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CASE Distinguished Service Award Renamed to Honor E. Burr Gibson

WASHINGTON, D.C.—A highly prestigious CASE award honoring individuals who have made a significant and lasting impact on the field of advancement has been renamed in honor of E. Burr Gibson, a long-time fundraiser and consultant who served the profession for more than 60 years.

The E. Burr Gibson Lifetime Achievement Award is sponsored by Marts & Lundy, a fundraising consultancy Gibson served from 1964 until his death in 2010. He joined the firm as a consultant and was named vice president and treasurer in 1978, president and chief executive officer in 1979, chair and chief executive officer in 1982 and executive chair in 1991. He started his career in the late 1940s as a fundraiser for the March of Dimes.

Donald M. Fellows, Marts & Lundy's president and chief executive officer, said Gibson was involved in many of the country's earliest and largest fundraising campaigns, including campaigns for Stanford University, the universities of Chicago and Minnesota, the New York Public Library and the Metropolitan Museum of Art in New York.

"Burr was a teacher, a mentor, a friend, a professional and a truly remarkable gentleman whose career in fundraising and consulting improved the lives of all he touched," Fellows said.

The Lifetime Achievement Award, one of CASE's highest honors, was created in 2006 to recognize individuals who have made a lasting impact on the advancement profession, earned the respect and admiration of their colleagues, and served the profession over an extended period of time. Gibson received the award in 2008.

"It's very fitting that the award be renamed in honor of Burr Gibson, who was a role model and mentor for hundreds of young and seasoned professionals and helped many, many institutions reach their goals through private philanthropy," said CASE President John Lippincott. "Burr was a passionate fundraiser who helped shape the profession and served for many years as one of its defining voices. We're very pleased to collaborate with Marts & Lundy to recognize Burr and his many contributions to advancement."

The 2011 recipient of the newly renamed [E. Burr Gibson Lifetime Achievement Award](#) will be honored with other [CASE Distinguished Service Award](#) winners at the [CASE Summit for Advancement Leaders](#), which takes place July 10-12 in Chicago.

(more)

About Marts & Lundy

Marts & Lundy, founded in 1926, has served thousands of non-profit clients, including private and public universities and colleges, independent schools, educational associations, hospitals and medical centers, public libraries, environmental and conservation organizations as well as health and human service groups, and religious institutions and denominations.

Its work includes non-profits in the United States, Canada, Australia, Europe and Asia. The firm is headquartered in Lyndhurst, N.J., with consultant offices throughout the United States and strategic partnerships globally.

About CASE

Headquartered in Washington, D.C., with offices in London and Singapore, the Council for Advancement and Support of Education is the professional organization for advancement professionals at all levels who work in alumni relations, communications, fundraising, marketing and other areas.

Today, CASE's membership includes more than 3,400 colleges, universities, independent elementary and secondary schools, and educational associates in 68 countries around the world. This makes CASE one of the largest nonprofit education associations in terms of institutional membership. It serves more than 60,000 advancement professionals on the staffs of its member institutions.

CASE helps its members build stronger relationships with their alumni and donors, raise funds for campus projects, produce recruitment materials, market their institutions to prospective students, diversify the profession, and foster public support of education.

CASE also offers a variety of advancement products and services, provides standards and an ethical framework for the profession, and works with other organizations to respond to public issues of concern while promoting the importance of education worldwide.

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