



FOREVER
TRUE
FOR IOWA STATE

♦♦ With the help of scholarships, Elizabeth Welu is getting the opportunity to explore the ins and outs of entrepreneurship before she graduates.

Insights

Paving Her Own Way

Hearing the success stories

of notable business magnates at two of the Collegiate Entrepreneur Organization Conferences inspired Elizabeth Welu to carve her own career path. After attending the presentations in Kansas City, Missouri, and Tampa, Florida, with Iowa State's Entrepreneur Club, Welu, a junior in finance, learned that everyone's story is unique and that there isn't one clear route to success.

"I now understand that being an entrepreneur is extremely difficult, and it takes passion and drive to accomplish your goals," said Welu. "A lot of times you only hear about people's prosperity and not the countless road blocks and struggles they've had to overcome."

At the conferences, Welu heard from keynote speakers like the founders of Chuck E. Cheese, SpiritHoods and Priceline, all of whom motivated her to become an entrepreneur. "I would like to start a business related to health, fitness and helping people," said Welu. "I want to make a difference and do something worthwhile. I

even think it would be fun to start an animal sanctuary to save animals."

Receiving scholarship support like the Jim Victor Scholarship has helped ease the burden of affording tuition for Welu.

"Scholarships have reduced a lot of stress for me and helped me financially," she said. "The support has allowed me to focus on school and worry less about having enough money to cover all my expenses. I understand that the assistance comes from people who really care and want to help someone in need – hopefully one day I'll be able to do the same."

Inside This Issue

Davenport businessman Jim Victor shares what led him to create a scholarship fund in the College of Business to help students like Welu and future aspiring Cyclone entrepreneurs.



True Spirit

Like many Iowa State alumni, Jim Victor has no shortage of Cyclone pride. “My experience at Iowa State truly changed my world – it enlightened me, it inspired me and it empowered me,” he said.

“The door was always open to me to participate in university life, especially in areas such as homecoming committees or student/faculty committees,” Victor continued. “I counted it up once, how many times I’d participated on campus, and I think it came out to serving in 36 different capacities.” These experiences in getting involved changed Victor’s outlook. “I came to Iowa State focused on what I could learn, but I left focused on what I could do,” he said. “It was transformational.”

Victor’s penchant for staying involved never wavered. When he’s not working as the senior vice president of investments at Morgan Stanley, he volunteers with Junior Achievement of the Heartland in Davenport, Iowa. He spends his time teaching young people about entrepreneurship – or, in Victor’s words, “about free

enterprise and how education allows them to take ownership of their financial lives.”

“Not many people view entrepreneurship in the way that I do,” said Victor. “It’s about initiative and creativity. It’s about the freedom and opportunity to do something better or make something better, and it affects every one of our jobs at every level.”

Imagine, then, the perfect storm of the *Forever True, For Iowa State* campaign. The College of Business set forth an entrepreneurship initiative as part of its goals, and Victor was one of the first supporters to jump on board. “The focus, the timing – the campaign was just right for me,” he said. “And if this is what is needed now, support will create opportunity and take entrepreneurship to the next level.”

Victor decided to make a blended gift to Iowa State – one part is a current gift and the other a gift in his will. “I hadn’t thought about giving that way before. I knew I would do something as part of my estate, but it’s great to be able to help support current needs while I can see the impact.”



His gift created the Victor Entrepreneurship Scholarship Fund. "It is important for students to be able to open themselves up to new opportunities, experiences and schools of thought," Victor said. "Their experience at Iowa State should prepare them to be work- and world-ready citizens."

"I wanted to do something significant," he said. "I believe that giving back is part of our purpose in life." The chance to give back to his alma mater is an added bonus. "Talking with others about Iowa State makes you want to be a part of it again – and now by giving back, it almost feels like I am."



By joining Jim Victor in supporting Iowa State's future, you can help the university keep education affordable and accessible, and provide opportunities that equip students to become the leaders and critical thinkers that our world needs. Visit isugift.org to explore smart ways to plan a gift.



I knew

I would do something as part of my estate, but it's great to be able to help support current needs while I can see the impact."

– JIM VICTOR



© 2017 Iowa State University Foundation and The Stelter Company | The information in this publication is not intended as legal or tax advice. For such advice, please consult an attorney or tax advisor. Figures cited in examples are for hypothetical purposes only and are subject to change. References to estate and income taxes include federal taxes only. State income/estate taxes or state law may impact your results.



Help Cyclones Excel Today and Tomorrow

Everyone has different priorities that must be accounted for in a budget, and juggling it all can make it hard to decide how much to give to your favorite charitable causes. The good news is that your support doesn't have to come all at once.

By combining a current gift with a future gift, you can make a big difference at Iowa State today and tomorrow. Your generosity will help build a stronger university and a better world for generations to come.

Get Started Today

You can support student success now and put the wheels in motion for creating your philanthropic legacy. Here's how to make an immediate impact:

- + **Donate cash.** You can give a little every year or one lump sum to help us provide operational necessities.
- + **Make a gift of other assets.** Stocks, bonds, real estate and other property that have grown in value since you first purchased them make it possible to give a larger donation for less cost – and provide you with tax benefits.

Plan a Future Gift

It costs you nothing today to include Iowa State in your future charitable plans. You'll leave your Cyclone legacy

and strengthen educational excellence and innovation. Here are some ways to support our future that won't affect your financial situation today:

- + **Include Iowa State in your will or trust.** This is an easy and flexible way to extend your support. You can give a specific amount or leave a percentage of your estate. As little as one sentence in your will is all it takes to complete your gift – see the back page for sample wording.
- + **Donate retirement plan assets.** By making a simple designation on your plan's beneficiary designation form, you can save your loved ones from a significant tax burden while helping to shape Iowa State's future.
- + **Donate a life insurance policy.** You can donate a no-longer-needed policy or simply name the Iowa State University Foundation as the beneficiary.



Want to learn how you can extend the impact of a gift to Iowa State well beyond 2017? **Contact the office of gift planning today to start a conversation.**



Find more information about the variety of ways to give at **isugift.org**.

Family First, Then Iowa State

Retirement savings and life insurance not only provide security for you and your loved ones, but you can also use them to support Iowa State's future. Because this is a gift you make after your lifetime, your current budget isn't affected and you can change your mind at any time.

We realize the importance of providing for family and other loved ones after you're gone, and supporting Iowa State doesn't mean that they'll be forgotten. If your retirement savings or life insurance policy is part of your inheritance plan, there's an easy way to benefit both your heirs and Iowa State.

You can split your retirement plan assets and life insurance policy among your heirs and designate a percentage to support our students and programs. By dividing up your assets into percentages, you can support your loved ones AND transform lives at Iowa State.

Make Your Gift in 3 Easy Steps

Here's how to give your gift:

1. Contact the administrator of your retirement account or insurance policy and request a change-of-beneficiary form.
2. Decide what percentage of the account or policy's value you wish to give the university and name the Iowa State University Foundation, along with the stated percentage, on the beneficiary form.
3. Return the form to your plan administrator or insurance company.

Bonus: You can specify that your gift to Iowa State be given in honor of someone dear to you, leaving a legacy that ensures that your loved one's memory endures for years to come.



Giving a small percentage of your retirement account or life insurance policy can have a bigger impact at Iowa State than you might think. Contact the office of gift planning today at 800.621.8515 if you have questions about naming us as a beneficiary. If you've already named us as a beneficiary, please let us know so that we can thank you for your generosity.



Share What's Important to You

You will be remembered by your values and the care and concern that you show others. Follow the three tips outlined in our new guide to ensure that the people you care about understand your vision for the future. Return the enclosed survey today for your complimentary copy.



Forever True, For Iowa State

Last fall, Iowa State announced a comprehensive fundraising campaign, *Forever True, For Iowa State*. The campaign will build on Iowa State's strengths and help the university address the complex problems facing our world. Since the start of the campaign, donors like you have helped us move closer to our historic \$1.1 billion goal. Visit forevertrueisu.com to learn more.

\$0

\$703M

\$1.1B

Total as of 3/9/17



Never before

has philanthropy
had such a powerful
potential to make
a difference.

-JON FLEMING '75
CAMPAIGN CHAIR



HOW TO REMEMBER IOWA STATE UNIVERSITY IN YOUR WILL OR TRUST

Share the following language with your estate planning attorney to add to your will or living trust.

I give, devise and bequeath to the Iowa State University Foundation, a not-for-profit corporation existing under the laws of the State of Iowa and located at Ames, Iowa, _____ (percent of my estate, dollars, property, securities, etc.) to be used for _____ (however you wish for your gift to be used) at Iowa State University.

IOWA STATE UNIVERSITY
FOUNDATION

2505 University Boulevard
P.O. Box 2230
Ames, Iowa 50010-2230
Toll-free: 800.621.8515
www.isugift.org

The Iowa State Foundation is acknowledged by Iowa State University as the preferred channel for administering trust and estate gifts that benefit the university. This is accomplished by using the name Iowa State University Foundation in your legal documents. Please contact the foundation for additional information.