

A Foundation for Bethel's Future



*Bethel University
Giving Impact Report
2022-23*



BETHEL
UNIVERSITY

We are excited to share how generous donors like you are changing lives. Because of you students are getting hands-on learning experiences and are being equipped to joyfully serve in whatever field God is calling them.

The 2022-23 school year was historic for Bethel University. Among many milestones, it marked the completion of the Called to More campaign, Bethel's largest-ever fundraising effort. And you helped far exceed our goals and expectations. In doing so, you helped us take significant steps to:

- improve student affordability and access
- provide facilities that inspire learning
- bolster opportunity and innovation

In this giving impact report, we'll highlight our successes from the past year and how you helped us achieve them.

We remain steadfast in our mission to provide transformational academics that equip and prepare graduates to address the world's challenges—no matter the field. And you are a key part of that. Every gift helps Bethel continue to be a place where anyone can belong, regardless of their financial circumstances.



“I am profoundly grateful for the incredible generosity of our donors. The impact of their gifts on students is and will continue to be enormous.”

—President Ross Allen

Belong and become. We have spent a lot of time at Bethel talking about these words. They represent our ultimate purpose: We are a place where students belong—all so they can become who they're meant to be. Each student has his or her own gifts and calling. As a diverse community, we must be creative and innovative so that all students feel connected—and that they feel challenged and supported as they follow God's call.

I think of Bethel as one body of unique individuals, held together by our shared commitment to a Christ-centered life. Your gifts make this possible. Like our students, our donors have different passions and interests. I am inspired to see how financial contributions provide further opportunities for giving through volunteerism and the sharing of skills, time, and talent. This is a vital asset as we strive to expand Bethel's kingdom impact by establishing new partnerships, creating new opportunities, and solidifying our reputation.

We are still celebrating the completion of the Called to More campaign—the most successful capital campaign in Bethel's history, hallmarked by the largest single gift ever. This, along with other contributions, has allowed us to build facilities, launch academic programs, and establish new scholarships. In particular, the donor-driven Faith in Action and Fight for Something scholarships have brought students to Bethel who may not have considered us before. As we move into fall, we will sharpen our focus on the Bethel Fund. It remains the primary way to keep Bethel affordable and make it a place students can choose with confidence and security.

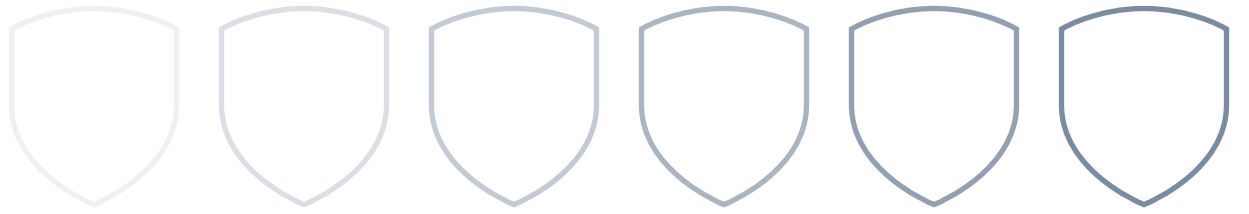
I am humbled and grateful for your continued support. It makes a difference every day. We remain a place where students will know that who they are and who they are becoming matters to us—because it matters to God.

Sincerely,

A handwritten signature in black ink, appearing to read 'Ross Allen'.

Ross Allen '84

2022-23 giving at-a-glance



\$7,868,086
total dollars raised
in 2022-23

“Every course has taught me applicable skills that have opened doors to my next career steps.”

—Ricardo Ramos GS’21
Ed.D. in Higher Education Leadership

\$2.1 million
Bethel Fund

\$2.1 million
Endowment

\$880,905
Athletics

\$768,726
Scholarships

\$606,000
Presidential
priorities

\$82,325
The 25

\$1.3 million
Other/departmental funds

2022-23 highlights

2,698 donors

1,937 alumni donors

337 parent donors

258 former parent donors

756 new donors

6,223 gifts

\$906 average gift size

\$416,514 raised on
ROAR Day

\$3.3 million pledged
in new planned gifts

\$1.9 million in realized
planned gifts

Gifts came from all **50** states—
and Washington, D.C.

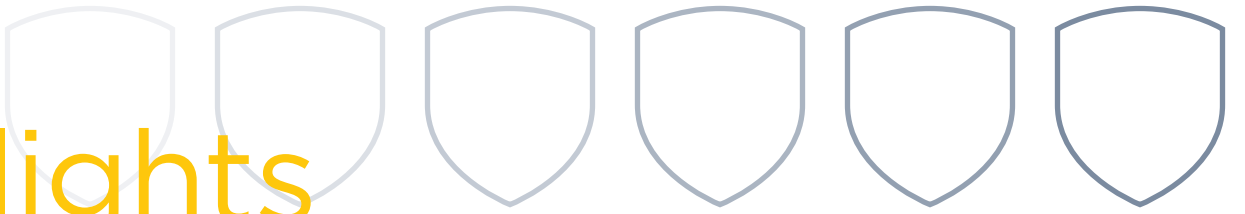
526 students received
scholarships through **308** donor-
funded scholarships in 2022-23

200 monthly gifts totaling
more than \$8,000 a month

845 mugs sent through the
Bethel Coffee Club

77% of individual donors gave
less than \$1,000

Called to More campaign highlights



\$174.1 million

total raised—far exceeding the
\$150.5 million goal

60,000+

individual gifts coming from all 50 states

\$28 million

largest gift in Bethel history

\$89.9 million

endowment after the campaign—
up from \$48.2 million in 2020

Nelson-Larson Science Center

We built a three-story, 18,000-foot building where students explore science from a Christ-guided lens. It features innovative laboratory and classroom space for Bethel's growing science programs.

Royal Stadium facilities upgrades

We added a multiuse artificial turf on the football field, and we built the first outdoor track on campus along with new jump, vault, and throws areas for track and field.

COVID-19

The university developed a robust response that allowed students to stay safe, well, and together during an unprecedented global health crisis.

Endowment

We grew Bethel's endowment to almost \$90 million to create opportunities to invest in areas that support future generations of Royals

Scholarships

Planned gifts provided more funding for scholarships, like the Faith in Action scholarship, to make Bethel's Christ-centered education more affordable and accessible for students now and in the years to come.

“There are so many opportunities to grow spiritually and find belonging at Bethel.”

—Pawlay Htoo '26
Pre-nursing

Through the generosity of donors and the willingness of my professors to steward well what God has given them, I have been blessed. As I learn, my middle school students and adult volunteers receive better teaching and leadership.”

—Dan Johnson S’24
Masters of Theology



Ruth Domingo '24

Major: Nursing

Impacted by

Charles and Ellora Alliss
Educational Foundation
Scholarship
Marilyn H. Batterman Memorial
Nursing Scholarship

Her story

Ruth Domingo '24 was born in the Philippines, and her family migrated to New Richmond, Wisconsin, when she was in middle school. They had to build a life from scratch. Staying financially afloat was a challenge, but they had a deep faith that God was calling them to the United States—and a deep trust that He would provide. And He did. A few years after they moved across the globe, Domingo remembers feeling a lot of fear and anxiety about another major transition looming on the horizon: college. She toured Bethel and fell in love with the campus. But she and her family were worried they couldn't

“Because of your donations, the immense weight of financial burden has been lifted off my shoulders, as well as my parents’ shoulders. Because of you, I have been able to enjoy my experience at Bethel for what it is, rather than worrying about how to pay for it. Let my story be one of many that you hear because of how God has worked through you to help students. Thank you.”

pay for college. In a leap of faith, she decided to attend Bethel. Still facing financial hardship, she was stunned to receive generous scholarships through the Department of Nursing. “I was in awe,” she says. “God showed me that I was meant to be here.”

In her own words

Academics

“The nursing program has nurtured me as an individual while training me to be a healthcare professional. All of my professors are so passionate about what they do, and they genuinely care about all of their students. They root for our success and prepare us to be excellent nurses.”

About Bethel

“I have been surrounded by a loving community that reminds me every day that God is good.”



Ian Stelter '23

Major: Business
Men's golf

Impacted by

Bethel Royal Club

His story

Ian Stelter '23 calls his time at Bethel a blessing. He didn't know what he wanted to do for a career, but he trusted that God had a plan for him. That trust led to him discovering a passion for adding value to people and organizations, which he's explored and developed in Bethel's Department of Business. "My time here has developed my abilities to be practical and prepared for success in the professional world," he says. Stelter loved finding richness in people's different experiences, from different church styles to discussing different views in classes. He says Bethel challenges students to help build deeper roots. At Bethel, he found new experiences and a community that both challenged

"When you invest in Bethel, you're investing in the students and in future generations like mine. You are shaping the future, thank you for your support in this amazing university that has changed my life and that of countless others."

and supported him to grow deeper in his faith. "I have been able to see and experience a special and authentic community of people who are on mission together, care and support each other, and most importantly point towards Jesus and strive to know him more deeply," he says. "We also have a blast while doing it!"

In his own words

Athletics

"The golf team has given me the opportunity to compete and develop in my sport while being in an uplifting and supporting environment of others also pursuing excellence."

About Bethel

"Bethel is a place that helps develop young men and women and prepares them for their lives ahead. It has empowered me to go out into the world better equipped to live out the call on my life and steward the passions and gifts God has given me."



Melissa Serra S'23

Master of Divinity

Impacted by

Louis and Anne Dunlop Memorial Scholarship

Her story

In 2017, Melissa Serra S'23 heard an ad on the radio. "Do you want to learn more about the Bible?" it said. Her answer? "It was an affirmative 'yes' on all fronts," she says. Serra S'23 doesn't have a typical Bethel Seminary story. She was a stay-at-home mom when the radio ad stopped her in her tracks. She felt an unmistakable pull toward ministry, out of the blue, at age 39. A scholarship helped open the door for her to attend Bethel Seminary. The experience deepened her faith in a remarkable way, put strong female leaders in her life for the first time, and helped her realize her deep passion for biblical languages and exegesis. After starting her career in finance, Serra is using her seminary degree to serve

"There are no words to express my gratitude for the aid I have received from generous donors! It is an act of generosity that is appreciated beyond measure. It eases the cost factor and provides peace of mind. Thank you!"

others. Serra is on the board of directors of Asia Frontier Outreach, an organization dedicated to keeping women out of trafficking in Myanmar. "I'm equipped, and I'm ready for the next leg of this journey—whatever that is," she says. "There are no words to express how God has changed my life, and my heart, over the course of the last six years."

In her own words

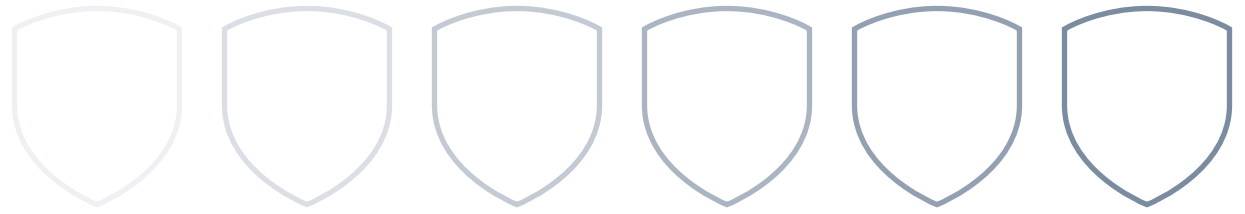
Academics

"My education at Bethel has given me a firm foundation to teach and help others along my journey. The classes I have had and the professors I've been blessed to know have enriched my life more than I could have ever dreamed of."

About Bethel

"Bethel has changed my life in so many ways and has grown my love for the Lord in ways I never imagined. My life goal is to serve Him with all my heart, soul, mind, and strength, and to love and serve people as He calls me to do."

Athletics: Royal Club



“The generosity from our donors stemmed from their hearts to see Kingdom impact continue through athletics at Bethel. It had very little to do with a new stadium and everything to do with the way that the sports teams here at Bethel are changing lives for the sake of the gospel. It is so encouraging and inspiring to work with a group of donors and alumni that empower this kind of ministry.”

—Nick Cocalis
Assistant Athletic Director
for Engagement

**\$5+
million**

total raised for the Royal Stadium project to add turf to the football field, a new track, upgraded track and field areas, and more



Each year, you help more than 500 student-athletes have transformative experiences at Bethel—on and off the field, court, and track.

A little more than a year ago, we launched the Royal Club as the new official giving club for Bethel athletics. It continues to reach a broader group of Royal alumni, donors, and friends. With a mission to fund, support, and advance athletic excellence for kingdom impact, the Royal Club supports our student-athletes and their transformative experiences at Bethel.

Ongoing support. Across all of Bethel’s 18 varsity sports, your donations provided direct support throughout the year. Funds were used for:

- spring break trips
- equipment
- facility maintenance and improvement
- competition travel
- MIAC and NCAA playoff costs
- student-athlete well-being.



Royal Stadium project. In May, we held a ribbon-cutting to thank our donors and celebrate the transformation at Royal Stadium. With your help, we:

- built the first outdoor track on Bethel’s campus
- added new jump, vault, and throws areas for track and field
- added a multi-use artificial turf on the football field
- constructed a new visitor’s bleacher
- expanded and improved the concession area
- added a new fan pavilion that serves as a central location for Homecoming and other festivities
- completed a new video scoreboard

**2022-23
athletics
fundraising
highlights**

\$248,745

Royal Club Fund (up 155%)

\$288,360

Athletic team funds (up 47%)

\$134,098

Bethel Golf Classic (up 47%)

Looking ahead

2023-24 goals and priorities

- Raise \$2.5 million for the Bethel Fund
- Establish 25 new donor-funded scholarships
- Continue growing Bethel's endowment

Ways to give

Bethel Fund

Support immediate needs at Bethel. Most pressing, this fund provides students with scholarships and impacts affordability.

Endowment

This gives Bethel the ability to maintain a forward-looking stance and invest in substantial initiatives that promise long-term fiscal health for the university.

Planned gifts

Leave a lasting legacy through estate gifts, stocks and bonds, insurance policies, and more.

Presidential Priorities Fund

Funding goes toward bold, compelling opportunities to expand and enhance Bethel's mission and educational offerings.

Scholarships and memorial gifts

Scholarships are a great way to help students afford a Christ-centered education at Bethel.

Royal Club

The official giving club of Bethel athletics aims to fund, support, and advance athletic excellence for kingdom impact.

Bethel Foundation DAF

Did you know you can have an even greater impact by using a donor advised fund (DAF)? A DAF is an investment account for your charitable giving. It's popular because of its ease and flexibility. Your initial gift of at least \$10,000 will create your fee-free account at the Bethel Foundation. No more boxes full of receipts come tax season—just one tax receipt for the gift into the DAF. With a DAF, you have the flexibility to support causes that align with your values and interests. You choose the amount and frequency you want to support Bethel and your other charitable causes.

Your giving made this past year successful, and we are excited to see how God will work in this community moving forward.

As we strive to keep Bethel affordable, scholarships and the Bethel Fund play an important role—and so do you! This upcoming year we have a goal to raise \$2.5 million for the Bethel Fund. We are also focused on growing our endowment to invest in the long-term health of the university. These efforts will continue to make Bethel broadly accessible and able to serve students for years to come.

The Holy Spirit is at work in this community. I hope you have been encouraged by this report and recognize the impact you have made by giving to Bethel. We invite you to continue your partnership with Bethel this year and watch as students become who God is calling them to be.

Maureen Cunningham
Manager of Annual Giving
University Advancement

"I really learned how to rightly divide God's Word and teach it well. And I just couldn't have done that without the training I received at Bethel."

—David Sorn S'07
Master of Divinity

Contact us

651.635.8053
development@bethel.edu
www.bethel.edu/giving