

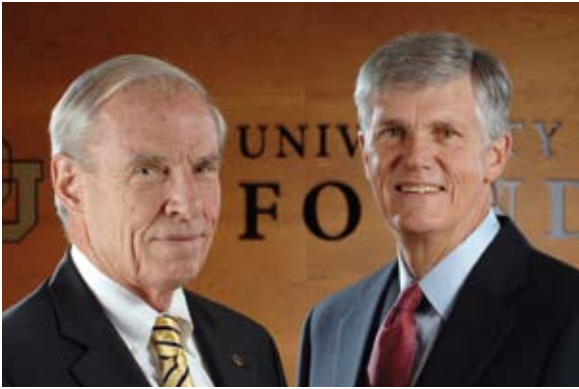
Creating Futures

University of Colorado *Foundation*



Invitation to Give

Introducing ways to support CU



Creating Futures at the University of Colorado

*CU President Bruce Benson and CU
Foundation President J. Wayne Hutchens*

We're excited about our university, and we hope you are too. Donor support has helped catapult the University of Colorado to a level of excellence to which once we only aspired. We're on an outstanding trajectory, and with your help, students, faculty, and grateful patients will reap the impact of *your* support.

Our Boulder, Colorado Springs, and Denver campuses change lives daily. Students pursue degrees that prepare them for careers in business, science, innovation, the arts, engineering, law, health care, and hundreds of traditional and emerging fields. Faculty help shape the next generation in the classroom, on the stage, in the operating room, and around the globe. And as scholars, they engage in basic and applied research that can attack or prevent disease, solve energy problems, provide insight into history and literature, or invent new devices. The academic enterprise honors the past, embraces the present, and lays the foundation for the future.

CU is a major driver of the economy in Colorado and the region. But while CU is a public university, tax dollars and tuition revenue alone cannot foster greatness. As alumni and longtime volunteers, we have seen firsthand how private contributions provide the margin of excellence that changes the lives of students, allows us to recruit the best faculty, and makes CU's campuses such special learning environments. Consider this sampling of our donors' commitments and their far-reaching impact:

- **STUDENT SCHOLARSHIPS**, such as the Brian Hovey Memorial Scholarship at the College of Architecture and Planning on the downtown Denver campus, reward achievement and open students up to a world of new opportunities.

- **STATE-OF-THE-ART BUILDINGS AND LABORATORIES**, such as the Leeds School of Business's newly renovated Koelbel Building, create facilities that support world-class teaching and research.
- **ENDOWED CHAIRS AND RESEARCH FUNDING** enable CU to recruit and retain stellar faculty like Dr. Dennis Roop (regenerative medicine and stem-cell biology) and Nobel laureate Tom Cech (chemistry).
- **INNOVATIVE ACADEMIC PROGRAMS** like the CU Aging Center and Bachelor of Innovation degree track at Colorado Springs, and the biotechnology program at Boulder, are magnets for outstanding students and faculty, and enable diverse disciplines to work together toward important breakthroughs.
- **THE ANSCHUTZ MEDICAL CAMPUS** is emerging before our eyes, a testament to what can be done when academic leaders and generous donors believe in greatness.

Every donor, large and small, has a part to play in the future of CU. There are many ways to get involved, and many ways to give. We invite you to explore the breadth of options described here so that, together, we can build greatness. Our future is *Creating Futures*.

With gratitude,

Bruce Benson (Geo, '64)
President, University
of Colorado

J. Wayne Hutchens (Bus, '67)
President, University of
Colorado Foundation



An Overview of Giving

Private gifts can be designated to support whichever campus, college, or program you'd like. Or they can be given restriction-free, so CU can deploy resources where they're needed most.

Our development professionals are happy to answer questions and customize options to your specific needs. Call the CU Foundation at 303-541-1200 or 800-405-9488 to learn about giving options in more detail, and discuss endowment gifts, tax impacts, naming opportunities, or other philanthropy-related questions. Or visit cufund.org for more detail on selected giving programs and options.

You can choose to support:

PEOPLE: the students, faculty, and staff at the vanguard of new ideas

- Scholarships
- Endowed faculty chairs and scholarships
- Fellowships

PLACES: the inspiring, state-of-the-art environments that allow great minds to grow

- Buildings
- Capital equipment
- Improvements to existing infrastructure

PROGRAMS: promoting excellence, and turning today's problems into tomorrow's solutions

- Academic departments or colleges
- Athletics
- Discipline-specific initiatives
- Research

UNRESTRICTED FUNDS: giving CU the flexibility to invest in the most promising opportunities

- Chancellor's Fund for Excellence (Boulder, Denver, or Colorado Springs campuses)
- President's Fund (systemwide)
- Dean's Annual Fund (programwide)

Give to CU Places of Learning

Scheduled to open in late 2010 on the Boulder campus, the **Center for Community** will become a vital hub and gathering place for students from all walks of life. This Center will house the campus's largest dining center and 14 important student organizations housed together for the first time. Campus culture, diversity, and support services will be greatly enhanced by this Center for Community. A recent \$2 million anonymous gift will name the Career Services Center, and other donors are stepping up to help make this longtime need, a key component of Boulder's Flagship 2030 strategic plan, a reality.





Do you want to give for today or tomorrow?

TODAY: Current Gifts quickly make an impact

Current gifts are directed to the school, college, program, or campus designated by you, either immediately (as with outright gifts) or in the near future (as with pledges). Your current gifts provide needed funding that works quickly to support areas where your priorities mesh with the university's.

TOMORROW: Endowments ensure long-term strength

Endowment gifts plant seeds for the present and offer ongoing nourishment for the future. Your endowment is invested in the Foundation's Long Term Investment Pool, and a portion of the return is regularly directed to a purpose designated by you, the donor. The remaining investment continues to grow, creating a lasting resource that offers support in perpetuity. You can add to an existing endowment,

or establish an endowment in your name or in someone's honor or memory.

BOTH: Blended Gifts provide some funding for now, and some for later

Many donors choose to combine a current gift with an endowment gift, allowing CU to reap immediate benefits while promising even greater ones in the future.

DID YOU KNOW

CU owes its very existence, in a sense, to "matching gifts." In the 1860s and '70s, Boulder residents spent 15 years raising money to match the \$15,000 appropriated by the Colorado legislature for the university's construction. Walking through any of CU's campuses, the seeds of donor support have been planted everywhere you look.

Outright Gift or Pledge?

Outright gifts, paid in full upon commitment, are the simplest approach and yield the quickest impact.

Pledges offer donors the flexibility to give over a specified term of up to five years, allowing you to manage your personal cash flow in a way that suits you best. You can make monthly, quarterly, semiannual, or annual pledge payments. Our development professionals can assist you to make your pledge process very simple.

How do you want to give?

Gifts of Cash: always in fashion

This is the easiest way to donate. 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. 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. Matching gifts contribute an added \$1 million a year to support CU initiatives.

Gifts of Other Assets: the rewards may surprise you

Have you considered any of the following giving options?

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.

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 also give other valuable assets, such as artwork or jewelry.

RETIREMENT ASSETS

If you make the CU Foundation a retirement-plan beneficiary, your gift will be transferred after your death. Or directly assign your annual IRA distribution to the Foundation.

Note: it is advisable to contact an independent adviser, as charitable deductions and other tax and estate impacts vary widely according to personal circumstances.



DID YOU KNOW

The University of Colorado Foundation's endowment assets are astutely managed in a Long Term Investment Pool, which functions similar to a mutual fund. Its recent performance has outranked its peers, earning the CU Foundation "Large Foundation of the Year" honors from a leading industry magazine, and enabling the University of Colorado to reap the benefits of strong endowment stewardship.





Planned Gifts

Want to make a gift that aligns your charitable goals with your financial goals? Consider making a planned gift that incorporates tax, estate, and timing strategies—allowing you to maximize your gift’s positive impact both for CU and for your individual circumstances.

Our Planned Giving staff can talk with you in detail about the broad spectrum of planned-gift possibilities tailored to your life situation, including:

- **BEQUESTS** that enable you to leave your legacy to benefit CU in your will. By making your bequest intent known in advance, we can plan for the future and recognize your generosity during your lifetime.
- **LIFE INCOME GIFTS**, such as charitable gift annuities and charitable remainder trusts, that provide a fixed income for life to you and/or your spouse or designated beneficiaries—and can accrue valuable tax and estate benefits. You can also establish a charitable lead trust that will make regular payments to the University of Colorado Foundation, with the principal reverting to your heirs after a fixed term.

View the CU Foundation’s online resource for planned giving (cufund.planyourlegacy.org) or contact us at 303-541-1335 for a Planned Giving brochure.

Give to CU Scholarships

When Anne and Bruce Shepard gave a \$1 million gift to endow the Reach Your Peak Scholarships at the UCCS, they aimed to help students of promise who might otherwise lack the chance to obtain a college degree. Rocio Padilla, the first Reach Your Peak recipient in 2000, is just the student the Shepards had in mind. The daughter of rural farm workers, Rocio juggled work and academics to earn a UCCS bachelor’s in biology, then a master’s in counseling.



The Padilla siblings (from top, Roberto, Rosaura, and Rocio).

Rocio is her family’s first college graduate—and thanks to scholarships, her siblings soon followed her lead. After graduating with chemistry and biology degrees, sister Rosaura is now pursuing a PhD at the University of Pennsylvania. And

brother Roberto, a chemistry and math major, has parlayed his experiences into a NASA internship.



Memorial/Honorary Gifts

A memorial or honorary gift can be a poignant way to pay tribute to a loved one, friend, associate or others whose lives were influenced by their association with the University of Colorado. Designate your gift toward a purpose near and dear to the honoree: many CU named scholarships, endowed chairs, and buildings are named after the loved one of a donor, so that their legacies live on forever.



Dr. Anthony Elias's research aims to improve outcomes for women with breast cancer.

Give to CU Research

During the six years that Martha Dear battled breast cancer, she developed a special appreciation for CU oncologist and professor Dr. Anthony Elias—both for the care he provided and the research he conducted. After Martha died, her husband Walter contributed \$1.25 million to an endowed chair for Dr. Elias. But he didn't stop there. He believed so strongly in the importance of Dr. Elias's research that he launched a fundraising campaign, matching all gifts 2:1. Together with Dr. Elias, he raised well over \$2 million, more than enough to fully fund the chair. Martha's legacy lives on today in Dr. Elias's research, with which he aims to improve outcomes for women with breast cancer.

Visit cufund.org for more philanthropy tools

The University of Colorado Foundation web site—www.cufund.org—features details on the myriad ways you can support the University of Colorado. Give online, view details of existing gift opportunities, learn about named-endowment levels, see which programs are thriving as a result of CU donor support, and more at www.cufund.org.



You Can Be Part of CU's Future

Call the University of Colorado Foundation or visit 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 betterment of our state, and the world in which we live.



UNIVERSITY OF COLORADO
FOUNDATION



University of Colorado Foundation

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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.

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