

College Donor

QUARTERLY

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

Penn State Hillel Expands to New Space

Thanks to a generous gift from Nancy and Bernard Gutterman

This spring, Penn State Hillel released the official name for its new space—the Nancy and Bernard Gutterman Center for Jewish Life. In 2021, Penn State Hillel will move from its current location to a space downtown within a new mixed-use facility, expanding its footprint from 1,400 to 15,300 square feet.

When finalizing this gift, Stefanie Tapper, director of development for Penn State Hillel, reached out to the Fund for Academic Renewal (FAR) for its help with a model gift agreement. FAR spoke with Ms. Tapper about the transformative gift from the Gutterman family, and her advice for other organizations stewarding major gifts.

Q: How did this remarkable gift evolve?

The Guttermans had committed a million-dollar gift to a different iteration of our capital campaign. From the start, the Guttermans said, “Of course we want to be a part of this.” They are both alumni of our institution. We originally had a plan for a freestanding building, but over time that idea evolved into a multi-use space.

When this idea emerged, we spoke with the Guttermans again and told them the project had changed and that we would love to talk with them about changing their impact, and they said yes.

The Guttermans are committed to the Jewish community and to Penn State. This new mixed-use space was a great way to marry those interests. They were very generous in upgrading their gift, and now it is the largest single gift in our organization’s history.

Q: How is this new space going to serve PSU Hillel’s community, and what unmet need will it fill?

There are approximately 5,000 Jewish students on Penn State’s campus, so 1,400 square feet was not enough space to accommodate their diverse interests. In the Jewish community, place is especially important. We are known to be nomads, so having a place that we can have ownership of is important. We are excited to have something that can model for the next generation of students how to integrate Jewish life into their experience at Penn State.

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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.

ACTA Urges Donors to Protect Free Speech on Campus

John Altman, an entrepreneur and past trustee of Miami University of Ohio, co-authored an opinion essay with ACTA President Michael Poliakoff urging donors to exert their influence to advance free expression on college campuses. Below is an excerpt from that essay, published on June 21 in the *Cincinnati Enquirer*:

"The University of Chicago's Principles of Freedom of Expression ought to be standard operating procedure at every college and university. And it is time for the philanthropic community to make it their own operating procedure that there will be no money for any university without its official commitment to a comprehensive policy protecting and fostering freedom of expression.

"For this reason, the Altman Charitable Foundation offered \$1 million to Miami University of Ohio for its Humanities Center, conditional upon the university first adopting the Chicago Principles of Freedom of Expression. In

fact, that operational rule for higher education philanthropy is now written into the Foundation's bylaws.

"The Diana Davis Spencer Foundation, a major higher education donor, has stated that it will be taking colleges' track records on academic freedom into account for future grants. President Diana Davis Spencer has made the policy direction clear: 'Colleges and universities must allow free speech on campuses and encourage students to inquire and question all sides of an issue. Otherwise, democracy is doomed.'

"For those who love and support higher education—and that should be everyone—it will seem hard to padlock our wallets. Until colleges embrace basic principles of academic integrity, however, it is the way forward. Admittedly, the gifts of a few foundations cannot change the entire system. But an overdue revolution is gathering momentum."

To read the full piece, please visit ACTA's website or email info@AcademicRenewal.org. 🌱

Hillel Gift, *from page 1*

Q: Why did you reach out to the Fund for Academic Renewal (FAR), and what help did they provide?

It was important to me to employ best practices. This was my first rodeo, so to speak, in stewarding a gift at this level. I reached out to a former colleague for advice, and he recommended I reach out to FAR to help me through the process and ensure I did everything right the first time. I wanted to be sure our donors were prepared and happy, and that I could answer every question that they might have throughout the course of executing the gift. I wanted them to be the happiest donors on earth!

Q: What advice would you share with other organizations that are working with donors at this level?

I would say to call FAR and to cover all your bases. I think it's important to be thorough. If your donors are



A detailed rendering shows the future plans for the new Hillel center at Pennsylvania State University: The Nancy and Bernard Gutterman Center for Jewish Life.

at the point where they are trusting you enough to say yes to a gift, they are trusting you to steward the entire process well. You want to be sure that everything is clear both in writing and in your conversations, and that your donors feel like they have a voice. It's all about intent.

Q: It sounds like the organization had a trusting relationship with the

Gutterman family. Why is it important to have a written gift agreement in addition to this relationship? Why not do all this over a handshake?

When a donor is giving at this level, there are lots of people involved. It's important to spell everything out so that all parties feel comfortable. I can appreciate the old-school mentality of just shaking hands and everything

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OASIS PROFILE: Institute for Religion, Politics and Culture at Washington College

Understanding the important civic role that colleges would play in sustaining the new nation, our Founding Fathers both advocated for and invested in higher education. For example, while in office, our nation's first president lent his name and donated 50 guineas to establish Washington College, the first college chartered in the sovereign United States of America in 1782.

More than 200 years later, the Institute for Religion, Politics and Culture at Washington College builds on George Washington's legacy by equipping students to embrace their roles as responsible and informed citizens. The American Council of Trustees and Alumni is proud to designate the Institute as an "Oasis of Excellence." Led by Joseph Prud'homme, professor of political science, the Institute offers lectures, symposia, a vibrant scholarship program, a cohort of student fellows, a peer-reviewed book series, and opportunities for students to study in significant locations abroad.

The Institute is made possible by the support of donors. Just this past year, Professor Prud'homme was named the Burton Family Chair in Religion, Politics and Culture, thanks to a generous endowment from long-time Washington College supporter David Burton.

This July, the FAR team had the pleasure of visiting campus to sit in on the Institute's inaugural Young Thinkers Summer Conference, which challenged a group of high school students from across the country to think deeply about the origins of our nation. As part of their week long study at the Institute, students had the opportunity to visit historic sites in Washington, DC, Philadelphia, and the Eastern Shore of Maryland, and met with several members of Congress.

To learn more about the Institute, or to make a donation, please contact Professor Prud'homme at jprudhomme2@washcoll.edu or 800-422-1782, ext. 6486. 🍀



Professor Prud'homme and 18 students discuss freedom of speech and expression at a student symposium conducted by the Institute.

Hillel Gift, *from page 2*

will be great, but it's very important to take it to the next level and show them that we are responsible; that we are respectful; that they can trust us as much as we trust them.

Q: What advice would you give to donors like the Guttermans, to ensure that their intent is honored and that their giving achieves the impact that they desire?

Ask questions. No question is inappropriate. No question is stupid. Ask everything. If you have concerns, or if the organization can't answer your questions, then push a little harder. It's about what you've worked for and the future of your community.

To read the full Q&A with Ms. Tapper, please visit FAR's website, AcademicRenewal.org. 🍀





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Donor TIPS

Free expression ought to be a guiding principle at every institution of higher learning in America. Unfortunately, we have witnessed a steady erosion of this core value. The latest report from the Foundation for Individual Rights in Education (FIRE) found that 28.5% of the 466 colleges analyzed maintain policies that “seriously infringe upon the free speech rights of students.”

Inside this issue, you will find an excerpt from an essay by entrepreneur John Altman and ACTA President Michael Poliakoff with a call to action to higher education donors. Mr. Altman has offered \$1 million to Miami University of Ohio, conditional upon the University first adopting the Chicago Principles to signal its commitment to free expression.

University of Chicago President Robert Zimmer tasked the Committee on Freedom of Expression with “articulating the University’s overarching commitment to free, robust, and uninhibited debate and deliberation among all members of the University’s community.” The

Support Freedom of Expression

Committee’s report, known as the Chicago Principles, has become the gold standard among institutions that wish to show their dedication to this core value of American higher education.

The statement affirms that universities have “a solemn responsibility not only to promote a lively and fearless freedom of debate and deliberation, but also to protect that freedom when others attempt to restrict it.”

Thoughtful donors, like Mr. Altman, should ask questions to better understand an institution’s policies on free expression before making a major gift. Through targeted giving, donors play a vital role in ensuring that our nation’s colleges and universities uphold academic freedom.

For higher education philanthropists who wish to follow Mr. Altman’s lead by leveraging their gift to advocate for free expression, FAR can provide free guidance through every step of the gift-making process. 🌱