



GOOD. BETTER. BEST. **IOWA.** \* THE CAMPAIGN TO ADVANCE OUR GREAT UNIVERSITY



**CAMPAIGN FUNDING PRIORITIES OF THE INTERNATIONAL WRITING PROGRAM**

THE UNIVERSITY OF IOWA

“THE PROGRAM, THE PLACE, THE UNIVERSITY ARE A SANCTUARY,  
A PLACE OF PILGRIMAGE FOR WRITERS.”

– MOHAMMED RAFIQ, BANGLADESH, IWP

The International Writing Program (IWP) at The University of Iowa is a meeting place for writers from every culture. The oldest and most celebrated international writing program in the world, the IWP has brought approximately 1,000 writers from more than 100 countries to The University of Iowa for a semester-long residence experience. Founded in 1967 by Paul Engle, one of the first directors of the top-ranked Iowa Writers’ Workshop, and his wife, writer Hualing Neih Engle, the program became a major force for literary and social interaction among members of The University of Iowa, the Iowa City community, and writers from around the world. In recognition of the IWP’s enormous impact, the Engles were nominated for the Nobel Peace Prize in 1976.

The IWP fosters new understanding not only about the United States but also about every part of the world. IWP writers return to their homes as shapers of opinion, with a more complex understanding of this country and of many other countries. The insights they gain here, their experiences as first-time visitors to the U.S., the articles they generate, and the books they write about this institution, the state, and the country, help to shape the perceptions of multitudes of readers abroad.

Our writers’ books and articles about their experiences here testify to the ways in which Iowa shapes international opinion about the United States. Prominent writers from Eastern Europe and China have spoken of the central role the IWP has played in democracy movements on both sides of the globe. One Asian writer described The University of Iowa as the world’s “narrative nursery.” For writers across the globe, the IWP has come to exemplify the steadfast virtues of this country as well as the creative energy growing from the heartland.

Indeed, the IWP is a small-scale model of a world community, a mini-United Nations, almost Utopian in its pursuit of the ideal of world peace. By bringing together influential thinkers and artists from two to three dozen different countries, we help to broker avenues of communication. And by offering writers the space and time to write (with no political strings attached), we are clearing a

common ground for discourse. In an age when cultural plurality is being flattened by the pervasiveness of television and the Internet, IWP writers serve as ambassadors of their literatures; their articulation of literary and social issues defines and documents the uniqueness of every culture, especially of those societies in transition.

One very American concept spread by the IWP is volunteerism—the notion that individuals freely offer their services to the community. This is a new idea, even a revelation, to many IWP visitors, as it is demonstrated to them during their residency in Iowa City. The system of community volunteers is an American model that serves as a contrast to the proliferation of nongovernmental organizations in developing nations abroad. During the early 1990s, former UI President Hunter Rawlings cited the example of a Polish writer asking him to explain to her the methodology of volunteerism as a social phenomenon, which she hoped to introduce to her homeland.

It is not only the writers and their home countries that gain from their stay at Iowa—the local population benefits as well. Members of the Iowa City community and surrounding cities and towns are given an opportunity to share the genuine strengths and the bedrock goodwill of American culture, through the friendships and hospitality that are offered and exchanged with IWP participants.

Iowa has long been synonymous with creative writing, thanks in large part to the IWP. After more than 30 years of residencies, the IWP has accumulated an unparalleled collection of resources on international literature. The IWP remains in contact with former participants, creating an unprecedented literary and intellectual network without national boundaries—the basis for Iowa's expanding role as a literary center for the entire world. The IWP stresses the common interests of writers everywhere, in an atmosphere that puts political differences into perspective: the key to peace in the new millennium.

*“What made my stay in Iowa City unforgettable was the experience of meeting writers from all over the world, and the subsequent confirmation that we are all made of the same stuff.” – Juan Jose Delaney, Argentina, IWP*

#### WHY THIS CAMPAIGN, WHY TODAY

The IWP has reached an important crossroads in its distinguished history. In 1999, UI President Mary Sue Coleman permanently placed the program within the Office of the Vice President for Research. Subsequently, an international search for a new director resulted in the hiring of a most distinguished member of the international literary community, Professor Christopher Merrill, who held the William H. Jenks Chair in Contemporary Letters at the College of the Holy Cross. Christopher Merrill assumed duties in August 2000 as director of the IWP and UI professor of English.

The new leadership, at both director and central University levels, has led to a reassessment of the program's goals and orientation. While still committed to the long tradition of excellence in international exchange and interaction, the new leadership is building strong ties with other university academic communities, here and abroad; developing a human rights-oriented "Writers at Risk" program; and broadening its base of support for an online journal that, like the IWP itself, will provide a unique forum for voices from around the world.

*Private support is essential in helping the IWP bring the literary world to Iowa—and to share Iowa's culture and values with the world.*

#### CAMPAIGN FUNDING PRIORITIES

The IWP has historically been supported by a combination of funds from The University of Iowa, the U.S. State Department, and a variety of agencies dedicated to international cultural exchange. The UI supplies the operating budget for the program staff, while the writers' costs—travel, food, lodging, and other expenses—are covered by the State Department and cultural agencies for the countries of interest. The purpose of the IWP's current \$5 million fund-raising effort is threefold:

- \* To offer increased distinction and flexibility to the director of the program by permanently endowing the directorship;
- \* To buffer the program from the changes in funding patterns of the U.S. government and other agencies;
- \* To permit maximum flexibility in choosing writers from any region or country and helping to support their stay at The University of Iowa.

To achieve these goals, we are seeking substantial endowed support to help secure the IWP's long-term future. An endowment is a permanent financial resource that provides perpetual income for a specified use. Unlike fluctuating budgets or annual contributions, endowment funds are invested to protect the "purchasing

power” of private gifts by providing steadily growing amounts of spendable earnings over time. Through the stewardship of The University of Iowa Foundation, the University’s preferred channel for private support, endowed funds are carefully invested using long-term strategies, and only 5 percent of the income is used to provide a perpetual source of support for the UI’s most valued people and programs. All other earnings are reinvested into the principal, allowing for continued growth and stability.

With the IWP’s growth and stability in mind, the **primary objectives** of our fund-raising plan are to create the endowed funds described below:

*Endowed directorship* *\$2 million*

The cash flow generated by an endowment of approximately \$2 million would pay a substantial portion of the director’s salary, freeing up University funds for the director and staff to enhance the operational flexibility of the program—i.e., to translate and publish selected writings; to travel to under-represented regions of the world in order to recruit writers; to collect and archive writings; and to create an online journal which will respond, in a timely and literary fashion, to the changing face of the global society, utilizing the largest international pool of potential correspondents imaginable—the distinguished alumni of the IWP, more than 1,000 strong.

*Endowed fellowships (10)* *\$2.5 million*

Presently the IWP is limited to accepting writers from countries in which either the State Department has an interest or another agency or foundation exists to support exchanges between that country and the United States. Writers from some regions thus lack the funding to participate in the program (it costs approximately \$12,000 to support one writer during the fall program). An endowment of \$2.5 million would permit the participation of 10 writers per year, selected by the staff, from any country. To endow an individual fellowship would require an endowment of \$250,000.

*General Program Support* *\$.5 million*

This fund will provide additional support for the IWP for special projects, outreach activities, and events.

#### ADDITIONAL FUNDING OPPORTUNITIES

For alumni and friends interested in some of the other important IWP initiatives referenced above, **secondary objectives** of our fund-raising campaign include:

*91st Meridian: An Online Journal*

*\$1.5 million to \$4 million*

91st Meridian will be an online publication featuring the work of writers from every continent. Drawing on the talents of the IWP alumni, this journal will mix literature, cultural affairs, news, and politics to address the most pressing issues of the day. These IWP writers will create the largest global forum that has ever been established. The journal will be a cross between *Slate.com* and *The Paris Review*—an updateable mixture of the best poetry, fiction, essays, reviews, political commentaries, and opinions available anywhere in the world. This will be a place where the new technology of the Internet intersects with traditional literary publication, available at no cost to anyone with Internet access. An endowment of \$4 million will generate sufficient income to provide for the journal's start-up costs and annual expenses; an additional endowment of \$1.5 million would provide permanent salary support for the journal's managing editor, enabling us to attract a writer and scholar of international renown.

*Director's International Travel Fund*

*\$500,000*

With these monies, the director will be able to travel to under-represented regions of the world in order to recruit the most talented, and diverse, writers for each residency.

*Translation Series*

*\$500,000*

Building on the IWP tradition of publishing anthologies, in English translation, of the finest literary fiction, essays, and poetry from around the world, the IWP will work with the UI Press to translate and publish two books of literature each year. Of more than 100,000 book titles published in 2000, only 297 were in literary translation. To broaden our understanding of the many vital literatures shaping the world today, this series will attempt to redress this woeful imbalance in American publishing. An endowment of \$500,000 would endow a translation series.

*Writers at Risk Fund*

*\$1 million*

This fund will create an endowment to bring writers at risk to The University of Iowa where they can work freely. Working with the UI Center for Human Rights, the IWP will provide shelter and food, and offer a stimulating literary environment for writers fleeing oppressive regimes and war. With sufficient funding, these writers would be encouraged to share their experiences within the

UI and Iowa City communities and beyond, through activities such as workshops at libraries and senior centers, presentations arranged in cooperation with the UI's International Programs office, and similar opportunities to participate in the free exchange of ideas that distinguishes American society. The UI has a long history of providing shelter for writers from the Communist bloc, from emerging democracies, and from troubled spots around the world. Because of our extensive international contacts at PEN centers, U.S. Embassies, the Open Society Institute, et al, we believe we can make The University of Iowa *the* safe haven for writers at risk.

*Shambaugh House Renovations*

\$100,000

January 8, 2002, the University relocated the Shambaugh House to the corner of Clinton and Fairchild Streets, and the IWP made the house its "home." This new home will reflect the IWP's welcoming atmosphere, and its location across from the Writers' Workshop's Dey House will finally give the UI a "writing campus" for its two world-famous creative-writing programs.

Shambaugh House was built in 1902 as a family dwelling by Professor Benjamin Franklin Shambaugh, for whom Shambaugh Auditorium in the Main Library was named, and Bertha Horack Shambaugh, at the cost of \$1,600. The Shambaughs, famed for their hospitality, bequeathed their home to the UI, and the historic house has been the Shambaugh House Honors Center since 1983.

RECOGNITION FOR CONTRIBUTORS

For contributors who share our commitment to promoting peace and understanding by nurturing the freedom and creativity of the world's writers, we offer lasting recognition within the program itself. We would be pleased to name the directorship for its benefactor, enabling Professor Merrill to hold, for example, the Jane and John Doe Directorship of the International Writing Program. Similarly, each endowment in support of our participants would be named, so that individual writers might be awarded, for example, the Jane and John Doe Fellowship (or Doe Fellowships, should a single individual, family, or organization choose to endow more than one). We would be pleased to name other IWP initiatives, such as a Translation Series, in honor of their benefactors, as well.

There are several spaces within the Shambaugh house that can be named for donors, including:

Archives Collections	
<i>Entire Collection</i> .....	\$500,000
<i>Individual Collections</i> .....	\$30,000
Library .....	\$250,000
Director's Office .....	\$100,000
Reception Room .....	\$75,000
Offices (3) .....	\$50,000 each

Major contributors will be invited to all readings, discussions, presentations, and other events involving our visiting writers; and would be prominently recognized in all IWP publications. They would also be recognized as major contributors to the University's campus-wide comprehensive campaign.

For more information about the International Writing Program and its funding priorities, contact:

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International Writing Program  
The University of Iowa  
Iowa City, Iowa 52242-1408  
(319) 335-2609  
christopher-merrill@uiowa.edu

For more information about ways to support the International Writing Program, including named recognition for major contributors, contact:

Viana Rockel  
Director, Corporate and Foundation Relations  
The University of Iowa Foundation  
P.O. Box 4550  
Iowa City, Iowa 52244-4550  
(319) 335-3305 or (800) 648-6973  
viana-rockel@uiowa.edu

SUMMARY OF ADDITIONAL FUNDING OPPORTUNITIES

91st Meridian: An Online Journal

Annual Expenses		\$193,300
Operating Expenses	\$5,400	
Salaries and Benefits	\$117,900	
Advertising	\$10,000	
Endowment		\$4,000,000
Endowment: Managing editor		\$1,500,000

Director's International Travel Fund

Annual		\$15,000
Endowment		\$500,000

Translation Series

Annual (2 books @ \$12,500)		\$25,000
Endowment		\$500,000

Writers At Risk Fund

Annual		\$50,000
Endowment		\$1,000,000

Outreach Funds

Annual (20 writers at \$1,500)		\$30,000
Endowment		\$600,000

Writers in Residence (goal is 3)

Annual (each)		\$23,000
Endowment (each)		\$460,000