



# CHRISTIAN EDUCATION: *Challenge and Crisis*

*"As a Christian liberal arts college, Michigan Christian College is dedicated to the intellectual development of the student in a Christian environment, where all subjects are taught within a framework of a Christian world view and philosophy of life which rests upon two basic assumptions: that Jesus Christ is Lord and Saviour, and that the Bible is the inspired, normative, and authoritative word of God."*

1971-72 catalog



**MICHIGAN CHRISTIAN COLLEGE**

800 W. AVON ROAD  
ROCHESTER, MICHIGAN 48063

**MICHIGAN CHRISTIAN COLLEGE**

800 WEST AVON ROAD  
ROCHESTER, MICHIGAN 48063

PHONE 651-5800  
AREA CODE 313

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Dear Fellow Christians:

It comes to this! The church and the world desperately need the kind of trained, dedicated and committed persons Michigan Christian College is capable of preparing.

Education is one of the surest ways of changing the patterns of the world's life. It may be slow, but it is certain. Michigan Christian College has never been in a better position to achieve the purpose for which it came into being. It has never had a better faculty. It has never had a brighter student body. Its ability and opportunities to train dedicated young people for service to the church and the community have never been greater.

We would inspire in young people those Christian qualities through which they learn not only how to earn their livelihood, but also how to live fully and freely. We would develop in youth that fusion of love and knowledge which is the basis of strong Christian character. We would stimulate in youth an intellectual capacity motivated by love of God and their fellow human beings, and not by Godless materialism.

It is in the interest of the MICHIGAN CHRISTIAN COLLEGE DEVELOPMENT FUND, therefore, that this booklet has been prepared and is presented to you now for your thoughtful, prayerful consideration.

G. Wheeler Utley  
Chairman of the Board

# "CHRISTIAN EDUCATION: CHALLENGE AND CRISIS"

## CHAPEL

Each morning the entire student body and faculty meet in a small, temporary chapel room, situated just off the cafeteria dining area. Space limitations do not permit comfortable handling of larger crowds. It is not practical to invite parents or residents of the community to hear the many interesting guest speakers who regularly visit the campus. Our dedicated students are highly enthusiastic about a separate chapel building which will be far more conducive to a worship atmosphere. Our campaign will allot \$100,000 for the chapel.

## LIBRARY

The library now contains 13,200 volumes. The increasing size of the student body, with their wide range of interests and research requirements, makes it imperative that we expand the library to 20,000 plus volumes. This is a most urgent matter. Our campaign will allot \$45,000 for this purpose.

## GYMNASIUM

At the present time the gymnasium has limited use potential. It is regularly used by the basketball team for practice sessions but competition games must be played at a local high school. The addition of bleachers will make the gym an excellent facility for spectator sports. With a winning basketball team this season and an aggressive intramural sports program and league program, interest in sports at the college is high and a more adequate gym is vitally important. With the addition of a stage and stage facilities, the gymnasium can be used by the Fine Arts Department and for large college and community meetings. Allotted for the gymnasium — \$50,000.

## CAMPUS IMPROVEMENTS

Campus improvements are a must. Additional lighting around campus, expanded parking facilities, and track and field improvements are all high priority items. With ninety one beautifully wooded acres, room for future growth is assured but we must preserve and improve the grounds regularly. Allotment — \$50,000.

## DEBT RESERVES

A sensible program of planned expansion has been brought about through the cautious use of bond issues. Immediate needs and favorable bonding ability have enabled the college to head off soaring construction costs implicit with long delays, without placing an immediate financial burden on donors. According to plan, \$125,000 will be allotted for debt service.

## OPERATING RESERVES

From time to time, funds have been borrowed from operating budget allotments to pay for improvements, repairs, expansion, and equipment. Judicious use of such funds has enabled the college to proceed with items that would have cost much more had they been delayed, without borrowing from outside sources. It is, of course, only prudent that operating funds be replaced and contingency reserves added. Allotted for this item — \$130,000.

## IT COMES TO THIS

The current development campaign has been carefully timed to accomplish two objectives. *First*, to maintain a sound financial structure that has been the hallmark of Michigan Christian College since its inception. Failure to meet the goal in this campaign would, of course, result in a serious crisis that would force the college to consider alternative measures for continued operation as an independent, private institution which is Christian education oriented. Nothing would please opponents of Christian education more. *This must not happen.*

*Secondly*, the campaign has been timed to achieve maximum financial strength at a time when the college is seeking full accreditation with the North Central Association of Colleges and Universities. This is the final step of a carefully planned accreditation program that has taken years to achieve. Failure to meet the rigid financial standards of the Association could result in a five year set-back. Christian education must be *synonymous with quality education* and final, full accreditation will add immeasurably to the prestige and academic standing of Michigan Christian College.



President E. Lucien Palmer

*"Let it be said that we were faithful to our goals and mindful of our legacy to the legions of young people who followed in our footsteps. Let it be said, '...you can tell where they have been by the lamps they have lighted.'"*

E. Lucien Palmer



Ninety-one beautifully wooded acres and two lakes make a perfect setting for Michigan Christian's thirteen buildings.



Vice President Milton B. Fletcher



Naming the administration building will place an important name in lasting association with Christian education.



Regular campus improvements are important.





**A new chapel building will replace this temporary chapel room.**



**New seating and stage facilities will broaden use potential of the gym.**



**The Multi-purpose building offers a variety of named gift opportunities.**



**An expanded library is essential for research and study.**

# THE VITAL ROLE OF LEADERSHIP GIFTS

Men and women with strong faith believe in the undergirding of our society through Christian institutions. Since 1959, Michigan Christian College has served hundreds of students, and through the maturing process, has provided society, and the Church, with some of its finest leaders. Michigan Christian College presents one of the most worthy and deserving causes possible for a contribution based upon a set of *lasting, timeless values*.

In order to fulfill the Michigan Christian College Development Fund it is necessary to make a clear distinction between public appeals, and a special appeal to a special group of concerned men and women. In a cause requiring a development fund in the range of half a million dollars, a much higher scale of giving is required to meet an objective of such magnitude. Amounts which donors are accustomed to giving each year to various causes, or checks which can be written from current funds, will not go far toward meeting the Michigan Christian College Development Fund.

Nevertheless, the objective is realistic. To provide less than half a million dollars would admit a lack of genuine Christian concern for one of our finest and most deserving institutions. To those who welcome this opportunity to give significant support to this worthy endeavor, the question naturally occurs, "*How can we predict success in the search for the Michigan Christian College Development Fund from among friends of the college?*"

Leadership giving is the factor which makes any campaign a success. We can predict that a large per cent of our total will be subscribed by a small per cent of the donors. Large gifts, *made early in the campaign*, have a marked and important effect on lifting the sights of all donors. In order to insure success in reaching the Michigan Christian College Development Fund objective, these gifts are needed:

1 gift of \$100,000	3 gifts of \$10,000
1 gift of 50,000	8 gifts of 5,000
1 gift of 45,000	10 gifts of 3,000
1 gift of 25,000	20 gifts of 1,500

These 45 leadership gifts, many designated for the naming of buildings and portions of buildings, will assure success in reaching the Michigan Christian College Development Fund goal. *The gifts of those whose blessings are great in terms of this world's goods can and will make this effort victorious.*

## CAMPAIGN LEADERSHIP



Chairman: Paul L. Lutz, Vice President, Detroit Bank and Trust Company



Co-Chairman: G. Wheeler Utley, President, Utley Brothers, Inc.



Co-Chairman: Gerald E. Montgomery, Minister; Executive Director, Greater Detroit Safety Council

# DESIGNATED GIFT OPPORTUNITIES

## DESIGNATED GIFTS LIVE FOREVER

Donors to the Michigan Christian College Development Fund will be vitally interested in the named gift possibilities offered in the construction of new, as well as existing, facilities.

Designated gifts form the perfect opportunity for a memorial, or named portion of campus facilities. Each portion can bear a beloved name in perpetuity — the donor's name; a family name; the name of parents, children, husband, or wife; a former educator or friend; one's own choice for lasting honor — thus placing an important name in association with the good work of Christian education at Michigan Christian College *forever*.

The Board of Directors will recognize each designated gift with an appropriate plaque or other identification form. Therefore, such gifts will not die with the donor, or with the loved one. For as long into the future as one can see, they will continue to play a key role in concern and care for our youth, and are, in truth, *memorials that live*.

Designated gifts may be made specifically to provide for one of the facilities listed herein. All gifts may be made according to the desires of the donor — in stock, cash, property, or on a schedule of payments arranged to suit the donor.

All gifts made to the Michigan Christian College Development Fund are tax deductible according to the limits of the tax laws, and will be appropriately honored in keeping with the express wishes of the donor.

## NAMED GIFT OPPORTUNITIES

<b>CHAPEL (to be constructed — to name)</b>	<b>\$100,000</b>
<b>ADMINISTRATION BUILDING (existing — to name)</b>	<b>75,000</b>
Administration lecture room	6,000
A Cappella Chorus practice room	3,000
President's suite	10,000
Vice President's suite	7,000
Dean's suite	7,000
Business offices (2)	1,500 each
Business Office Reception area	2,000
Publications room	5,000
Post Office	3,000
<b>MULTI PURPOSE BUILDING (existing — to name)</b>	<b>200,000</b>
Offices (6)	1,500 each
Lecture rooms (4)	3,000 each
Cafeteria	15,000
Men's Dorm Wing (to name wing)	30,000
Men's Dorm rooms (28)	4,000 each
Classroom Wing	25,000
Supervisors apartment	7,500
Bookstore	10,000
<b>SCIENCE BUILDING (existing — to name)</b>	<b>25,000</b>
Lecture rooms (3)	1,500 each
Offices (3)	1,500 each
Chemistry Lab	5,000
Biology Lab	7,000
<b>LIBRARY EXPANSION (to name)</b>	<b>45,000</b>
Secretarial Science Lab	5,000
Periodical Room	5,000
Study and Research Room	8,000
Audio Visual Room	3,000
Library offices (3)	1,500 each
Student center	5,000
<b>GYMNASIUM EXPANSION (to name)</b>	<b>50,000</b>
Locker room	2,000
Bleachers	3,000
Parking lot	5,000
Stage and equipment	10,000
<b>ATHLETIC FIELD AND TRACK (to be constructed — to name)</b>	<b>10,000</b>
Athletic field bleachers	5,000
<b>CAMPUS LIGHTING</b>	<b>5,000</b>

# "SHARE" OPPORTUNITIES



General Campaign Chairman:  
James E. Thomas, President,  
Bud and Luke Restaurant, Inc., Toledo, Ohio



Co-Chairman: M.O. Brown, Ford  
Motor Company, Controller's  
Office, Trim Operations

When you are invited to have a part in the Michigan Christian College Development Fund, you will ask, "What is my share?" Your campaign leaders are certain that leadership gifts in the range of \$1,500 upward will account for a major portion of the total amount given.

Experience teaches however, that hundreds of gifts below the leadership level are our only assurance of reaching our \$500,000 objective. The purpose, then, of our General Campaign is to enlist the support of hundreds of dedicated Christians throughout the area in the cause of Christian education.

No person can tell another what he should give. To answer the question, "What is my share?", you must search your own heart, for that is where the answer lies. To consider your share, please study the chart, find the monthly amount

you feel is right for you and you will find your share in the Michigan Christian College Development Fund.

*Budgeting your gift* is the key to satisfaction. Your share is the total amount you commit willingly with the knowledge that you are blessed through giving, and that thousands of young men and women across future generations will benefit through your concern. Any pledge may be adjusted or cancelled in the case of unforeseen circumstances. Realizing that Michigan Christian must make plans on the basis of funds committed in this campaign, we know our donors will make every possible effort to fulfill their commitments.

## TO ASSIST YOU IN PLANNING

TOTAL 30 MONTH SUBSCRIPTION	IN 3 INSTALLMENTS	IN 6 INSTALLMENTS	IN 10 INSTALLMENTS	IN 15 INSTALLMENTS	IN 30 INSTALLMENTS
\$1050	\$350	\$175	\$105	\$70	\$35
900	300	150	90	60	30
750 *	250	125	75	50	25
600	200	100	60	40	20
400	150	75	45	30	15
300	100	50	30	20	10

\* Gift of \$750-\$1,050 will provide furnishings for a dormitory room. An appropriate wall plaque will be displayed if specified by donor.

*"Give, and it shall be given unto you; good measure, pressed down, and shaken together, and running over, shall men give into your bosom. For with the same measure that ye mete withal it shall be measured to you again."*

— Luke 6:38

## MICHIGAN CHRISTIAN COLLEGE

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