



Letterwinner Kevin Turner Leaves Perpetual Legacy



A successful athletics department is a product of the resources it has, and Sun Devil Athletics currently has fewer endowments than other Pac-12 schools. The solution, according to one Sun Devil for Life, is more funding through contributions from alumni.

The year was 2007 when Kevin Turner started his endowment, the Kevin Turner Football Walk-On Scholarship. The one-

time Sun Devil football student-athlete was inclined to donate after he learned from a fellow alum that ASU ranked ninth in athletic endowments compared to the rest of the then-Pac-10 Conference. Turner has now doubled the amount of his endowment over the past eight years, and is encouraging other Sun Devils to follow suit.

Recent Stories

Letterwinner Kevin Turner Leaves Perpetual Legacy

2015-12-16

A successful athletics department is a product of the resources it has, and Sun Devil Athletics currently has fewer endowments than other Pac-12 schools. The solution, according to one Sun Devil for Life, is more funding through contributions from alumni.

Don't Miss Chance to Win ASU-Custom Bike

2015-12-03

Don't miss your chance to win a customized ASU-branded 2013 Harley Davidson Softail Slim at the 2015 Sun Devil Football Banquet.

Find Us on Facebook



Be the first of your friends to like this



“Players have an obligation to give back.” Turner said. “Then we can truly create a perpetual legacy. That’s what sustained excellence is all about. That’s how other schools consistently stay in the national championship conversation.”

Currently a full scholarship costs about \$30,000, so it takes \$700,000 to endow a scholarship using a four-percent spending policy. The lasting investment provides generations of renewable assistance for student-athletes as it continues to accrue interest. Endowments can also be designated for a specific position in a particular sport, like Turner’s for walk-on football student-athletes.

“There are 30 years of football players, ages 40 through 60, who are in the prime of their earning careers,” said Turner. According to him, if those 600 Sun Devils (assuming there are approximately 20 seniors per class) gave an average \$5000 pledge, then that could equal \$3 million for the athletics department.

“I’m at a point my career where I can (endow a scholarship),” Turner said. “When I look back, I owe a great deal of my success from what I learned on the football field, mainly as a reserve walk-on. From persistence and dealing with adversity, to game planning and strategizing, and ultimately execution and not setting a limit on what you can and can’t do.”

Currently living in California, Turner does commercial real estate as a “day-job” at Cushman & Wakefield, but his heart is in broadcasting high school football games, as he has been in the TV and radio business for 25 years. Covering UCLA, UC Irvine and arena football has put him in touch with many young athletes, and he reminds them their skills learned from sports are invaluable and applicable to the working world.



Turner walked on to the Sun Devil football team from Golden West

College in Huntington Beach, Calif., and played wide receiver at ASU from 1981-83. The 5-foot 8-inch, 162-pound sophomore ran a 40-yard dash in 4.5 seconds and caught one hundred balls from the passing machine to earn a helmet, pads and a spot on the team after spring practice.

While Turner attended ASU in the early 1980s the Sun Devils won a Fiesta Bowl, College World Series and made it to the second round of the NCAA Men's Basketball Tournament. At the time the Sun Devils did not have to compete with as many professional sports franchises as they do now.

"We had some good teams," Turner said. "ASU was THE thing in the Valley. It needs to become that again, and it can, but it's going to take a commitment from guys like me and other former athletes.

"At the end of the day, you have to look at yourself in the mirror and ask 'What can I do?' The reason is, you most likely wouldn't be at where you're at today without the fundamental teaching of what it means to be a Sun Devil."

Turner said he's always believed ASU is the best place in the country to go to school between its location, variety of colleges and overall holistic ability to create talent in arts and sciences, among other disciplines.

The differential advantage between university athletics departments across the country is their support systems, according to Turner. He said the academic programs, networking opportunities after graduation, and alumni base are what really appeals to student-athletes and parents.

"There is a direct correlation between endowment resources and athletic excellence," Turner said. "Show me where it's not. We have to have a tier-one support system for student-athletes because that's when you get the best, brightest and most athletic kids in the country to come to your school."