ANNUAL FUND CHALLENGE >>
LIGHT UP THE LOGO

Celebrate the 100th anniversary of Sage by lighting up the Centennial Campaign logo! This annual fund challenge, part of Sage’s comprehensive centennial campaign, is an all-encompassing way to invite Sage’s alumni and friends to make an impact through annual fund giving.

The goal of the Light Up the Logo challenge is to raise $3,000,000 through The Sage Fund for Excellence, Sage’s annual fund, helping us to reach our Centennial Campaign goal of $50 million.

This annual fund challenge runs from July 1, 2014 through June 30, 2016 and all gifts made to the annual fund during this time count toward the challenge.

<< SEE OUR PROGRESS AND LEARN MORE AT centennial.sage.edu/light-up-the-logo

POSITIVE ENERGY

Donna majored in English at Russell Sage College. She taught grade school in the Louisiana bayou and high school and junior college in the New Orleans suburbs before returning to her native New Jersey. Her husband, Rich, had started SESCO, Inc., a company that retrofit residential buildings to conserve energy. When his company was offered residential lighting work, he passed, on the grounds that it wasn’t cost effective. Donna disagreed, and started her own company, Free Lighting Corp., to provide energy-efficient lighting for homes.

Before she sold her business in 2001, Free Lighting had grown into the largest energy conservation contractor of its kind in the U.S.

“MORE” Means Making History

When Donna made her gift of a lifetime – $10 million, the largest gift to Sage, ever – during the campaign’s silent phase, it positioned the Centennial Campaign to become the most successful fundraising effort in Sage’s history. Her transformative gift will provide support for Sage’s School of Education – now known as the Esteves School of Education – and for facilities renovations and the endowment.

Donna believes that

“The self-confidence that I developed while receiving the personal education that The Sage Colleges is known for has been the decisive element that empowered me to excel at the expected, adapt to the unexpected, and ultimately, to be successful in my life.”

Donna is chair of the Centennial Campaign for Sage. She is immediate past chair of The Sage Colleges Board of Trustees, on which she has served since 2005. Donna believes “Sage’s Centennial Campaign offers each of us a chance to honor the past and help secure future excellence through a gift to Sage, maybe even a gift of a lifetime.”

DONOR PROFILE

Donna Robinson Esteves RSC ’70
Educator, Energy Entrepreneur and Philanthropist

To see more donor profiles, visit centennial.sage.edu