



“If I Could, I Would”

Enabling Donors to Transform Our Institutions

CASE VIII Conference
February 24, 2011

Dan C. Peterson, J.D.
Assistant Vice President, Gift Planning
Oregon State University Foundation

“If I Could, I Would”

Today's Session

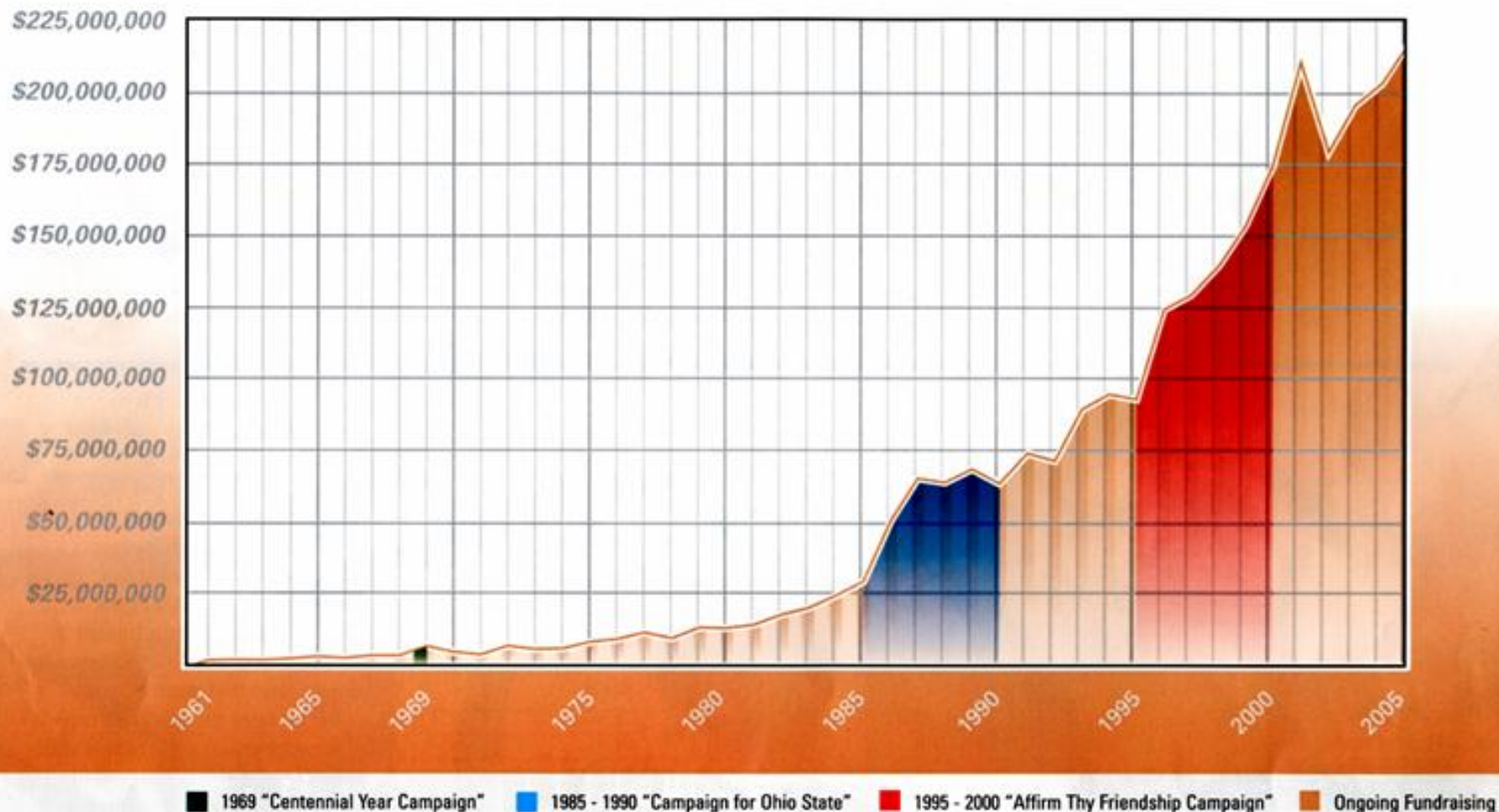
- Why campaigns are here to stay
- Case studies highlighting transformational gifts
- How gift planning officers add value

Campaigns Are Here to Stay

We campaign for 2 primary reasons

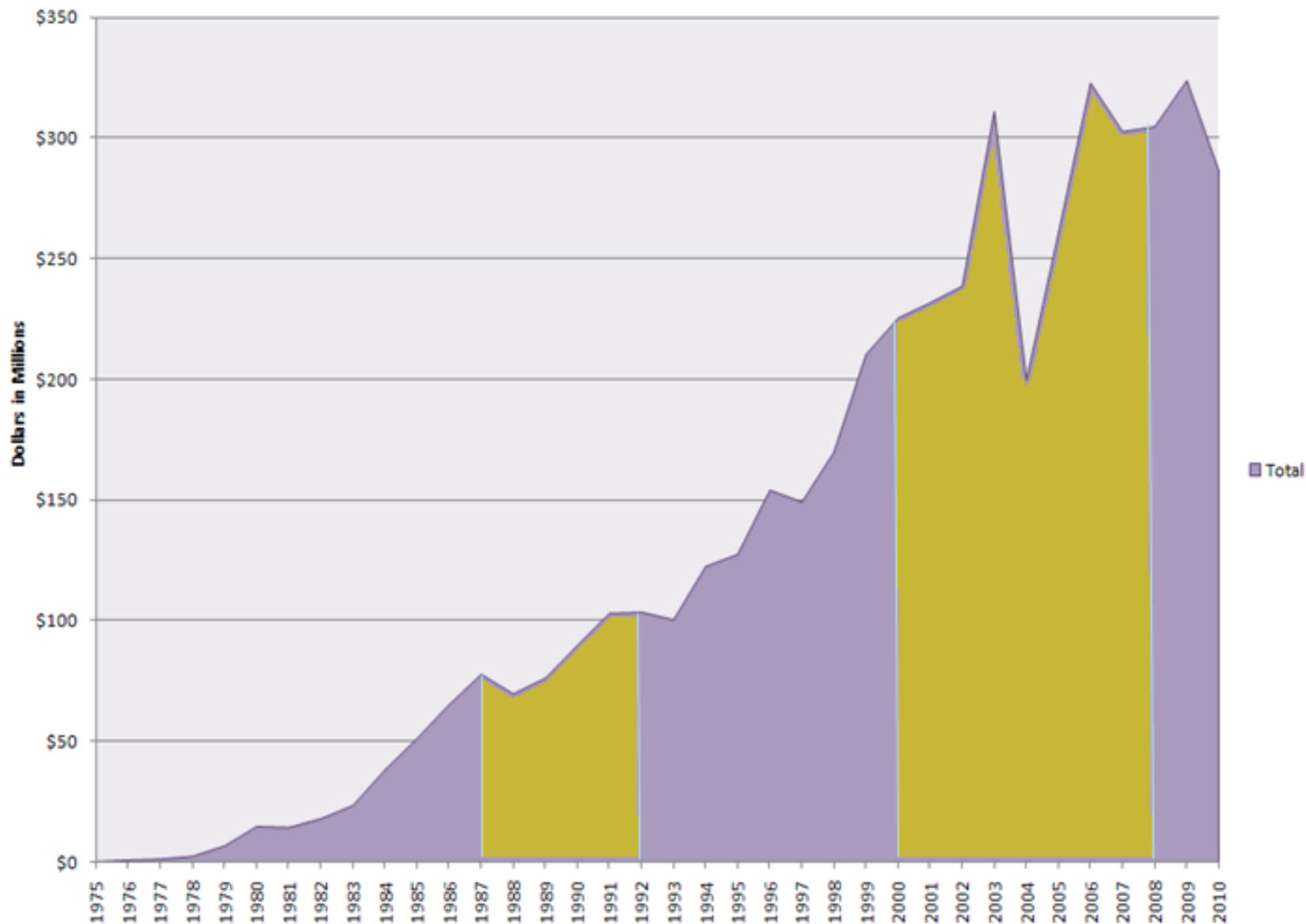
- To provide the fuel to advance our institutions' mission, reach, and reputation
- To increase our sustainable fund raising capacity

The Impact of Campaigns



This chart illustrates how Ohio State's fundraising totals have climbed since 1960 and how campaigns have spurred that growth. Campaigns not only raise significant dollars in the short term, they also increase the level of giving down the road.

University of Washington Annual Giving Totals 1975-2010



Campaigns Are Here to Stay

- Nearly 40 higher education institutions in \$1B plus campaigns
- Five new \$1B plus campaigns publicly launched recently
- A few CASE VIII examples:



-WSU: announced \$1B w/ 50% committed



-OSU: increased goal to \$850MM



-UO: “gearing up” for \$1B plus effort



-UW: “planning underway” for C-III

Campaigns Are Here to Stay

What's different about today's campaigns?

- Campaign priorities closely linked to institutional strategic priorities
- Flatter campaign gift tables
- Longer counting periods
- Easier counting policies
- Creative gift plans

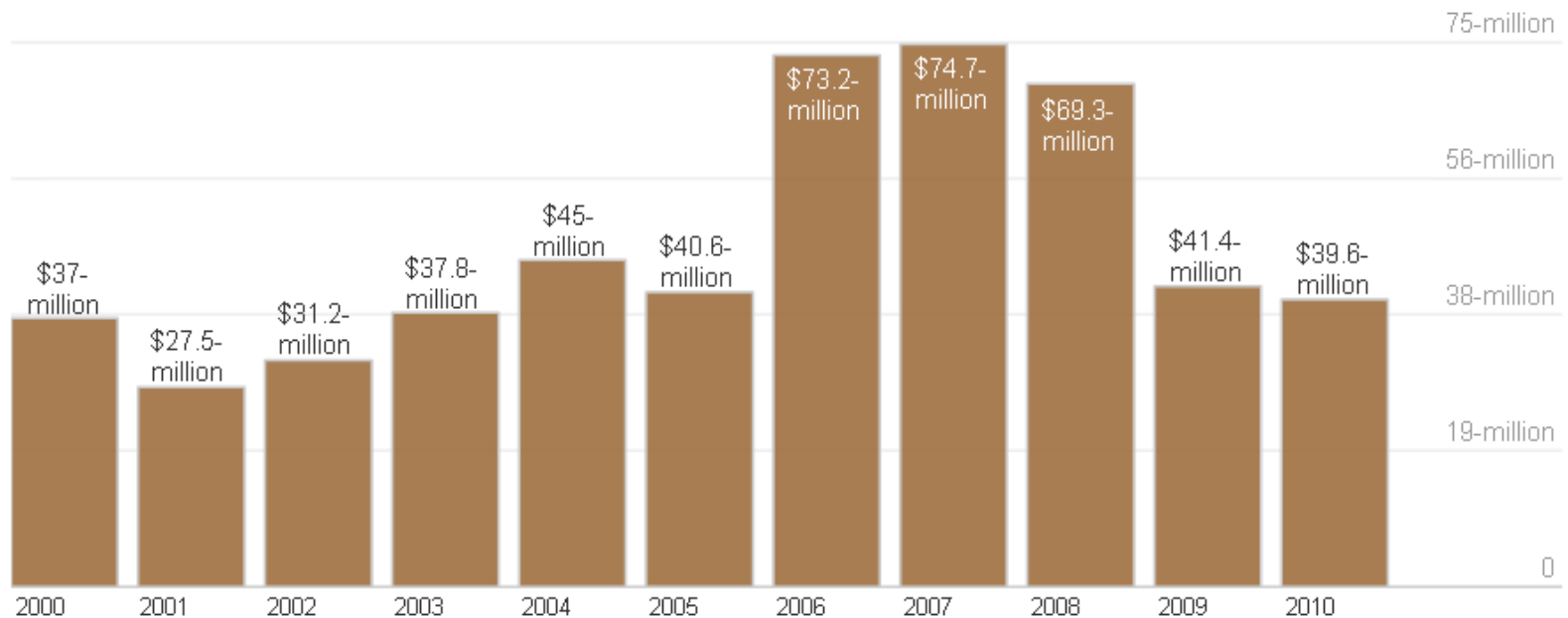
Campaigns Are Here to Stay

Philanthropy 50: How Much Top Donors Have Given Since 2000



Interactive Chart

▶ Median amount given by donors on the list



Note: The 2006 total includes Warren E. Buffett's \$36.1-billion pledge to the Gates Foundation.

SOURCE: The Chronicle of Philanthropy

Campaigns Are Here to Stay

Creative gift plans may supplement or replace large outright gifts of cash or appreciated securities.

- Longer pledge payment periods
- Term CRTs
- Charitable Lead Trusts?
- Bequest provisions

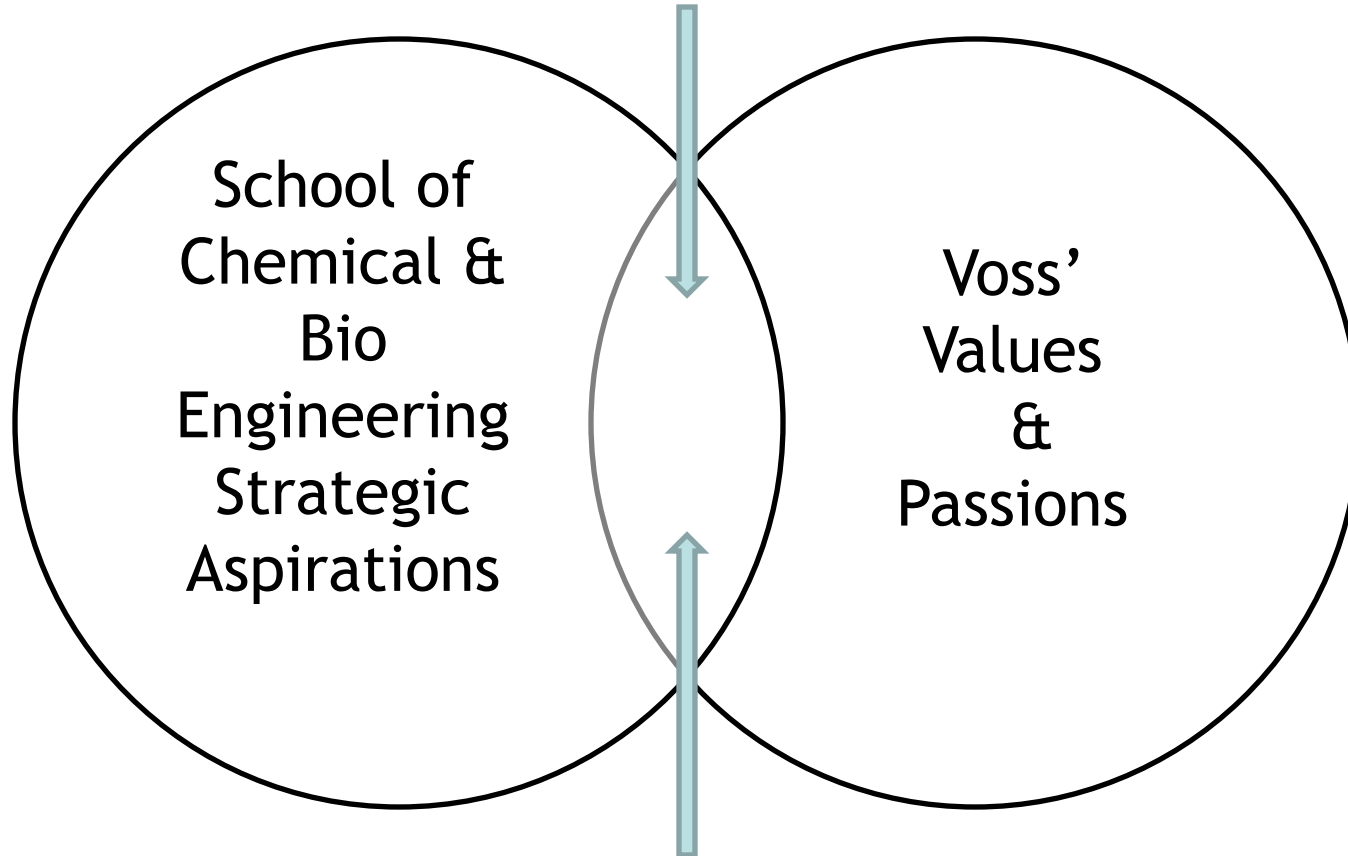
Case #1: “Someone Asked for my Help”



Background

Gary Voss received a BS in chemical engineering in 1969. He worked in the oil industry for nearly 40 years in a variety of positions. He met his wife, Laura, at one of his jobs. Gary retired in 2007.

“meeting a sustainable energy future”



“chemical & bioengineers will solve the world’s biggest challenges”

“Someone Asked for My Help”

What Fostered the Alignment?

- Gratitude?
- Involvement?
- Engagement?
- Investment?

“Someone Asked for My Help”

Here’s How We Can Name the School

-\$5MM pledge  “absolute minimum”

-\$2.5MM statement of intent  likely
via DAF

-\$10M via estate

What’s the Future Hold for the Voss’?

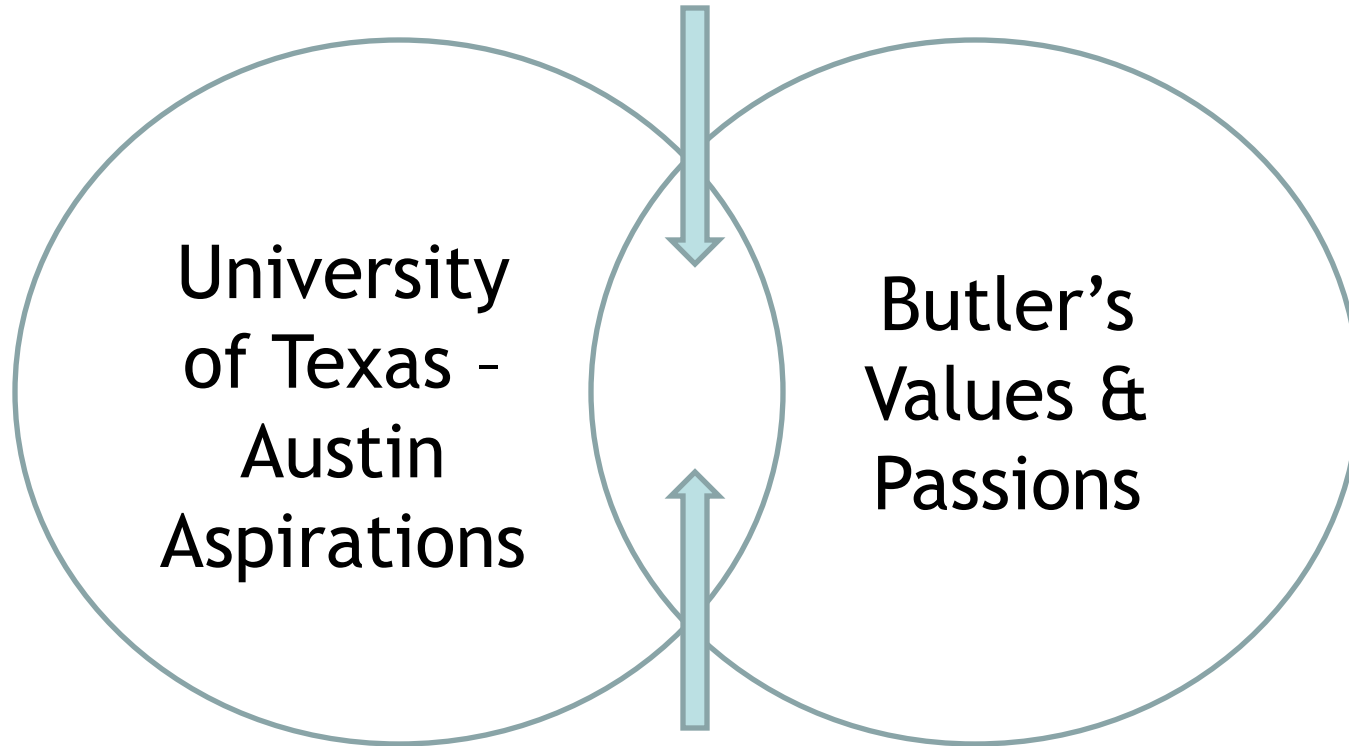
Case #2: “We Love Music...”



Background

Dr. and Mrs. Ernest Butler are alumni of University of Texas Austin, patrons of Austin arts organizations, and long-time supporters of the University of Texas Austin School of Music. Since 1983, the Butlers have created 9 endowments in the school, including a \$2MM endowment that resulted in naming the Opera program in their honor. Dr. Butler is a retired otolaryngologist.

“No university can be great
without great arts”



“We love music and believe in the
educational value of the arts”

“We Love Music”

What Fostered the Alignment?

- Gratitude?
- Involvement?
- Engagement?
- Investment?

“We Love Music”

The Gift Plan that worked

- \$55 million commitment
 - Part during lifetime
 - Part via estate
- The Sarah & Ernest Butler School of Music

“We Love Music”

What’s the Future Hold for the Butlers?

- “We will continue to focus our philanthropy on this worthy institution...”



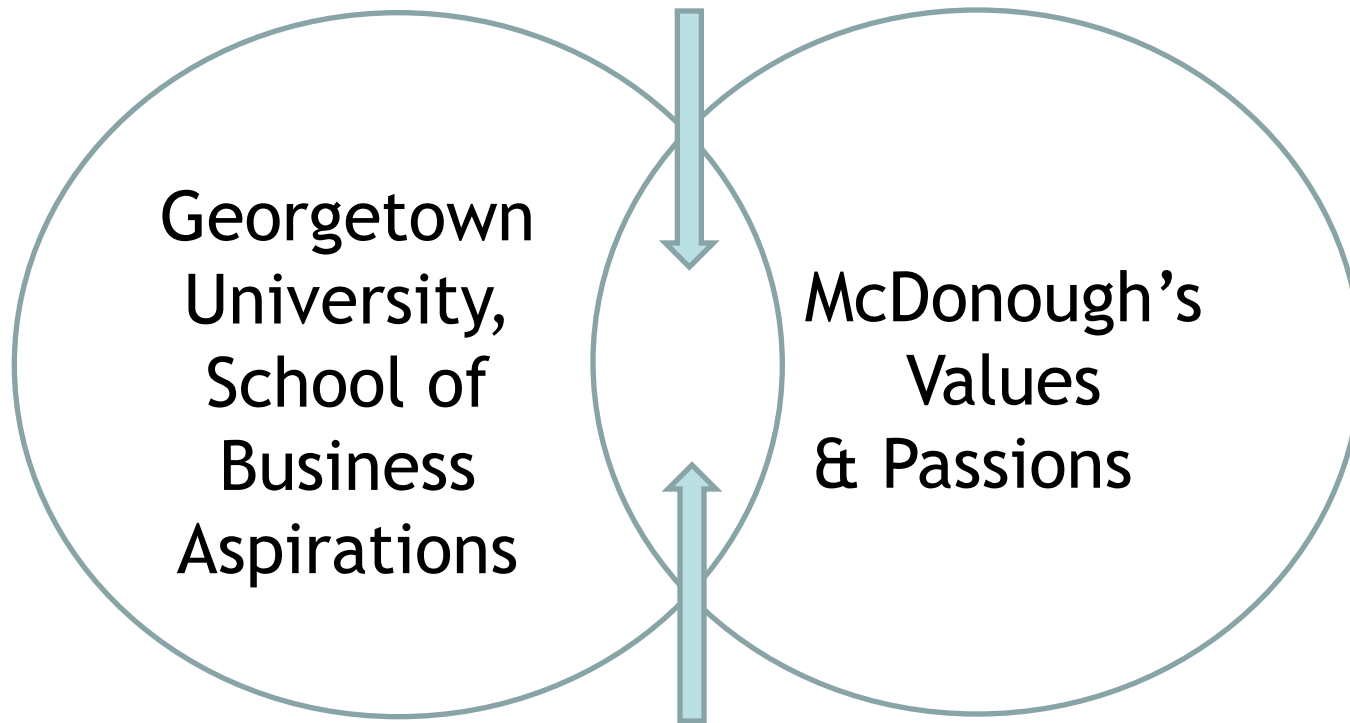
Case #3: “Business was my life.”



Background

Robert McDonough received his undergraduate degree from Georgetown’s Edmond A. Walsh School of Foreign Service in 1949. After working as an executive in the oil industry, he founded Remedy Intelligent Staffing, a temporary staffing service which grew to over 260 offices throughout the United States. He was a member of Georgetown’s business school Board of Advisors, the University’s Board of Directors, and longtime volunteer and devoted alumnus.

“We need strong businesses with strong leaders.”



“I want to help others get the education that will make a difference in their lives...”

“Business was my life.”

What Fostered the Alignment?

- -Gratitude?
- -Involvement?
- -Engagement?
- -Investment?

“Business was my life.”

The McDonough School of Business

\$30M stock commitment in 1998 thru estate

- Initial “down payment”
- Period special gifts in \$1M range
- Estate gift yielded \$45M in 2008
- \$10M CRT for Bob’s widow

“I Wanted to Leave Some Footprints.”

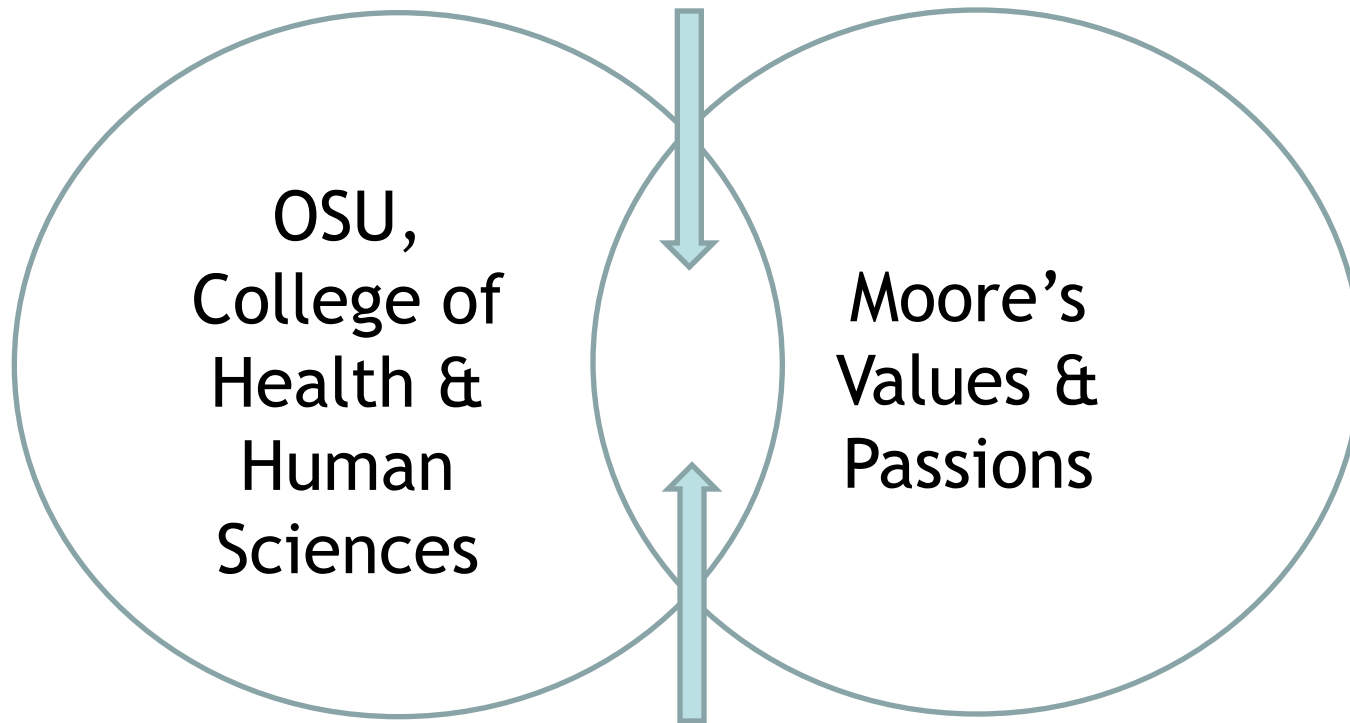
Case #4: Whole grains are the key!



Background

Bob and Charlee Moore started Bob's Red Mill Co. in 1978 in an historic flour mill near Oregon City, with a mission to grind whole grains into flours, cereals and mixes for the local community and move people back to the basics with healthy whole grains, high-fiber and complex carbohydrates. In February 2010, the Moores sold their company to their employees through an ESOP.

Healthy living starts with healthy eating



“Making healthy, whole grain food is what I believe in...”

“Whole grains are the key!”

What Fostered the Alignment?

- -Gratitude?
- -Involvement?
- -Engagement?
- -Investment?

“Whole grains are the key!”

Moore Family Center for Whole Grain Foods, Nutrition and Preventative Health

- Charitable remainder trust funded with Bob’s Red Mill Co. stock in 2004
- Bob’s Red Mill Co. is sold to employees through an ESOP in February 2010
- Bob and Charlee Moore collapse the CRT in December 2010 and direct \$5M to OSUF for Moore Family Center

“an academic home for your influential work”

Need More Evidence?

Quick hits on creative/structured gifts:

- UCLA recently accepts \$200M into a DAF from a private foundation that is winding down
- Weill Cornell Medicine accepts “present value” of pledge payment stream

How Do Gift Planning Officers Add Value?

- 1) Adept at listening - PAPA
- 2) Experience discussing sensitive issues
- 3) Understand donor “control” spectrum
- 4) Creative or “structured” gifts:
CLATs, CRUTs, DAFs, CGAs, RLEs

“If I Could I Would”

The
Campaign
for OSU

THIS
AMAZING
PLACE

THIS
HISTORIC
MOMENT



Transformational gifts - however defined - will still occur when:

- we listen carefully and align donor passions with our priorities & aspirations
- we understand what hurdles cause a donor to say “if I could I would”
- we present creative gift plans that show a donor “how they can” make a transformational gift!