

College Donor

QUARTERLY

a publication of the **Fund for Academic Renewal**

FAR-Advised Gifts in Action

by Jacqueline Pfeffer Merrill, Executive Director, FAR

FAR supports the commitment of higher education donors who want to promote academic excellence, intellectual openness, and the rigorous study of essential subjects to prepare students for career, citizenship, and thoughtful adult lives. FAR is honored to assist donors in making these important gifts, whether by helping them to identify meritorious programs and faculty that match their interests, structure gift agreements that will protect their intent, or pool their gifts with like-minded donors to achieve maximum impact.

Since FAR expanded its services in late 2016, we have helped donors plan higher education gifts totaling more than \$10 million. While a dollar amount is one metric of success, the real measure of impact is how gifts affect the lives of students. On that front, we are happy to report that several of the gifts FAR advised in 2017 are bearing fruit in 2018.

Good News from Montana

In early 2017, FAR worked with donors to establish and fund the J. Eugene Marans Scholarship in International Law at the Alexander Blewett III School of Law at the University of Montana.

The scholarship pooled donations from friends of Mr. Marans, a proud Montanan whose distinguished career in business and international law included helping to secure voting rights for Americans living abroad.

"We wanted to bring Gene's many friends and colleagues together to honor his distinguished career and pro bono activities," noted Emil Frankel, one of the donors to the fund. "FAR worked with us to pool our funds and structure a gift that would achieve greater impact for years to come."

When FAR awarded the funds last year, Paul Kirgis, dean of the Alexander Blewett III School of Law, remarked, "The J. Eugene Marans Scholarship in International Law will support our globally-minded students who are eager to understand the political and legal systems in China, one of the world's most powerful economies. We are grateful for the collaboration with FAR, which has enabled us to work with Gene's friends to establish a meaningful program that celebrates a great Montanan and offers an exciting new opportunity for our students."

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INTELLIGENT COLLEGE GIVING. The Fund for Academic Renewal serves alumni and college donors who aim to support a renewal of the highest standards on college campuses through targeted philanthropy.

Faculty Leaders Discuss Next Generation of Liberal Arts Centers

FAR convened its third **Oases of Excellence** faculty conference this fall at Arizona State University's School of Civic and Economic Thought and Leadership (SCETL). The Oases conferences offer a unique, off-the-record opportunity to discuss strategies for promoting debate, engaging undergraduates in extracurricular programming, and creating a student community.

FAR regularly assembles groups of distinguished faculty leaders who lead high-quality centers and institutes around the country so they can share best practices and learn from each other's successes. Sessions were led by SCETL director Paul Carrese; Joshua Dunn, director of the Center for the Study of Government and the Individual at the University of Colorado-Colorado Springs; Colleen Sheehan, director of the Matthew J. Ryan Center at Villanova University; and Candace Vogler, senior faculty advisor for the Hyde Park Institute at the University of Chicago.

One professor who is in the process of starting a new program praised the conference, "I really appreciated this opportunity to hear about what others are doing at other



Paul Carrese, Ph.D., director of the ASU School of Civic and Economic Thought and Leadership, discussed the success of this new initiative.

institutions, very inspiring, and has me thinking more creatively about what I want to do on my campus. Excellent event with a great group of teacher-scholars!"

FAR-Advised Gifts *from page 1*

In summer 2018, the inaugural Marans Scholarships were awarded to two Montana students to fund study in China. In the words of one student: "It was inspiring to study in a unique setting, so different than Montana. We had excellent professors who gave us a rigorous academic experience, but also encouraged us to take time to dive into the culture . . . I loved our class discussions about development and human rights, business transactions, and comparative constitutional law."

Donor Vision Realized in Vermont

Vermont entrepreneur Angelo Pizzagalli has a long history of offering his time and financial support to his alma mater, the University of Vermont (UVM). He served as chairman of the school's board of trustees and

has made several majors gifts to the school. When Mr. Pizzagalli was considering his next gift, he consulted with the Fund for Academic Renewal about how to make a gift to support the study of the virtues of a free and open society. "I appreciate the

“FAR’s guidance led us to insert provisions in the gift agreement that we would never have thought of. These provisions will ensure that my objectives for the gift will be honored by the University . . .”

—Angelo Pizzagalli on his gift to the University of Vermont

assistance of the Fund for Academic Renewal in structuring the gift and my agreement with UVM," Mr. Pizzagalli wrote after his generous donation established the Pizzagalli Chair in Free Enterprise at the Grossman School of Business. "FAR's guidance led us to

insert provisions in the gift agreement that we would never have thought of. These provisions will ensure that my objectives for the gift will be honored by the University for many years to come." UVM moved quickly to fill the Pizzagalli Chair with the appointment of Professor Andrey Ukhov. Thanks to Mr. Pizzagalli's gift, UVM students will have a new opportunity to learn the importance of entrepreneurship and individual initiative in a free society.

As we enter the year-end giving season, a gift to higher education is top-of-mind for many. Careful planning and meticulous attention to detail will help to ensure your gifts meets your philanthropic aspirations. Contact FAR to begin a conversation about your next college gift at 202-467-6787.

FAR Combines Philanthropy & Education at ATHENA

This year at ACTA's 14th annual ATHENA Roundtable conference, FAR organized a dynamic panel of philanthropy, wealth management, and higher education experts. The panel, moderated by Janet Lorin of Bloomberg News, addressed themes ignited by the day's earlier panels, including the decline of academic freedom and the exploding cost of college, and offered solutions powered by donor intervention.

Panelists Erin Hogan, Managing Director and Philanthropic Market Executive at U.S. Trust, and Andy Carroll, Senior Program Director at Exponent Philanthropy, both noted that the donors they work with are increasingly interested in supporting higher education programs that represent their values, rather than writing blank checks to their alma maters.

Elizabeth Kaufer Busch, Professor and Co-Director of the Center for American Studies at Christopher Newport University, emphasized the impact of informed giving by sharing her success running an on-campus, donor-funded program that focuses on America's first principles, history, and economic foundations. And FAR Executive Director Jacqueline Pfeffer Merrill offered examples of how FAR has assisted donors with crafting targeted gifts.

Summarizing the panel's discussion of a "silver lining" for active donors, Dr. Merrill shared, "While some donors are understandably concerned about our colleges and universities today, there has never been a better time to support high-quality, liberal arts programming in higher education." 🍀



Panel participants Jacqueline Pfeffer Merrill, Elizabeth Kaufer Busch, Andy Carroll, Erin Hogan, and Janet Lorin.

What People Are Saying...

Responses to FAR's Oases of Excellence Conference

"I've been to enough of these things to know how rare and wonderful it is to have such a well-organized program involving so many good people. . . . One never knows what will happen with programs such as mine, but I'm sure that we will be in a better position to thrive because of our association with ACTA and FAR. So, sincerely, thanks."

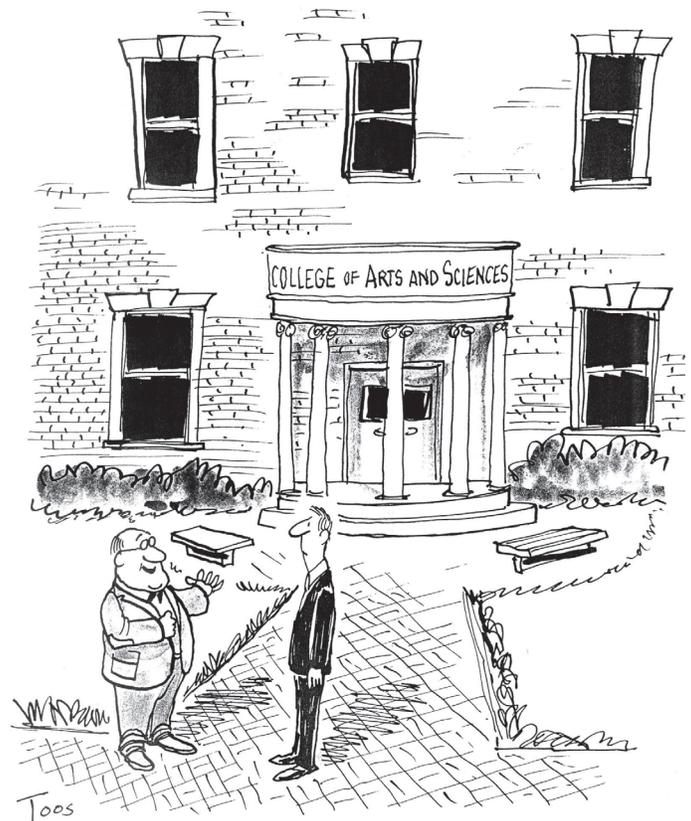
"Very helpful information on fundraising; valuable stories from faculty currently 'in the trenches' and running centers."

"Being made aware of the wider network of academics working on similar kinds of initiatives; this is a great encouragement . . . Receiving the clear message that like-minded people are happy and ready to help."

From *The College Donor Digest*
(FAR's blog at www.AcademicRenewal.blog)

What's In a Name? Naming Rights Agreements Can

Make or Break a Gift For the donor looking to make a truly enduring impact, it's going to be more difficult than placing a name on a building.



"Can I choose which brick you name after me?"

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Donor TIPS

Major gifts to fund an endowed professorship or establish a new faculty-led program are common ways that college donors support higher education. Such gifts provide the resources that colleges and universities need to attract bright faculty and, most importantly, to educate the next generation.

As a donor considering such an investment, you may wonder how to participate meaningfully in the implementation of your gift. You may want to support teaching and research about a subject especially important to you, or opportunities that introduce students to topics that matter to you and your family. But you may also be aware of news stories from across the country that allege donors overstep their bounds when they seek to have a say in the implementation of their gifts.

Have Your Say

Colleges have their own, often arcane, protocols and academic procedures that make college giving especially challenging. The hiring of a new professor may require approval of the board of trustees; the new program you wish to fund may require approval by the faculty senate.

The good news is that there are many avenues for donors to shape the professorship or program they fund while respecting academic freedom and institutional autonomy. FAR helps donors find ways to participate in the implementation of their gifts and to build oversight terms into gift agreements, including regular reports, site visits, and donor representation on advisory committees.

With such stipulations in place, donors can be confident that their intent will be honored. 