they need. After spending so much time in those rooms I am able to see which items are still necessary and those which are obsolete. For example, each kitchen unit has eight drawers, two storage cupboards, and a large cupboard below the sink. While it must have made sense at one point in time, the classes have evolved and there is no longer a need for that much storage space. A conversion to stainless steel countertops with just one or two drawers would create a less cluttered and more sanitary environment for students to work in. This is just one way in which the lab spaces could be renovated to produce a more effective learning atmosphere for students in the Nutrition programs.

Now that you have a better picture of the situation in Milam Hall, I can introduce exactly what it is that my project set out to accomplish, and how the journey of creating a fundraising plan was also a journey in razing my fears.

## The Big Decision

I was sitting at my desk in Milam 207, probably going over a shopping list for the Science of Foods lab or absentmindedly checking my e-mail to kill some time. Mary Cluskey, my professor, thesis mentor, and boss, popped her head in door.

“Hey Kayla, why don’t we remodel the kitchens?” she suggested excitedly.

“You mean for my project? That would be so cool.” I said, intrigued.

“I want to meet with the Dean about it, but I think it would work as your thesis project.”

“Is that OK, can we just start planning a project like that?”

“Well, nobody else is going to do it, so why not?”

The conversation continued and we excitedly discussed all of the things we would change about the Milam Hall Foods Labs if money were no object.

## The Next Step

It was decided, my honors thesis project would be the development and evaluation of a campaign to raise money for the remodel of the lab spaces on the second floor of Milam Hall. Mary and I knew next to nothing about fundraising, but we knew that the rooms needed updating and that anyone who had stepped foot in them probably felt the same way. We were passionate and determined and ready to jump in with both feet. We came to find out that two terms was not quite enough time to develop a plan, put it into action, and evaluate it; we adapted as we learned. The first step was figuring out where to begin. I had no idea if I was even allowed to try raising money for the school, I figured there had to be an approval process or some hoops to jump through. Mary assured me that she would communicate with the necessary people and get the ball rolling. Before even knowing if our goal was realistic we began brainstorming ideas. Mary had heard of a fundraising project that used the same approach as a registry list for a wedding; people who wanted to help out would select a specific item to “give” and contribute the amount of money needed to purchase the item. We knew that one of our target donor groups was going to be recent graduates of the Nutrition programs. They might not have a lot of money to contribute, but the rundown state of the labs would be fresh in their minds, so we hoped they’d be willing to help in a small way. The registry list idea was perfect for people who felt close to the cause but didn’t have a huge amount to donate. They could select something as small as a knife or a few sets of measuring spoons, anything that they remembered needing improvement when they were in school. Because

social media is so popular right now we also discussed creating a Facebook page and a webpage for donating and tracking the campaign's progress.

While we knew we wanted to use the registry approach, we also knew that four classrooms wouldn't be remodeled solely on donations of knives and measuring cups. Where would the big donations come from? This was a topic to discuss with someone who knew more about fundraising. It was time to start the meetings and e-mails. At this point we were nearing the end of Fall Term; the start of January is when we would really get serious. Yet there was still the issue of my thesis proposal, it needed to be turned in by Friday of finals week. I met with Mary to discuss some of the details and find out if there were any particulars she felt I should include. After a few drafts and a call to the UHC office to verify that I hadn't missed the deadline, I had it finished. One year and three months after learning what a thesis proposal was and I finally completed my own. I like to think that I was just being patient until I had the perfect opportunity, but in reality I was afraid of such an ambiguous project. Before I left for Winter Break Mary informed me that she had scheduled a meeting with Tammy Bray, the Dean of the College of Health and Human Sciences to take place on January 11<sup>th</sup>. We discussed what we wanted to gain from that meeting and she asked me if I could start drafting documents for the campaign. I don't think that either one of us knew what to expect next, but we were ready to begin the adventure.



## It's Go Time

I didn't return to Corvallis until January 7<sup>th</sup>, which was Thursday of the first week of the term. I was admittedly lazy about settling back into my academic routine, until I received an e-mail from Mary on Monday, January 11<sup>th</sup> asking if I would be in Milam the following day because she needed to discuss my Honors Thesis. For some reason I felt panicked. *Had she met with the Dean? Was the project not going to work? Would I need to come up with something new?* It is truly amazing how many negative thoughts can run through a person's head in a matter of seconds.

As it turns out, Mary simply wanted to inform me that the Dean approved of what we were trying to do; she especially liked the idea that it was my project, coming from the bottom up. *Hooray!* It was really going to work and it was time to get busy. A week or so after Mary's meeting with the Dean and hearing the news that my project was approved, it was time for me to start meeting people too.

It was a Friday morning that I attended my first big project meeting. I vividly remember because I had to bring my yoga mat and a change of clothes along with me. Then, after staying at the meeting five minutes longer than I intended to, I politely excused myself and had to change in the Women's Building restroom; there are multiple signs that clearly state that the bathroom is not to be used for changing, there is a locker room downstairs for that use.

While I felt quite disobedient, breaking the bathroom rule was not the only memorable portion of that day. I was very intimidated by the situation. We sat at an oblong table, Mary was across from me, Dean Tammy Bray was to my right at the head

of the table, Marie Jennings, Director of Development for the College of Health and Human Sciences was opposite Tammy, and Pat Newport, Director of Marketing and Advancement was seated next to Mary. There I was, a twenty year old student with an embarrassingly plain and very rough draft of a brochure (Appendix A), trying to explain to these women my goal of seeing the Milam Foods Labs remodeled. Thankfully Mary was there to help guide the conversation and offer her input. I don't know if Mary knew how scared I was of the whole project and the process we had to go through. I was terrified. The women we met with knew so much more than I did about the fundraising process, I'd be surprised if they didn't think I was mildly crazy. By the end of the meeting they established that Mary and I should develop a case statement for the campaign; just as the name implies, this was a document that would convey our case to potential donors, outlining our purpose and goals in an effort to gain support (Appendix B). I can't speak for Mary, but I know that I left the meeting somewhat confused about what to do next. Luckily, Marie Jennings and Pat Newport had suggested that the four of us meet again to further develop our plan and give them a better idea of our vision, they also hoped to see a case statement draft as soon as possible.

The next meeting took place in Milam so that we could show Marie and Pat the lab spaces. We toured the rooms and Pat took several pictures to be used in campaign materials. Following the tour we moved to Mary's office to discuss with Marie and Pat what the nutrition programs are about and the types of jobs that graduates might hold after school. Once they had a clearer picture of what nutrition professionals do in the real world they were able to give us advice about how we should go about fundraising. After discussing a few potential donors that they were already aware of, and encouraging Mary

and I to continue working on the case statement, the meeting came to a close. Marie scheduled a follow-up meeting with us so that she could learn more about the Dietetics program. It would be our main focus for donors because it has been known to be a tight knit group of people, a “club” as Marie called it, and because it was the area that both Mary and I had the strongest ties to.

Before that next meeting more drafts of the case statement were developed and sent to Marie for her to review prior to seeing Mary and I again. We met with Marie to further discuss the Dietetics program and identify the specific people and groups we would target for donations. It had already been established that we had three main areas to look for support: current students and very recent alumni, semi-recent alumni, and older alumni. There were several on- and off-campus events that we talked about using as outlets for sharing our cause. Three of our main efforts would be the Oregon Dietetic Association Annual Conference, a visit from Bob Moore of Bob’s Red Mill, and the OSU alumni event, Golden Jubilee. Apart from the live events we debated a calling campaign, mailed documents, and web pages. We decided that Mary would focus on the older alumni and Jenny on the semi-recent, leaving the youngest age group for me. Seeing as the current students and very recent alumni were my central focus, I would design a webpage (Appendix C) and Facebook page (Appendix D) that could be used to connect people and increase the awareness of our project. I had almost no knowledge of how to create a webpage, but on a university campus there are resources for just about everything. I was convinced that I could make it happen somehow, yet still very overwhelmed at the thought of taking on responsibilities with no roadmap as to how I would accomplish them.

Once we laid out a rough plan of how we were going to approach the campaign there was a slight lull in the meetings. I began drafting campaign documents and used the case statement to identify exactly what we wanted to do to the lab spaces. I spent a few hours online looking up the equipment and supplies that would be needed to bring Milam up-to-date, and then consulted with Mary to verify that I was heading in the right direction. My itemized list became the first draft of our Milam Remodel Registry List (Appendix E). Tiffany Oster, Mary's Assistant, took measurements of the areas we hoped to change and created a rough floor plan with Mary so that we had something to show contractors. As the term progressed, so did the campaign. Dean Tammy Bray gave Mary the go-ahead to meet with Greg Strombeck, OSU Construction Manager, to go over our goals and get a cost estimate. Based on our rough estimates from the Registry List we had initially stated that we were seeking \$200,000 for our efforts and that the Dean would be supporting us with a challenge grant.

Like most construction jobs, progression was slow. We were never able to see an actual sketch from a contractor, and we were told that it would cost much more than we had initially forecasted. Despite the slow development on the design side, we continued enthusiastically with our fundraising efforts. The first test would be at the annual conference of the Oregon Dietetic Association.

## Take a Packet, and a Pin!

Our reasoning behind getting a booth at the annual conference of the Oregon Dietetic Association was to raise awareness about the project and connect with alumni who might be willing to donate to the cause. I had developed a short questionnaire for alumni to fill out; the intention was to post their responses to the OSU Food, Nutrition, and Dietetics Graduates Facebook page as a way to network and share stories about the programs.

The evening before the Oregon Dietetic Association is one I remember fondly. Pat Newport had prepared several photos and some text about the campaign to be placed on a large display board that she was lending us for the ODA conference. We made several copies of the questionnaire, case statement, and the registry list to be distributed at the conference (Appendix F). Marie Jennings had informed us that we shouldn't let anyone leave our booth with the ball in their court. The ball needed to be in our court. To help address this issue we developed a list of ways to contribute to our cause, with the last option simply being to leave us with basic contact information so that we could follow up. Tiffany and I took time choosing which colors would be best for each of the documents while Mary gathered OSU paraphernalia to hand out with our packets of information. Because Mary would be arriving late to the conference it would be my responsibility to set-up and tend to the booth. I didn't know what to expect but Mary kept encouraging me to engage anyone who walked by and tell them about the project. *Yikes, that sounds scary.* I made my way home that evening laughing out loud as I carried the

gigantic bag with the display board in it. The size of it was comparable to that of a dining room table top.

I woke up later than I had hoped on the morning of the conference. I frantically gathered my belongings and printed directions to the hotel in Wilsonville where it was to be held. Thankfully I didn't forget any of the items for our booth. I successfully set it up next to the OSU Student Dietetic Association's poster. They were also working on a fundraiser: selling aprons they had worked together to sew. During much of the conference there are breakout sessions for the guests to attend, it was during the breaks that we would be trying to connect with alumni. I must admit, this event really let Mary shine. She was not afraid to flag people over and tell them what we were trying to accomplish. She introduced me to several OSU alumni and made sure all of the visitors to our booth left with a packet of information and an OSU pin or pencil. Due to the fast pace of the event we didn't end up with many returned questionnaires for sharing stories on the Facebook page, but we did distribute all of the copies of the registry list and case statement. I was very encouraged by the responses we received. Nobody seemed put-off by the fact that we were trying to raise money; it helped me realize that if you have a worthy cause you shouldn't be embarrassed or ashamed of asking others to support it.

After the ODA conference was over we shifted gears to focus on our next event: Bob Moore's visit to OSU.

## The Bob Show

Bob Moore, the founder of Bob's Red Mill and an enthusiast of health and whole grains, would be visiting OSU on May 20<sup>th</sup>, 2010. The main reason for his visit was to give a lecture about entrepreneurship at the LaSells Stewart Center. Fortunately the College of Health and Human Sciences was able to arrange for Bob to take an hour to visit with the Student Dietetic Association as well. The preparation for Bob's visit was a collaborative effort between many people and would not have been a success without each and every one of their roles. Because this was the point in my project where I reached my biggest milestone I have written it in a slightly different style than the previous portions of this reflection. I wanted to fully describe the experience and capture the emotions I felt over the course of the day of Bob's visit.

## Now or Never

*Measure twice, cut once.* I sat in the Milam copy room impatiently measuring out pieces of construction paper and cautiously slicing them. I glanced up at the clock, it read 3:00 pm. *Don't panic. How long could it possibly take to glue some pieces of paper together and then arrange them on a poster-board?* Apparently too long.

Seeing that I was hurriedly attempting to complete my thesis poster before Bob's arrival, Mary suggested that I simply leave my poster on the table unfinished, then as we passed the poster during our tour I could nonchalantly incorporate my fundraising project into the conversation. If all went to plan, Bob would latch on to the fact that I was doing

something to help my community and future Dietetics students, then he would generously offer up a donation to help achieve our remodel goals.

Fast forward 15 minutes. Bob arrives.

We assemble in room 205 around platters of Berry Date Bars prepared with a few of his products and the berries we received from the Oregon Berry Commission. Jenny and Peter asserted themselves as the servers. No coffee or tea for Bob, a cup of ice water would be perfect. As we eventually settle in Mary begins the discussion by sharing a bit of the reasoning for the gathering, she has the attendants introduce themselves, then gives Amber the floor. Amber Richmond, the current Student Dietetic Association President shares some of the SDA's activities with Bob; volunteering at a youth shelter, growing produce for the local food bank, promoting nutrition across campus, etc. Next, Mary informs him of the recent demand for assistance with modifying recipes, creating recipes using Oregon berries, and conducting nutrient analyses. The flow seemed somewhat strained, perhaps it was just me because I knew what was coming. True to form of an elderly man with a self-made fortune, Bob had plenty to talk about. Eventually someone suggested we begin our tour because our time with Bob was quickly dwindling.

*Well, here goes nothing.*

I began by explaining what room 205 was used for.

“The room we are in now is used for the basic Human Nutrition Lab taken by all Nutrition and Exercise Sciences majors, it is also used by members of the OSU community other than Nutrition students. OSU Extension uses it to test the recipes they



post on their website. OSU KidSpirit, a youth camp, uses it in the summer to teach healthy cooking classes for children.”

“Now tell me about the kids’ cooking classes,” Bob requested.

“Well, there are anywhere from 8-15 kids participating at once, they are grouped by age, so there are classes of 3<sup>rd</sup>-5<sup>th</sup> graders and 6<sup>th</sup>-8<sup>th</sup> graders. They learn about basic food preparation and healthy cooking skills.”

“Well, when you say ‘healthy’, what do you mean?”

*Shoot, I knew I shouldn't have used that word. Anyone who has made it to their senior year as Dietetics major knows that saying “healthy” will provoke any decent professor to question your definition of the word.*

I responded, hopefully not defensively, “What I mean is that the kids are taught about basic nutrition and how to improve the quality of the foods they eat. They do things like add mystery vegetable purees to foods to increase the nutrients, and then the students have to guess what they put in. Some of those recipes were French toast with carrot puree in the egg wash, or an egg white scramble with pureed cauliflower. They also experiment with various ingredient substitutions in traditional recipes, like adding rice or oats to ground beef for fiber and increasing the number of burgers that can be made.”

Bob expressed matter-of-factly, “OK, well you need to be careful when you use the words substitution and experiment, because that’s really not scientific. There are lots of great resources available for healthy whole grain cooking; you don’t need to reinvent the wheel. You can’t take grandma’s famous biscuit recipe and make it with all whole

wheat flour expecting it to taste the same. It will come out like a rock. At the Mill we have people working on recipes that taste wonderful but are made with whole grains. You really can't make something with whole grains that tastes just like grandma's famous biscuits, but we have a whole grain biscuit mix that is delicious. When you just take a recipe and change the ingredients you aren't actually doing anything scientific."

"You're right." I acknowledged, "They are just simple kitchen experiments. We try to show them that some changes will work and some won't, you can't just change whatever you want because it will make the item better nutritionally, there's a science and an art to it."

There was an uncomfortable pause before I suggested that we proceed.

"Shall we all move on to the rest of the tour?"

"Yes, yes let's go."

"This is our storage room and pantry. The majority of our equipment is in here and along the back wall is a walk-in pantry with our dry-ingredients."

"Wow, these things are antiques. This stuff is very old."

"Oh my, it sure is." Chimed in Nancy, Bob's Assistant

"Yes, we have many items in here that likely haven't been used since the 1950's. This room also functions as a graduate student office and my office as the Foods Lab Assistant, we make the best out of what we have."

"Did you catch our broken freezer full of Bob's products?" Mary inquired.

“Oh, I didn’t.” I exclaimed, turning to Bob and opening the freezer, “This is our semi-functioning freezer; the door won’t close properly so it has a bit of a frost problem. But you can see we have many of your grain products in here. Bob’s is the only brand that makes several of the products we use when learning about the various types of whole grain.”

“I see lots of Bulgur wheat, looks like you guys really like that. What’s this here, white rice flour?” Bob said as he examined the contents of the frost-filled freezer.

“Yes, that white rice flour was left over because we used brown rice flour in our recipes instead”

“I was going to say, if you’re trying to make healthy foods there’s no use in buying white rice flour.” Replied Bob skeptically.

“Right, I think that’s why it’s still in here, nobody wanted to use it.” I said, trying to reassure him that we too are dedicated to health.

While I may have maintained composure, on the inside I was saying, *there goes slip-up #2. Is he testing me? Nobody else got grilled with questions about health or scolded for having a non-whole grain flour.* I tried to carry-on gracefully. *I just need to get through the tour.* It would all be over soon. I hurriedly ushered everyone across the hall to 203 because our time with Bob was passing quickly.

My poster sat abandoned on the center table, I had planned to casually bring it up as we walked by, but it simply did not fit into my short explanation of what room 203

was used for. I'll admit that by that time I just wanted to be done with my portion of event, so I again instructed everyone to move to the next room.

Two violins sat on the table, it was time for Amy to take over.

"Oh, I wasn't expecting this." Bob said tentatively.

"Would you like to play?" Amy asked excitedly.

"Not really." He expressed with slight annoyance, "You could play for us."

We all cringed.

"I can't, it's a duet." She stated

"You kind of put me on the spot. I guess I did the same when you came to the Mill."

Bob soon gave in; they each picked up a violin and began to play. As the song came to a close, Marie appeared behind me and whispered, "Don't forget to show him your poster."

*Right, that won't be awkward, "Oh, hey Bob... umm... just thought you might want to check out this poster I'm making. It's for my Honors Thesis project. I want to raise money to remodel these rooms we're in right now. Wouldn't that be neat?"*

*Ha! I'm so sure.* I might be OK with asking my dad for grocery money, but essentially telling a man I just met that I would love for him to contribute some cash to my senior project? Yeah right!

Tony made a few short statements and it was clear that Bob's time with us was ending. Marie must have realized that the poster plan just wasn't going to play out – not because she knew I was mortified by the thought of it – but because the crowd was already moving towards the hallway. She approached me again, this time to say, in a hushed voice, “You're going to walk with us.”

“What? Really?” I questioned.

I don't know whether she read the fear on my face or heard it in my voice, but something prompted her to say reassuringly, “Just pretend that he's your grandpa and you're telling him about a project you're working on.”

*My grandpa is hard of hearing, should I shout at Bob like I would my grandpa?*

The last time I discussed school with him was Grandparents Day when I was in second grade. At that time my projects consisted of Hand-Turkeys and Paper Bag Vests, not kitchen renovations costing several hundred-thousand dollars. I think telling me to pretend I was talking to Bill Gates might have been more effective. Nonetheless, Marie wasn't going to leave Milam without me in tow.

“Are you sure?” I asked for what may have been the fifth time in two minutes. “How am I supposed to bring it up?” I said, still absolutely flabbergasted as to how I would fit my plea into the conversation.

“It'll be fine, you'll do great. Just say you want to tell him about something you're working on, then explain it to him.”

“OK.” I mumbled hesitantly.

*This is it. Holy smokes, I'm seriously about to do this? How on earth did I get myself into this situation?*

My mind raced with a flurry of emotions. Nervous that things wouldn't flow smoothly, anxious for it to be over, terrified about the fact that I was about to essentially ask someone to give me money. This would have been the perfect time for a motivational speech, or a Nike advertisement. *Just do it.*

Most of the group stayed behind. Bob, his assistant Nancy, his Marketing Director, Tony Wilcox, Marie Jennings, and myself continued on. The walk was from Milam to Weatherford, surely that would be enough time for me to rustle up the gumption to say something to Bob. As we began to make our way, Tony was conversing with Bob and his two employees. Marie was silently willing me to speak up, and I was trying to keep myself from running away. We approached a flight of stairs and the arrangement of our group changed somehow. Suddenly Tony, Marie, and the two others were on the stairs, but Bob and I had yet to begin our descent. I noticed that he was looking at the ceiling, following what I thought to be his line of sight, my eyes settled on a water stain coming through from the floor above.

*He sees how weathered our building is! This is my chance!*

"Are you noticing the water stains and how old our building is?" I asked, trying to conceal my purpose

"No, I was looking at the sprinkler system." Bob informed me.

"Oh, OK..." I trailed off.

“When I had my first mill I needed to put in a sprinkler system but I couldn’t afford it. The mill caught fire and burned down while there were plans for a sprinkler system on my desk.”

*Well, that didn’t work out quite how I hoped.*

“That’s awful!” I exclaimed. I couldn’t let the chance pass me by, so I continued by saying, “I thought you must be looking at all of the wear and tear in this old building.”

“Oh no, I love old stuff.” He expressed.

*I can’t believe I’m about to say this, it is such a long shot.*

“Well you know, we love our old stuff too, but the problem is that it just doesn’t all work how we’d like it to. I’m actually working on a project to remodel our rooms so that they are more effective.”

“What do you mean?”

“I am a student in the University Honors College, and as part of our undergraduate coursework we have to complete a Thesis Project. I didn’t want to do something research based because I wanted more tangible results, so I decided to work on bringing those lab space up-to-date.”

“What’s wrong with the way they are now?”

“Well it’s not that we don’t appreciate our rich history and antique items, but the Dietetic profession is really advancing and we just aren’t keeping up. There are a lot of things we don’t have that would help to make our graduates more competitive and would allow us to teach more applicable skills.”

“What kinds of things do you need?”

“There are all sorts of items we’d like to have. Software programs and more computers, more accurate scales, really an overall update of the space we have. We don’t need all of the storage, and we would love to have areas for nutrition presentations and for practicing counseling sessions.”

“Why don’t you just buy them?” He inquired.

“We would, but there isn’t any money for us to use.”

“I see.” He said thoughtfully.

*Oh my goodness, is this actually working? No way!*

I held my breath as he began to speak, “What if you put together a list of this stuff and you e-mailed it to me? Maybe we could figure out a way to help you out.”

“Of course, I can definitely get you a list like that! As part of my project I actually developed a registry list with items for people to donate, kind of like what you’d pick a wedding gift from.”

“Oh yes, yes I know what you mean, I’ve been to plenty of weddings.”

“The idea is that people who don’t have much to donate, like recent graduates who haven’t established their career, can choose an item that’s meaningful to them and contribute to our cause.”

“That sounds good, but you’ll need to cater the list more to someone in my situation. I wouldn’t just be giving a knife.”

*I can’t believe this is happening!*

“Right, I understand what you’re saying, I’d be happy to put something together and send it to you.”

He pulled out his wallet and fished out a business card.



“Just send it to that address, my assistant will get it and then she’ll give it to me.”

“Perfect, thank you so much!”

By this time we were across the street from the main entrance of the Women’s Building, a little over halfway and I had already accomplished my goal! I couldn’t believe how smoothly it had gone. We continued to talk as we made our way to Weatherford. Bob asked me about my plans for after graduation, I told him about the nutrition education program I would be assisting with and he expressed his joy in the fact that I was trying to positively impact the health of others. By the time we arrived at our destination I felt at ease. Not for long. We thanked Bob for coming and began to say our goodbyes. Then, out of nowhere, Marie procured an OSU Foundations folder. She handed it to Bob as she said, “Kayla wanted me to give this to you. These are some of the documents from her senior thesis.”

*What? I definitely did not know about this part of the process!*

Bob opened the folder to see figures as large as \$300,000 staring back at him.

“This is a little more than what she was just talking about.” He said questioningly.

“Well, this is all her, it’s what she has developed for her project.” Marie insisted.

*This sure is uncomfortable.*

“Right, this is the registry list I was talking about, there’s just a really wide range of what people can give.”

The next few comments are a blur, but I know that the conversation ended with Bob shaking my hand and saying, “It was very nice to meet you Kayla, make sure you follow up with that e-mail.”

“Of course I will. Thank you so much!” I exclaimed.

Bob, his assistant Nancy, and Tony all made their way down the hall. Bob's Marketing Director stayed back with Marie and I. "I was wondering when that was coming." He stated. The three of us laughed at how easily he had figured out the real reason we invited Bob to visit. We all exchanged handshakes and farewells, then as I turned to leave he patted me on a shoulder and said sincerely, "Good job, you did well."

*I DID IT!*

When I returned to Milam I knocked excitedly on Mary's office door. Tiffany opened it and there I was, grinning from ear to ear with Bob's business card extended in front of me. "Success!" I shouted. I quickly sat down to recount the story to Mary and Tiffany, pausing frequently to catch my breath. As I finished describing the walk to Weatherford we all laughed about how terrified I had been before it began. I was overflowing with joy, so proud of myself for doing something I never dreamed I'd have the courage to do. I thanked Mary and Tiffany for their help and then made my way home. I felt so exhilarated; I wanted to share my story with everyone. The smile didn't leave my face for at least the next hour, and I found myself letting giggles escape my mouth for no reason.

## Part II - Razing Fears

## I Want to Quit

*I have to do this, how could I not? Who would I be if I gave up?*

I am Kayla Staggs, and I am not a quitter. I always finish my plate, I always stay until a job is done, and I absolutely always get projects turned in on time. I often cry myself through writing the last paragraph or gluing on the final touch, but I don't miss the deadline. I didn't quit basketball after I scored for the other team. I've rarely even formally quit a job; I just go "on call" instead. Some people quit the things they aren't good at, and that's OK. As the saying goes, "To each, his own." Quitting just is not something I do.

Perhaps I don't quit because I don't usually try things I won't be good at. Sure, that could be considered just as much of a problem as being a quitter. In fact, I wholeheartedly admit that it's a problem, but it's gotten me this far and I've been fairly successful. I don't know exactly how it started, but as long as I can remember I've felt very strongly against doing things I don't think I'll be good at. Though there are a few exceptions to my rule. If it's something that I can practice in private until I've tweaked and tinkered my way to a socially acceptable level of skill, I might be up for the challenge. Nintendo Gameboy is perfect for this. I'm getting sidetracked. The point is I knew I needed to complete my honors thesis project; I'd known since the start, even during the five times I told my mom that I've never wanted to give up on something more in my entire life.

It shouldn't have been this hard for me to finish. I had put in all of the work, now it was really just the details. Yet for some reason I felt an overwhelming sense of dismay

every time I thought about it. Up until this point I never thought that being a member of the University Honors College made school that much more difficult. The small class sizes and increased interaction with professors hadn't once intimidated me. What really scared me were the other students. They were on an entirely different intellectual level than I was. I remember freshman year being able to tell within the first week of my 300-level honors English course that the students were serious; they definitely didn't use SparkNotes in high school, they read all of their books. Who am I kidding? They probably read them twice. But I suppose none of that matters now, this was my project and my degree that was on the line.

I've always created overwhelming situations for myself. I can apply the saying, "my eyes were too big for my plate" to almost every aspect of my life. Asking for help would have been the logical first step in a situation like this. But honestly, who does that? Quitting and asking for help are my archnemeses. If I were a superhero, those are the things that would obliterate my powers upon first contact. Think Superman and Kryptonite. Since asking for help simply was not an option I let the fear fester and slowly break down my determination to graduate with that lovely maroon UHC stole and goofy velvet hat.

*I'm totally OK with wearing that square polyester hat that all of my friends will be wearing.*

Yeah right! Ask any of my closest friends, they'll tell you I've been waiting to show off my Honors College Regalia since the day I learned about free printing in the SLUG (Students Learning Under Ground, the UHC study lounge, those Honors folks are

clever!). So I tossed ideas around in my head, I debated my options and continued to tell myself that I wouldn't be very disappointed if I didn't meet the UHC thesis requirement. I wanted to take the easy way out. I wanted to be like all of my friends and enjoy my final term of college. I'd been a good student since kindergarten; it was beginning to wear on my happiness and motivation.

Time was drawing short and a decision needed to be made. I sought guidance from one of my close friends, he always has my best interests in mind and isn't afraid to tell me what I don't want to hear.

“But I mean you don't *have* to do it.” He said almost confusedly, as if he really meant, *you're a lunatic why on earth would you put in more effort than absolutely necessary?*

“Well, yeah. I guess you're right. But... my mom told me I'd be upset if I don't go through with it.”

“You're twenty years old. It's not her project.”

“Well, she's probably right. My mom is always right. I think she has a crystal ball.”

“All I'm saying is that I don't think you should do something just to make other people happy. If it's really as hard as you're saying, why put yourself through the misery?”

“I know, I get that, but I probably *would* regret it. Not so much that I took all of the honors courses, but mostly that I talked about it so much, I made it such a big part of myself, and then to just let it go? I’d look like a fool.”

“Kayla, I don’t think you understand the concept of doing something because it makes you happy.”

“Of course I do! If I get to wear that special hat at graduation I will be happy. Therefore I’m doing my thesis to make me happy.”

“You’re doing that because impressing other people makes you happy.”

“Hmm, you might be right. That habit is going to take a long time to ditch. I don’t feel like starting now.”

After that conversation I thought very hard about what I wanted for myself. He made some valid points, but in the end I knew what I had to do. Like I said, I am not a quitter. Even if it meant several sleepless nights and a steady feeling of self-doubt, I would have at least fifty pages to hand in on June 4<sup>th</sup>, and when June 12<sup>th</sup> arrived I would be proudly wearing a maroon stole and one of those silly velvet hats.

My mom told me I should do it. Moms are always right. Everybody knows that.

## Lesson Learned

Like any other assignment I have ever been faced with, it wasn't quite as bad once I actually started writing. It was horrible for awhile, but not as horrible as the daunting feeling that hung inside me for the duration of Winter and Spring terms. I don't know what exactly I was so terrified of; mostly I felt inadequate, that the caliber of my work just didn't compare to that of other UHC students. Because of those feelings I didn't want to start writing, I wanted to give up and coast to the end of the year with only the responsibilities of a normal senior in my program. For many nights I questioned why I took on the challenge, why did I have to prove my ability to be an Honors Associate? My friends aren't in the Honors College and I still think many of them are wonderful students.

In the end, it wasn't just about the prestige of an Honors Baccalaureate degree. Following through and completing my thesis project taught me to believe in myself. There were times when I sincerely thought I would never complete it. The process of working with Mary and designing the campaign wasn't what made it so challenging, it was simply that I didn't feel my work was worthy of the honors thesis title. The self-doubt kept me from writing, and the fact that I hadn't written anything simply made my fears grow. The intention of the UHC in having students complete a thesis project is that we learn to follow through and synthesize the knowledge we've gained over four years. As my project nears completion I no longer have doubts about its worth. I feel I've learned exactly the lessons that the Honors College intended for me to learn.



## High Hopes

I hope that Milam gets remodeled. I hope that future students have rust-free knives and digital scales. I hope that I can return to OSU, walk up those East stairs in Milam like I have done a thousand times, and see that I made a difference. I would like to know that because of the work I put in, a student in the OSU Dietetics program gets placed in a Dietetic Internship and goes on to save a malnourished child or help a diabetic learn to manage their disease. If Bob's first mill had not burned down when his plans for a sprinkler system were on his desk, would he have looked up to inspect the Milam Hall sprinkler system and created the opportunity for me to broach the topic of my UHC Thesis project? Maybe so, but probably not. An event that was so tragic for him, years later, created an opportunity for me to reach a huge milestone. So while I hope all of those things for the future of Milam Hall, I also hope that somebody reads this. Not someone from my committee or a member of the UHC staff, but a student who is struggling with their own obstacle. By documenting the stress and tears I endured, but showing that it all worked out in the end, I hope that someone else will find strength and motivation. I hope they see that it was all in my head. The misery that I thought would never end was simply a result of my own fears. I feared ambiguity, I feared failure, I feared confrontation, and most of all I feared that I wouldn't live up to the standards of those around me. I often chastised myself for turning this project into such a huge roadblock when other students seem to breeze right through it. In the end I came to realize that it's OK. Some people are not overwhelmed by composing fifty pages of written work, but I am. Everybody has their own strengths and weaknesses; I can cook

better than most of my friends and I have never lost a game of Cranium, so I can accept that the thought of writing fifty pages make me tear up.

As I near the end of this reflection I'm wondering if I'll cry at my defense on Friday. One of the UHC staff members told me that she's only heard of one person crying at their defense. I think I'll probably bring that number to two. Crying doesn't have a negative connotation for me, maybe because I do it so frequently. Perhaps it's a result of the consistent sleep deprivation. Maybe some sort of chemical imbalance brought on by too much caffeine, too few hours of sleep, and a roller coaster of emotions.

Regardless of the presence or lack of tears on Friday, June 4<sup>th</sup>, I know that I'll end the day feeling more proud of myself than I ever have before. I learned many lessons along the way, but perhaps most importantly I proved to myself that I can accomplish things I never thought possible. It may have taken me until the final day of my senior year to figure it out, but I suppose I wouldn't expect anything less of myself. Like I said earlier, even if it takes me until the last minute, I never miss a deadline.

## APPENDICES

# Appendix A

## Brochure Draft

**(About)**

The Milam kitchen labs are used by Oregon State University students in the Department of Nutrition to explore everything from stiffening egg whites to large quantity meal production. There are three different courses that make use of these facilities, along with campus and community programs like OSU Extension and OSU KidSpirit, a youth camp run through the College of Health and Human Sciences. Because of heavy use and infrequent updating, the rooms and equipment....

**Taking care of life**

College of Health and Human Sciences  
Oregon State University  
Corvallis, Oregon

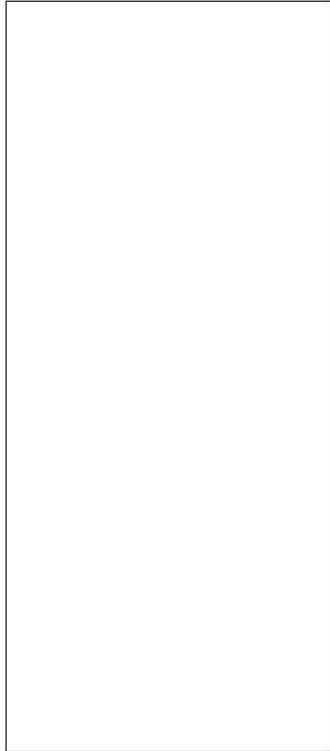
We're stirring up ideas for a healthier tomorrow...



An Oregon State University cooking class ca. 1900

...how can you add to the pot?

(Brochure Outside)



(Brochure Inside)

## Appendix B

### Milam Remodel Case Statement

## **Campaign: Stirring Up Ideas for a Healthier Tomorrow**

### **Our Challenge**

Recent studies reveal that rising childhood obesity rates will cut the average US life expectancy by 2 to 5 years in the coming decades. There is an increasing need for professionals who communicate to the public with accurate, evidence based information regarding nutrition and healthy eating and cooking. We are at the forefront of preparing front-line professionals in food and nutrition. Oregon State University has long been producing distinguished graduates in the areas of food, nutrition, and dietetics. As you are probably aware, OSU can boast of many graduate outcomes, successful job placements and careers, higher than national Registered Dietician exam pass rates, and graduates with leadership positions in professional organizations at both the state and national level. Our history in teaching and research excellence in foods and nutrition is known all over the state. The students of the OSU College of Health and Human Sciences have a spirit and passion for serving others that is recognizable in their countless hours of volunteer work and pursuit of careers that are selfless in nature and focus on improving the lives of others.

We have outstanding faculty who can provide curriculum that moves us into the future, but we need improved spaces and updated equipment to teach the applied curriculum: translating nutrition science into foods, meals, counseling, and nutrition education programs. In order to make Oregon State University a viable program that produces competent and competitive graduates our second floor spaces are in desperate need of modernization. Outdated rooms and equipment leave students asking, "Where did you get this stuff?" One 20+ year alumnus attended a reception in Milam Hall and told us, "I used to clean these labs, they look exactly the same as they did then."

Being part of the College of Health and Human Sciences, and within the department of Nutrition and Exercise Sciences, many changes have occurred within the Food, Nutrition, and Dietetics programs. We will begin our first class of dietetic interns in the fall of 2010, achieving a goal that the program has strived to achieve for fifteen years. As we move forward to the reaccreditation of the Dietetics undergraduate program, we will be entering our 82<sup>nd</sup> year. We value the pride that the alumni from this program have consistently shown. Like you, we are proud of the recognition our program receives and feel that maintaining our strong image benefits us all.

Our look is disappointing compared to our surrounding and/or related buildings, including the Kelley Engineering Building and soon-to-be Linus Pauling and Hallie Ford Centers. The appearance of our facilities does not reflect the distinction we believe we hold among nutrition and dietetics programs. Remodeling our spaces will accommodate growth, modernize our instructional capacity, and create a more impressive appearance. We are an integral part of nutrition on this campus, with faculty and student collaboration and involvement at the Student Health Center, Bates Hall Child Center, Housing and Dining, Extension Services, Campus Wellness at Dixon Recreational Center, and Linus Pauling and Milam research activities. Projects requesting cooking instruction, meal planning and the development of healthy recipes come up regularly. All of this activity allows us to produce cutting edge graduates. Our current facilities hinder our ability to do more.

We are fortunate on Milam second floor to have large spaces, but the current usage is not efficient. Remodeling four rooms will allow us to:

1. Create foods labs with better functionality
2. Develop a state-of-the-art area for nutrition education presentations
3. Develop an area for nutrition assessment instruction and teaching students one-on-one counseling techniques
4. Create a computer lab for use in research projects and teaching of nutrition and dietetics using various computer technologies.
5. Create a way to showcase our rich history within food and nutrition at OSU, and throughout the state.

#### **What We Need**

We are seeking \$200,000.00 for this effort. The Dean strongly supports our initiative and is offering us a challenge grant.



## Appendix C

### Website Pages

OSU Oregon State University OSU Home | Calendar | Find Someone | A-Z Index | Map

College of Health & Human Sciences | Taking Care of Life

[OSU Home](#) > [Health & Human Sciences](#) > [Food Lab Renovation Project](#)

**Food Lab Renovation Project**

- > What Are We Cooking?
- > How Do I Add to the Pot?
- > Progress Apple
- > What's Cooking at NGS?

**About the College**

- Departments and Degrees
- Centers and Outreach Programs
- News & Events

**Undergraduate Students**

- Graduate Students
- Faculty & Staff
- Faculty Resources
- Alumni, Donors & Friends

**Research & Publications**

**Contact HHS**

→

## Food Lab Renovation Project

**SUPPORT THE**  
Food Lab Renovation Project

\$50








**Does this look familiar? Our vintage lab has served us well but it needs your help.**

From a rich past comes a promising future. Alumni are important to us. Keep up to date with other alumni!

 [OSU Food, Nutrition, and Dietetics Graduates Facebook](#)

College of Health and Human Sciences, Oregon State University  
 123 Womens Building, Corvallis, OR 97331  
 541-737-3220 (administration) 541-737-4230 (administration fax)  
 541-737-8900 (advising) 888-219-4513 (advising toll free)  
 Contact us with your comments and questions  
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<http://www.hhs.oregonstate.edu/foodlab>

# Health & Human Sciences | Taking Care of Life

[OSU Home](#) » [Health & Human Sciences](#) » [Food Lab Renovation Project](#) » [What Are We Cooking?](#)

**Food Lab Renovation Project**

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- > [How Do I Add to the Pot?](#)
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## What Are We Cooking?

**Our Challenge**

You probably all remember what we look like as we have not changed much. While we have plenty of space in the Milam Hall 2nd floor, the space use is not efficient or up-to date. We would like to remodel four rooms on the second floor to modernize and maximize our ability to provide applied instruction in food and nutrition. Here's what's cooking:

- Create foods labs with better functionality:
  - Better units with more counters, a large center table and fewer drawers, new equipment, lowered ceilings, and storage within the lab room
- Develop state-of-the-art area for nutrition education presentations
  - Permanent seating for group educational and classroom use with a demo counter and updated audio visual equipment in front with a few newer cooking units in the back, lowered ceilings
- An assessment laboratory and demonstration area with
  - Smaller rooms and equipment to demonstrate and practice nutrition assessment and counseling, and collect anthropometrics
- A computer lab and library area with five stations for
  - Participating in research projects and using various food and nutrition computer technologies and software.
- Modify the dining room to
  - Improve seating and storage of dishware and build cabinetry to showcase our rich history with food and nutrition at OSU

We are seeking \$200,000.00 for this effort. The Dean strongly supports our initiative and is offering us a challenge grant.



<http://www.hhs.oregonstate.edu/foodlab/what-are-we-cooking>

# Health & Human Sciences | Taking Care of Life

[OSU Home](#) » [Health & Human Sciences](#) » [Food Lab Renovation Project](#) » How Do I Add to the Pot?

**Food Lab Renovation Project**

- > [What Are We Cooking?](#)
- > [How Do I Add to the Pot?](#)
- > [Programs Apply](#)
- > [What's Cooking at NEST?](#)

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→

## How Do I Add to the Pot?

You know what it is like to supply a kitchen; these are just some of the ways that your money might be spent... Donors can contribute to the following donation categories, and will be recognized as such on a plaque.

### The Basics

- Full sets large measuring cups @ \$25
- Measuring spoons, spatulas and strainers @ \$25
- Stockpot @ \$25
- Knives @ \$25
- Rubber scrapers @ \$25
- Large food scales @ \$25
- Miscellaneous pots and pans @ \$25-\$50
- Glass baking dishes @ \$25
- Small food scales @ \$30
- Table clothes @ \$30
- Chair @ \$50
- Locker unit @ \$50
- Assessment Equipment @ \$50

### The Gadgets

- Chafing dish @ \$55
- Knife set @ \$60
- Dining chair @ \$80
- Conference chair @ \$80
- The Polish
- Desk Chair @ \$100
- Printer @ \$100
- Stainless steel cookware @ \$150
- Desk @ \$200
- Dining table @ \$250
- Refrigerator \$400
- Freezer @ \$400
- 96" table @ \$500
- Assessment Scale @ \$500
- Small conference table @ \$500
- Computer station @ \$600

### The Necessities

- Oven/range @ \$1,000
- Washer and dryer @ \$1,500
- Food prep station @ \$2,000


### The Head Chef

- Audio/Video Presentation Equipment @ \$5,000
- Room Recognition: (Room will bear name of donor)
- \$25,000 Nutrition Computer Lab
- \$25,000 Nutrition Counseling Rooms
- \$50,000 Dining Room and "Honor our Past" room
- \$100,000 Foods Laboratory
- \$100,000 Foods Demonstration and Nutrition Education

<http://www.hhs.oregonstate.edu/foodlab/add-to-the-pot>


OREGON STATE UNIVERSITY    STAY CONNECTED    QUICK LINKS    SEARCH

HISTORIC CAMPAIGN
FUNDRAISING PRIORITIES
HOW TO GIVE
NEWS & EVENTS



## Make a Gift Online

Support OSU with your online gift


[Sign Up for Monthly Giving](#)

---

**GIFT INFORMATION**

I am making a payment on a previous pledge

**Direct my gift to the funds I select** **Amount (ex: \$1000.00)**

Food and Nutrition Unrestricted	\$ 200
	\$

**Direct my gift to the fund I've typed**

	\$
--	----

**Total Gift Amount: \$200.00**

[Comments](#) or special instructions  
 Double your gift through an [employer match](#)

**Linus Pauling Science Center**  
 OSU launches construction of its largest-ever academic building project.

**Hallie Ford Center**  
 Auspicious day marks launch of Hallie Ford Center for Healthy Children and Families.


**It Pays to Have a Plan**  
 The Office of Gift Planning helps donors and their professional advisors design a giving plan.

**University Venture Development Fund**  
 Support leading-edge research at OSU and receive a 60% Oregon tax credit.

[https://osufoundation.org/giving/online\\_gift.shtml?utm\\_campaign=40&utm\\_medium=website&utm\\_source=campaign\\_giving\\_widget&first\\_designation=Food+and+Nutrition+Unrestricted&first\\_amount=200&x=103&y=27](https://osufoundation.org/giving/online_gift.shtml?utm_campaign=40&utm_medium=website&utm_source=campaign_giving_widget&first_designation=Food+and+Nutrition+Unrestricted&first_amount=200&x=103&y=27)

## Appendix D

### Facebook Page



*Congratulations Graduates!*  
 Oregon State **OSU** College of Health and Human Sciences

- Message All Members
- Promote Group with an Ad
- Edit Group Settings
- Edit Members
- Invite People to Join
- Create Group Event

Write something about OSU Food, Nutrition, and Dietetics Graduates.

Information

Category:  
Common Interest - Health & Wellness

Description:  
A place to connect with graduates from the Nutrition programs at


## OSU Food, Nutrition, and Dietetics Graduates 24

Wall
Info
Discussions
Photos
Video
Events

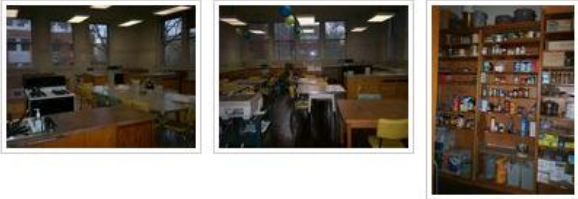
Write something...

Attach: Share

Options




Kayla Staggs



OSU Food, Nutrition, and Dietetics Graduates Photos

May 18 at 2:29pm

---




Rhonda Smythe

2008. c'mon. we all know that Mary makes the program!

April 29 at 6:42pm · Comment · Like · Flag

---



Kayla Staggs

Hey graduates! Help us learn about the rich past of our program at OSU.

Share a post that contains the following information:

Graduation year, most influential professor(s), favorite course(s), and a significant memory from your time at OSU

April 26 at 12:12pm · Comment · Like · Flag

<http://www.facebook.com/group.php?gid=105559342820973&ref=mf>

## Appendix E

### Milam Remodel Registry List Drafts

(Presented in reverse chronological order)



## Milam 2<sup>nd</sup> Floor Remodel - Gift Registry List

- \$25 – \$49 The Basics - measuring utensils, stock pot, pan, cutlery
- \$50 – \$99 The Gadgets - food scale, knife, blenders, food processors
- \$100 – \$499 The Polish – computers, computer software, printers
- \$500 – \$999 The Hardware - worktable, cabinetry, dining table, locker units
- \$1,000 – \$4,999 The Electrics - stove top, fridge, freezer, washer, dryer, oven
- \$5,000 – \$9,999 The Gourmet - demonstration table, Seminar table, work table
- \$10,000 – \$24,999 The Head Chef - smart podium, presentation equipment

### Named Rooms

- \$25,000 –Nutrition Education and Counseling Room  
In this is the room where students will get hands on experience doing small group as well as one-on-one nutritional counseling.
- \$25,000 –Nutrition Computer Lab  
In this room students will analyze nutrition data and compile reports and do menu planning.
- \$50,000 –Dining Room  
This room will house the historic cookbook collection and provide a space for formal and informal dining opportunities.
- \$100,000 –Foods Lab  
This room will be used by students at all levels of the program. Additionally the foods lab will be accessed by the children’s cooking and nutrition programs offered through the College’s outreach programs.
- \$100,000 – Demonstration Classroom  
This room will provide a state of the art demonstration area that will be utilized during classes, but will also be used for special events such as alumni gatherings or guest speakers.
- \$300,000 – Named Nutrition Wing.  
A most prestigious gift would insure exceptionally high visibility for a donor who wants to be recognized at the highest level.

Milam 2<sup>nd</sup> Floor Remodel - Gift Registry ListGift Level

- \$25 – Measuring utensils, stock pot, pan
- \$50 – Food scale, knife, printer
- \$75 – Chafing dish, chair
- \$100 – Seminar table, computer software
- \$250 – Sink station, dining table, locker units
- \$500 – Worktable, scale
- \$1,000 – Stove top, fridge, freezer, washer, dryer
- \$5,000 – Oven, demonstration table, general construction
- \$10,000 – Smart podium, presentation equipment
- \$20,000 – Room name

Milam 2<sup>nd</sup> Floor Remodel - Gift Registry List

<u>Lab Space/Kitchen</u>	<u>Quantity</u>	<u>Total Gift</u>
<u>Room 203/201</u>		
<input type="checkbox"/> 96" table @ \$500	x _____	\$ _____
<input type="checkbox"/> Sink station @ \$2,000	x _____	\$ _____
<input type="checkbox"/> Oven/range @ \$1,000	x _____	\$ _____
<input type="checkbox"/> Food scale (lb/kg) @ \$25	x _____	\$ _____
<input type="checkbox"/> Food scale (oz/g) @ \$ 7	x _____	\$ _____
<input type="checkbox"/> Knife set @ \$60	x _____	\$ _____
<input type="checkbox"/> Measuring spoons @ \$4	x _____	\$ _____
<input type="checkbox"/> Measuring cups @ \$3	x _____	\$ _____
<input type="checkbox"/> Stockpot @ \$20	x _____	\$ _____
<input type="checkbox"/> Chafing dish @ \$55	x _____	\$ _____
<u>Room 205</u>		
<input type="checkbox"/> Table @ \$250	x _____	\$ _____
<input type="checkbox"/> Chair @ \$50	x _____	\$ _____
<input type="checkbox"/> Oven/range @ \$ _____	x _____	\$ _____
<input type="checkbox"/> Sink station @ \$ _____	x _____	\$ _____
<input type="checkbox"/> Demonstration table @ \$3,000		\$ _____
<input type="checkbox"/> Audio/Video Presentation Equipment	x _____	\$ _____
<u>Dining Area</u>		
<input type="checkbox"/> Dining table @ \$250	x _____	\$ _____
<input type="checkbox"/> Dining chair @ \$80	x _____	\$ _____
<u>Storeroom</u>		
<input type="checkbox"/> Utility sink @ \$3,000		\$ _____
<input type="checkbox"/> Washer and dryer @ \$1,500		\$ _____
<input type="checkbox"/> Scale @ \$500	x _____	\$ _____
<input type="checkbox"/> Small conference table @ \$ _____	x _____	\$ _____
<input type="checkbox"/> Conference chair @ \$ _____	x _____	\$ _____
<input type="checkbox"/> Refrigerator \$ _____		\$ _____
<input type="checkbox"/> Freezer @ \$ _____		\$ _____
<input type="checkbox"/> Assessment Equipment @ \$ _____	x _____	\$ _____
<u>Hall/Computer Lab</u>		
<input type="checkbox"/> Computer station @ \$ _____	x _____	\$ _____
<input type="checkbox"/> Locker unit @ \$ _____	x _____	\$ _____
<input type="checkbox"/> Printer @ \$ _____		\$ _____
<input type="checkbox"/> Desk @ \$ _____	x _____	\$ _____
<input type="checkbox"/> Chair @ \$ _____	x _____	\$ _____

## Appendix F

### Documents Distributed at ODA Conference

Milam 2<sup>nd</sup> Floor Remodel - Gift Registry List

<u>Item</u>	<u>Quantity</u>	<u>Total Gift</u>
<input type="checkbox"/> Measuring cups (8 sets) @ \$25	x_____	\$_____
<input type="checkbox"/> Measuring spoons (6 sets) @ \$25	x_____	\$_____
<input type="checkbox"/> Stockpot @ \$25	x_____	\$_____
<input type="checkbox"/> Knives @ \$25	x_____	\$_____
<input type="checkbox"/> Rubber scrapers (5) @ \$25	x_____	\$_____
<input type="checkbox"/> Large food scales @ \$25	x_____	\$_____
<input type="checkbox"/> Miscellaneous pots and pans @ \$25-\$50	x_____	\$_____
<input type="checkbox"/> Glass baking dishes	x_____	\$_____
<input type="checkbox"/> Small food scales (3) @ \$30	x_____	\$_____
<input type="checkbox"/> Table clothes (3) @ \$30	x_____	\$_____
<input type="checkbox"/> Chair @ \$50	x_____	\$_____
<input type="checkbox"/> Locker unit @ \$50	x_____	\$_____
<input type="checkbox"/> Assessment Equipment @ \$50	x_____	\$_____
<input type="checkbox"/> Chafing dish @ \$55	x_____	\$_____
<input type="checkbox"/> Knife set @ \$60	x_____	\$_____
<input type="checkbox"/> Dining chair @ \$80	x_____	\$_____
<input type="checkbox"/> Conference chair @ \$80	x_____	\$_____
<input type="checkbox"/> Desk Chair @ \$100	x_____	\$_____
<input type="checkbox"/> Printer @ \$100		\$_____
<input type="checkbox"/> Stainless steel cookware @ \$150	x_____	\$_____
<input type="checkbox"/> Desk @ \$200	x_____	\$_____
<input type="checkbox"/> Dining table @ \$250	x_____	\$_____
<input type="checkbox"/> Refrigerator \$400		\$_____
<input type="checkbox"/> Freezer @ \$400		\$_____
<input type="checkbox"/> 96" table @ \$500	x_____	\$_____
<input type="checkbox"/> Assessment Scale @ \$500	x_____	\$_____
<input type="checkbox"/> Small conference table @ \$500	x_____	\$_____
<input type="checkbox"/> Computer station @ \$600	x_____	\$_____
<input type="checkbox"/> Oven/range @ \$1,000	x_____	\$_____
<input type="checkbox"/> Washer and dryer @ \$1,500		\$_____
<input type="checkbox"/> Sink station @ \$2,000	x_____	\$_____
<input type="checkbox"/> Demonstration table @ \$3,000		\$_____
<input type="checkbox"/> Utility sink @ \$3,000		\$_____
<input type="checkbox"/> Audio/Video Presentation Equipment @ \$5,000		\$_____
	Total Gift:	\$_____

# Are you an OSU alum?

We are building a Facebook page with information about the Food and Nutrition programs at Oregon State University as told by our alumni. Help us look back upon the program's past by telling us about your experience!

Name: \_\_\_\_\_ Class of: \_\_\_\_\_

Most influential professor: \_\_\_\_\_

Favorite course: \_\_\_\_\_

Share a significant memory with us: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

- Please check here if we have permission to post this information on our Facebook page
- Please do not use my name on the posting
- I would prefer to not have this information posted on Facebook



## How would you like to contribute to our goal?

### 1) Choose an item from our gift registry and donate today!

Make checks payable to: OSU Foundation Foods and Nutrition  
Unrestricted

### 2) Visit our website and donate online!

Enter the following address in your web browser:

[www.hhs.oregonstate.edu/synergies/](http://www.hhs.oregonstate.edu/synergies/)

- Click on the “Make a Gift” icon on the left side of your screen
- Locate the box beneath “Direct my gift to the fund I’ve typed”
- In the box, type “Food and Nutrition Unrestricted”
- Enter the amount you would like to give and fill in the remaining of the information

### 3) Still thinking about it?

Take our case statement and leave us with your contact information

Name: \_\_\_\_\_

Preferred form of contact:  E-mail  Phone

E-mail address/phone number: \_\_\_\_\_

To follow our progress: Go to <http://hhs.oregonstate.edu/foodlab>