

# *Creating Futures*

University of Colorado *Foundation*



## *Planting Seeds for the Future*

*A Guide to Endowments at the University of Colorado*



University of Colorado *Foundation*

Establishing an endowment at the University of Colorado Foundation allows you to take your vision and bring it to life, building a legacy with the power to **create futures**. When you establish an endowment, you create a permanent resource that makes a difference **today** and for **generations to come**.

It can be the most important philanthropic decision of your life—and for the lives of those you will touch.

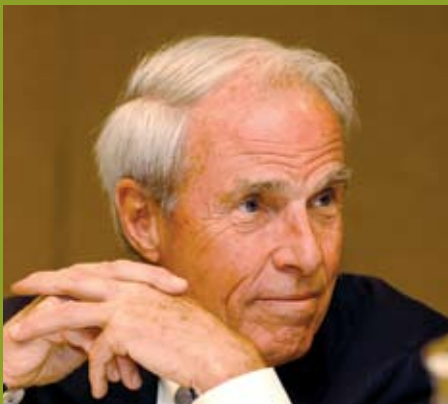
# Gifts that Keep on Giving

## What is an endowment?

- An endowment is a permanent fund established for a specific purpose—whether for a faculty member, scholarship, fellowship, or general program support.
- An endowed fund is invested and the distributions support the program for which the endowment was established.
- Endowed funds are held and managed by the University of Colorado Foundation.
- Endowed funds are invested for both income and growth.
- You can establish an endowment with several kinds of assets, including cash, securities, real estate, or through an irrevocable bequest.
- Distributions to support a donor’s area of interest are made in accordance with the policies established by the CU Foundation.

## Why create an endowment?

- Private support is an essential ingredient in the University of Colorado’s ability to meet today’s needs and the challenges of the future. And endowments are one of the best ways to connect your passion with the vibrant work of the talented teachers, researchers, and students at CU.
- When you create an endowment, the gift is preserved forever. In this way, you can be sure that the dollars you give will live on, supporting the program of your choice not only today but for future generations.
- Endowments are the best way for you to ensure that a beloved program, school, or type of research has the necessary funds to thrive and grow far into the future.
- You may designate the fund in your own name, as a tribute to a friend or loved one, or to honor a professor or mentor.



“Endowments enhance the quality of the University of Colorado by providing a base of funding that keeps on giving,” said CU President Bruce D. Benson. “They are one of the best ways to contribute to the long-term needs of the university.”

*University of Colorado President Bruce D. Benson*



# Planting Seeds for the Future

Endowment donors enable CU to establish scholarships, fellowships and professorships, enrich academic programs, and support research programs to benefit students and faculty, as well as Colorado and the broader community. Generous individuals like you are planting the seeds to improve the landscape of tomorrow.

Below are the three broad types of endowments donors may establish.

## Student Endowments

Gifts that fund scholarship and fellowship endowments make it possible for CU to attract and retain the best undergraduate and graduate students, regardless of their financial circumstances. You can make a difference by contributing to an existing scholarship or fellowship or establishing a new endowment to ensure that bright and deserving students have a chance at a world-class education while enriching the campus environment for others.

## Faculty Endowments

The University of Colorado is proud of its outstanding faculty, composed of Nobel laureates, MacArthur fellows, and members of prestigious academic and scientific organizations, and hundreds of individuals who contribute to the fabric of a dynamic environment of learning and scholarly inquiry. Endowments are the most important and effective way to support faculty, helping to ensure that the University continues to recruit and retain leading researchers and teachers through endowed chairs, professorships, and fellowships.

## Programmatic Endowments

Endowments that support programs and special initiatives at CU ensure the long-term viability of important, cutting-edge instruction, research, and public service activities that make the University a world-class institution.



## Karen Possehl: A Community Leader Moved to Action

*Karen Possehl, center, chats with scholarship recipients at UCCS.*

In 1998, Karen Possehl was approached with an innovative proposal for an endowed scholarship to advance education for non-traditional students. Although Karen and her family are Denver residents, they recognized University of Colorado at Colorado Springs' clear need for this support. Karen was so impressed with the project that she took it on personally.

Since she and her husband, Jim, made their generous initial gift to establish the Karen Possehl Women's Endowment (KPWE) at UCCS in 1998, the community has adopted the program as its own. Many community members have stepped forward, offering to be mentors or contribute to the endowment. The result: changed lives for more deserving individuals with every passing year.

"This program was the helping hand when I needed it most," says Jan Grossberg, 2002 scholarship recipient. "It's been an emotional and financial lifeline. Just knowing I had people to talk to was enough to help me change my life."

---

**"You can't give  
someone a better gift  
than an education.  
Once they have  
that, they're free to  
do anything."**

*-Karen Possehl, Scholarship Donor*

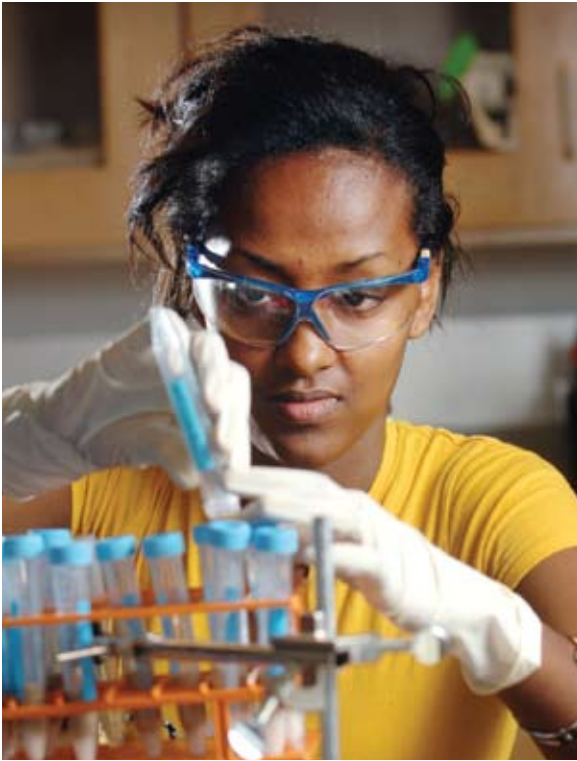
---

Many talented women in our community like Jan Grossberg have faced significant challenges in their

quest for an education. KPWE Scholarships are designed to give these non-traditional students the resources they need to conquer the obstacles they face.

The endowed scholarships offer critical monetary support, but this is only the beginning. Strong community mentorships, caring emotional resources, peer counseling, and childcare options are woven into each scholarship, giving students the freedom to concentrate on their education.





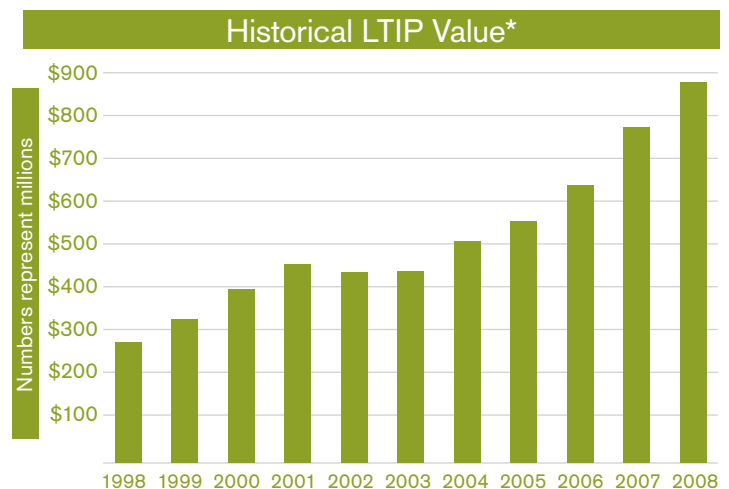
# Investment Excellence for the Long Term

The CU Foundation has a track record of success when it comes to managing endowments it holds for the benefit of the university. Increased donor confidence in the CU Foundation was reflected in our recent honor as “Large Foundation of the Year” by *Foundation and Endowment Money Management*, a publication of *Institutional Investor*. The only institutionally related foundation nominated, the CU Foundation was chosen for its investment performance, innovation, and outstanding asset allocation moves.

The CU Foundation’s total assets under management include short-term, planned gift, and long-term assets. Endowment funds are invested in the Long Term Investment Pool or LTIP, which is the largest segment of the portfolio.

At the direction of the Foundation’s Board of Directors, the Investment Policy Committee establishes specific guidelines for management of the LTIP, a pooled fund designed for endowed and similar long-term funds. LTIP funds are invested in a broad mix of asset classes. Its goal is to provide a steady and recurring stream of funding for the University of Colorado while maintaining the real inflation adjusted purchasing power of the investments over time.

- Over the long term, the LTIP has consistently met or exceeded the portfolio management guidelines, resulting in both the growth of funds made available to CU and the asset size of the portfolio.
- As of June 30, 2008, the LTIP had outperformed both the S&P 500 and the Benchmark Index for the trailing 1, 2, 5, and 10 year periods—with less risk than either index.
- As of fiscal year-end 2008, the LTIP had grown to a market value of \$874 million, a 320% increase since 1998.



\*All numbers are based on a June 30th fiscal year-end.

# Accountability to our Donors

Donors direct their support to a wide variety of programs, projects, and areas. Based on donors' wishes, endowed gifts support the program of their choice over an extended period of time.

A sophisticated donation stewardship process has been established with the University to ensure that funds are used in accordance with the donor's wishes. Part of this process includes an annual report tailored to donors

called the Endowment Status Report (at right), which shares essential information about the donor's fund, asset allocation, and the interest earned and distributed to the area of their choice. Specialized accounting oversight is also required to calculate and distribute funds to the university in accordance with donor intent. We are committed to being good stewards of your gifts and take this part of our mission very seriously.

QUASI-ENDOWMENT STATUS REPORT Fiscal Year 2008 / June 30, 2008	
ABC Research Endowment	
To provide funding for educational purposes of behavior and clinical research	
Anschutz Medical - UCDA, School of Medicine	Principal Fund
Total Gifts and Additions <small>(Includes gifts received through 6 other accounts)</small>	\$ 2,000,000.00
Principal Market Value <small>(Net assets of Endowment Fund, with principal gifts other assets in related accounts)</small>	\$ 2,625,000.00
Outstanding Pledges <small>(Pledges remaining as of 6/30/08)</small>	\$ 100,000.00
Available Cash <small>Cash in endowment savings fund</small>	\$ 25,000.00
Reinvested Earnings <small>Endowment earnings reinvested</small>	\$ 50,000.00
Accumulated Earnings <small>Total Available Cash plus Reinvested Earnings</small>	\$ 75,000.00
Projected Annual Earnings Distribution	\$ 107,000.00


UCCS Dean Emeritus Carole Schoffstall (left) keeps in touch with donor Marilyn Miller, whose gift established the Dr. Carole Schoffstall Endowed Chair.

## Endowment Status Report

Endowment donors receive ongoing communications with timely and relevant information, such as the Endowment Status Report, above.

# Janet Mordecai: **Creating the Future** through an Investment Today

“My first year [out of college] I was a nurse in a migrant labor camp in Ft. Lupton,” Janet Mordecai says. At the camp she met a 19-year-old young man whom she brought into the clinic. He was diagnosed with a congenital heart defect called tetralogy of fallot.



*Janet Mordecai*

“You don’t see anybody with that kind of disease process except in text books today... because that kind of problem would routinely be diagnosed at birth and corrected,” Mordecai says. That is, unless a family or child had no access to healthcare.

The young man couldn’t work in the fields because of his heart defect, and was shunned by his community as a result. “He came to our clinic and I

got somebody interested in talking to him from the University Clinic. They sent him to the University of Colorado Hospital and they did the surgery for nothing.”

In a very short time post-surgery, he had grown and increased endurance and was able to work.

“The day he went to work in the fields was the proudest day of his life,” Mordecai says. All it took was what most people take for granted, but what many in rural areas still struggle with: access to healthcare.

And that is why Janet Mordecai gave \$1.9 million to the University of Colorado Denver School of Nursing. With \$1.5 million she established the Daniel and Janet Mordecai Rural Health Nursing Endowed Chair. With \$400,000 she endowed four Rural Health Nursing Fellowships.

“My passion is really to solve the nursing shortage as best I can. If, with my endowment, I can make a dent or start a base in rural areas where people are attracted to stay, it will just serve that many more people,” says Mordecai.

She established the endowments because she wanted to make a gift that would stay and remain for the future. She says, “I did it so it would remain in perpetuity and so it would be protected.

“Also, having been a nurse for 35 years, and having graduated from the University of Colorado, it was kind of fun to give the first endowed chair to the School of Nursing,” says Mordecai. “It was fun to get their name on the map.”

---

**“My passion is really to solve the nursing shortage as best I can. If, with my endowment, I can make a dent or start a base in rural areas where people are attracted to stay, it will just serve that many more people.”**

---

*—Janet Mordecai*

Fellowship helps  
Amanda Jojola

# pay it forward

*Amanda Jojola (second from left)  
trains rural nursing students.*



Amanda Jojola is one of the first recipients of the Rural Health Nursing Fellowships, established by Janet Mordecai. She has been a nurse for nearly 20 years, a family nurse practitioner since 1999, and for the past five years, a nurse-educator at Adams State College in Alamosa, Colo.

“I can’t tell you how much I appreciate this fellowship and opportunity to pursue my advanced degree... most people aren’t this fortunate,” says Jojola. The fellowship pays for her tuition and provides a living stipend.

The goal of the fellowships is to produce more doctoral and master’s prepared nurses in rural Colorado. Jojola has already signed a contract to come back and teach at Adams State, where she will train rural nurses.

“We have such a huge nursing shortage and it is even a greater problem in rural areas,” says Jojola. “With a doctorate under my belt, I hope to make myself heard at the local, state, and national level, so I’ll have some influence to increase nursing professionals in rural areas.”

When she returns to teaching, she’ll also return to part-time nursing practice. And best of all, for the folks in Alamosa, Jojola makes house-calls.



---

**“I would like to pay it forward at some point as well. I want to be able to educate nurses here and make them aware of their own political and leadership skills. I want to help them realize that they have a greater responsibility—to our patients, to the community, and to the profession of nursing.”**

*Amanda Jojola, one of the first recipients of the Mordecai Rural Health Nursing Fellowships*

---



## Investing in CU, Staying Involved: Dick Burrige

“As a graduate of CU-Boulder, I have the desire to pay back for the education that the University provided,” says Dick Burrige, BA ’51. “And the best way I can do that is through the combination of investment and gifting.”

As a professional in the investment field who has helped manage multi-million-dollar university endowments himself, Burrige understands the power of endowed gifts, which can provide substantially greater annual income to the Leeds School of Business.

“Leeds has a desire to be one of the top business schools in the country, and I’d like to support that goal as best I can,” he says.

To that end, Burrige has given a total of more than \$2 million to

CU-Boulder; he used an endowed gift of \$1.2 million to establish the Richard M. Burrige Center for Securities Analysis and Valuation at the Leeds School.

Through the Center, Burrige is interested in maintaining an emphasis on a fundamental approach to securities analysis and stock investing. The Center hosts an annual conference that brings together financial professionals and academics from across the country to share their findings, keep abreast of new methods, and test old approaches in theory as well as in practice.

Burrige says he also wants corporations throughout the Rocky Mountain region to develop sufficient confidence in the work that is being

done in the Leeds School, ensuring that financial institutions see the University as a source of investment information, techniques, and even special projects.

When asked about the benefits that endowment giving has yielded for him, he is quick to answer.

“My gift keeps me involved in the University because I have an interest in how the Burrige Center operates and develops.” He likens it to buying a stock and becoming interested in whether it goes up or down. “You give a gift and become very interested in how the activity develops. I find it very gratifying.”

# Ways to Give for the Future

You can establish an endowment with a variety of assets applied in a combination of ways. Keep in mind that all gifts may be pledged and paid over a period of five years. The professional development staff at the CU Foundation will help you determine the most beneficial way for you to make an endowed gift.

## Gifts of Cash

Your gift by check or credit card can be directed to any area of the university. We accept gifts by mail, phone, or at [www.cufund.org](http://www.cufund.org). In most cases, you can benefit from a charitable income tax deduction for the full value of the gift.

Does your employer match charitable gifts? Check with your company's Human Resources department to find out if you can double, even triple the impact of your gift through a corporate match.

## Gifts of Other Assets\*

- **Securities (stocks, bonds, and mutual funds)**—Not only can giving securities benefit CU and yield a charitable income tax deduction, you may be able to bypass capital gains taxes on long-term holdings: strengthening the impact of your gift.
- **Life Insurance**—Have a policy that your family won't need? One option is to make the CU Foundation the irrevocable owner and beneficiary of a paid-up whole life insurance policy.
- **Retirement Assets**—If you make the CU Foundation a retirement-plan beneficiary, your gift will be transferred after your death, and certain taxes may be avoided.
- **Real Estate or Personal Property**—Give your second home, undeveloped land, or other real-estate asset, and

avoid the hassle of ongoing upkeep and taxes. You can give the full value of your home, or arrange a “bargain sale” to the CU Foundation—which, by agreeing to receive a below-market price for your home, enables you to receive a combination of cash and a charitable income tax deduction. You can also donate other valuable assets, such as artwork or jewelry.

*\*It is advisable to contact your attorney or tax adviser, as charitable deductions and other tax and estate implications vary widely according to personal circumstances.*

**“As a portfolio manager, I have found that our best investments are always made when we invest with great people—people who have a vision, people with passion who can inspire other people.”**

*Endowment Donor Tom Marsico, BA '77, CEO of Marsico Capital Management*

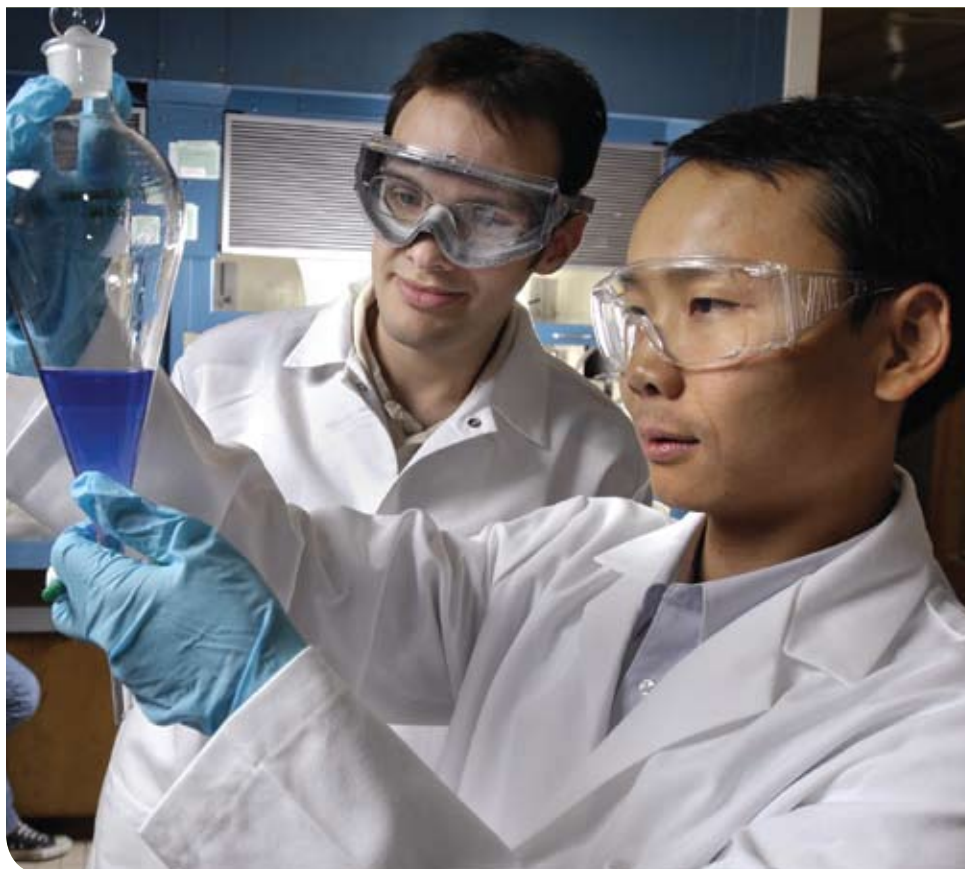


## Make an Endowed Gift... for CU's Future

Call the University of Colorado Foundation or visit [www.cufund.org](http://www.cufund.org) today to discover how you can help us create futures, and open the door to a broader, better, and more influential university for the benefit of our students, state, and the world in which we live.



UNIVERSITY OF COLORADO  
**FOUNDATION**



### University of Colorado Foundation

4740 Walnut Street  
Boulder, CO 80301

Phone: 303.541.1200  
Toll-free: 1.800.405.9488

[www.cufund.org](http://www.cufund.org)

The University of Colorado Foundation is a tax-exempt organization under Internal Revenue Code 501(c)(3), and a public charity under Internal Revenue Code 509(a)(1) and 170(b)(1)(A)(iv). Its federal tax identification number is #84-6049811.

January 2009