



## Depth of Leadership

# NEWS

### Why Do We Need a Comprehensive Campaign?

Through the creation of four Ocean Institutes—Coastal Ocean Institute, Deep Ocean Exploration Institute, Ocean and Climate Change Institute and the Ocean Life Institute—WHOI is writing a new scientific agenda for the 21<sup>st</sup> century. The Institutes were established in 2000 to encourage collaboration and to fund early-stage, high-potential research—the kind of risk-taking work unlikely to receive government funding. This challenge called for a new funding paradigm, a form of venture philanthropy that could consistently leverage subsequent federal funding. So far, internal support for Ocean Institute research has resulted in an average seven-fold return on investment.

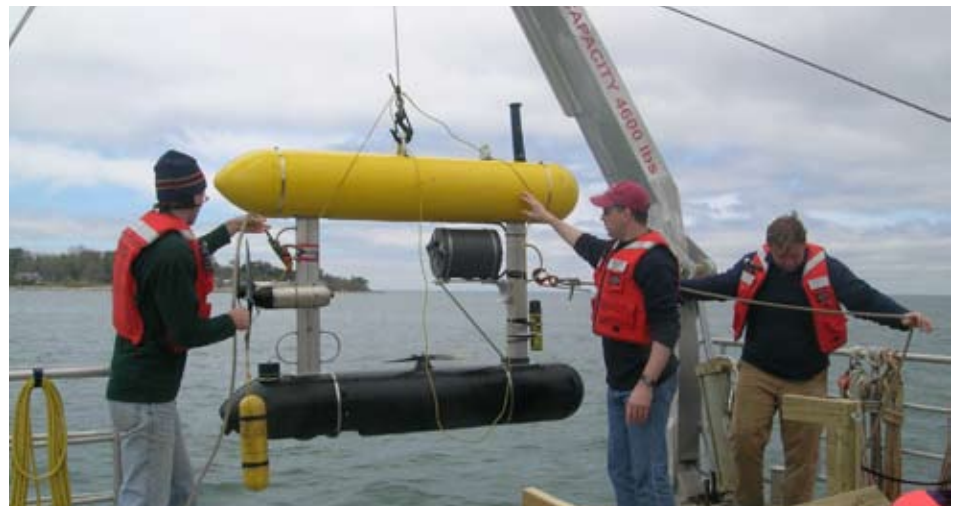
The objective of WHOI's compre-

hensive campaign is to raise funds to fully endow each of the four Ocean Institutes. This will enable WHOI to:

- provide internal research awards
- support research fellows, post-

doctoral scholars, and graduate students

- hold a variety of internal and external outreach activities, such as workshops and science symposia.



Chris Roman, Brendan Foley, and Matt Grund prepare SeaBED for deployment off R/V Tioga.

Ann Stone, WHOI

### The Comprehensive Campaign Committee



Photo courtesy of the Merrills

The Campaign Committee assists the Development staff in soliciting gifts and pledges during the campaign. Trustee Newt Merrill was named the committee chair. The four Ocean Institute committee chairs, Peter Aron, Ted Dengler, Bill Kealy, and Reuben Richards, as well as trustees Rod Berens, Bob James, Nancy Newcomb, Jack O'Brien, Carl Peterson, David Stone, and Tom Wheeler, are serving on the Campaign Committee. President and Director Bob Gagosian, Chairman of the Board of Trustees Jim Moltz, and Vice President of External Relations Dan Stuermer also are serving on the committee.

Newt, pictured here with his wife Polly, says: "I am genuinely excited and pleased to serve in this role. It has been, and continues to be, a privilege to work with this extraordinary organization, the leader in oceanographic research and exploration. I welcome this new challenge and look forward to collaborating with my fellow committee members to help WHOI meet its campaign goal, which will help secure the Institution's future."



## \$200 Million Campaign Goal and Commitments Received

as of 09/15/05  
Commitments received

	Goal	
<b>Ocean Institute Endowment</b>	<b>\$100 Million</b>	<b>Total \$48,629,200</b>
<b>General Ocean Institute Endowment</b>	<b>\$40M</b> Providing the flexibility to support peer-reviewed initiatives within the four Ocean Institutes	<b>\$33,710,000</b>
<b>Research and Engineering</b>	<b>\$30M Transforming Research Fund</b> Fostering research investigations into uncharted territory to provide new perspectives into ocean sciences	<b>\$1,500,000</b>
	<b>\$5M Innovative Technology Fund</b> Advancing state-of-the-art engineering excellence to enhance science and exploration	<b>\$500,000</b>
<b>Scientist Awards</b>	<b>\$15M Research Fellowships and Chairs</b> Providing scientists with the opportunity to pursue pioneering research	<b>\$2,200,000</b>
<b>Education</b>	<b>\$5M Graduate Student Fellowships</b> Cultivating promising scientists of tomorrow	<b>\$4,002,265</b>
	<b>\$4M Postdoctoral Scholarships</b> Supporting new scientists in their research	<b>\$6,000,000</b>
	<b>\$1M Visiting Scholar and Lecture Funds</b> Enhancing collaboration and broadening scientific perspectives	<b>\$716,935</b>
<b>Access to the Sea Endowment</b>	<b>\$20 Million</b>	<b>Total \$8,538,041</b>
<b>Ocean Science Venture Fund</b>	<b>\$10M</b> Providing opportunities for high-risk seagoing research with potential for breakthrough discoveries	<b>\$5,000,000</b>
<b>Ocean Technology Venture Fund</b>	<b>\$7M</b> Developing and implementing new ocean-engineering concepts	<b>\$1,000,000</b>
<b>R/V Tioga Fund</b>	<b>\$3M</b> Maximizing the scientific and educational potential of this coastal research vessel	<b>\$2,538,041</b>
<b>Current Use</b>	<b>\$60 Million</b>	<b>Total \$52,238,968</b>
<b>Research</b>		<b>\$19,296,978</b>
<b>Education</b>		<b>\$1,228,550</b>
<b>Operating</b>		<b>\$31,713,440</b>
<b>Capital</b>	<b>\$20 Million</b>	<b>Total \$14,858,630</b>
<b>Stanley W. Watson and Marine Research Laboratories</b>		<b>\$12,904,356</b>
<b>R/V Tioga Coastal Research Vessel</b>		<b>\$1,954,274</b>
<b>Non Campaign Endowment</b>		<b>\$4,743,174</b>
<b>Total</b>	<b>\$200 Million</b>	<b>Total \$129,008,013</b>

## Donor Profiles

*Engaging prospective donors in the world of the Institution, having them understand what it does and the potential it holds, and making them feel a part of this complex culture is a true challenge. Our goal is to meet this challenge—to make certain the Institution secures significant private support for its work.*

### **Jim and Barry Moltz**

A gift from Jim and Barry Moltz is helping the Ocean Institutes fund a wide range of research projects. At right, Senior Scientist Scott Doney, whose research benefited from the Moltz's generosity, collects water samples in the South Atlantic Ocean for his ocean carbon cycle research.



### **Bob and Anne James**



A gift from Bob and Anne James is helping to enhance the Alvin replacement vehicle, shown in this conceptual illustration.

## Cultivation + Stewardship = Funds for Science

Educating prospective donors about the importance of the oceans and the critical role that WHOI research plays in understanding the oceans is a primary responsibility of the Development Office. Building fruitful, long-term relationships with donors requires on-going, personalized communication with the goal of enabling our supporters to fully understand and be able to promote the mission of the Institution among their peers.

Some of the ways the Development Office engages potential donors are:

**Campus tours**—A very successful means of engaging potential donors is to bring them to Woods Hole to see first-hand what goes on at WHOI and meet some of the individuals involved in its mission. People are inspired by the dreams and aspirations of others, and our scientists, engineers and technical staff are impressive advocates of the Institution and its work. Talking informally with scientists provides a compelling experience for our visitors.

**Internal events**—The bi-annual meetings of the WHOI Board and Corporation, as well as WHOI Associates events, feature science talks and



Dave Gray, WHOI

The Stanley W. Watson Laboratory was recently completed on the Quissett Campus.

inform our closest supporters about scientific progress at the Institution.

**Off-campus events**—When we cannot bring people to WHOI, we sometimes bring WHOI to them by holding meetings or events that highlight the Institution and its work. These events are especially useful in introducing new donors to WHOI.

**Results**—The Development Office is raising funds to support innovative research and technology and advance ocean science education. The Ocean Institutes and the Access to the Sea

program are already benefiting from these efforts:

- 120 WHOI scientists, engineers, post-docs, and students have received \$12 million in new research funds in the last four years
- \$100 million endowment will provide \$5 million yearly to the Institutes
- \$8 million of endowment was raised for the Access to the Sea program
- \$2 million was raised to build R/V *Tioga* along with a \$2.5 million endowment to assure that *Tioga* is affordable for all research programs.



Left photo, Tom Kleindinst, WHOI; right photo, Jim Kent, WHOI

In photo at left, Joint Program student Regina Campbell-Malone (right) explains her research on right whale bones to Rod Berens (left) and Anne and John Sawyer during the Ocean Discovery Festival in May 2005. Photo at right shows Postdoc Dave Ralston (left) and Research Assistant Jay Sisson recovering a mooring buoy aboard WHOI's newest research vessel R/V *Tioga*.