



Insights

Lyon Hall and a Legacy

✦ Gretchen Backlund

Gretchen Backlund didn't start attending Iowa State the way most students did in the 1940s. Gretchen was a transfer student.

She had been taking classes at another Iowa college for two years when she decided to take a break from school. During that break, a high school home economics teacher in her hometown convinced her to try Iowa State College, which would later become Iowa State University.

Although she didn't start as a freshman, she quickly found ways to connect with campus life as a member of the Lutheran Student Association and a resident of Lyon Hall, where most transfer students lived at the time.

Built in 1914, Lyon Hall is located on the east side of campus with Barton and Freeman residence halls. Today, the three buildings make up the oldest remaining residence-hall communities on campus.

When Gretchen was a student, sit-down meals were served in the dorm and students had curfews.

Lyon Hall is especially meaningful for Gretchen because on Homecoming Day in 1948, fellow Iowa State graduate Warren Backlund proposed to her on the steps of the building.

Warren had been attending Iowa State when he volunteered to serve in World War II. After the war, he came home and

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Inside This Issue

Gretchen Backlund (pictured above) and sophomore Abbie Suntken (inside) share similar backgrounds: both have lived in Nebraska and both have deep family ties to Iowa State. They're now connected as benefactor and scholarship recipient.

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took up his chemical engineering studies at Iowa State. Like Gretchen, he was active in the Lutheran Student Association.

They both graduated in 1948. Warren received a bachelor's degree in chemical engineering and Gretchen received a bachelor's degree in home economics education. They married in May 1949 and moved to Warren's hometown of Omaha, Nebraska, where he eventually took over the family business, Backlund Plumbing Co., and Gretchen worked as the cafeteria manager for Omaha Steel, and later did catering.

The couple's connection to Iowa State continued as their son Nels and grandson Travis joined the Cyclone family. Nels, who graduated in 1975 with a doctor of veterinary medicine degree, was able to attend because of a tuition reciprocity agreement with Nebraska.

Gretchen wanted to help other students from Omaha attend Iowa State. So, she established the Gretchen and Warren Backlund Scholarship, which helps fund out-of-state tuition for students from three Omaha schools who want to attend Iowa State. She chose a charitable gift annuity to help enhance the scholarship fund in the future.

For Gretchen, philanthropy has always been important, and reading the letters from her scholarship recipients, she knows she is helping the next generation find a place to belong.



I would encourage anyone interested in giving to their alma mater to consider charitable gift annuities.

– GRETCHEN BACKLUND



Planned gifts to Iowa State strengthen the foundation from which generations of students have built rewarding lives and a better world. They may even provide you with tax and other benefits.

To learn more, contact the office of gift planning at 800.621.8515 or visit isugift.org.



A group relaxing in Lyon Hall from the 1947 Bomb, the Iowa State University yearbook.

Lyon Hall holds a special place in Gretchen Backlund's heart. On Homecoming Day in 1948, fellow graduate Warren Backlund proposed to her on the dormitory's front steps. It was the beginning of their life together.

Built in 1914, Lyon Hall was closed during the Great Depression. It reopened the summer of 1943, when the Navy overtook the men's residence halls. Women returned to Lyon Hall the following fall. Today, Lyon Hall houses the Honors learning community and is one of the oldest remaining residence halls on campus.



◀ Abbie Suntken

Jump-Starting a Helpful Career

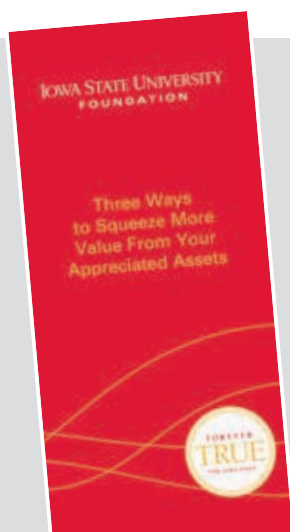
Cyclone spirit runs deep in Abbie Suntken's family. Her mother, father, stepmother and uncle all attended Iowa State University, and when the now-sophomore from Omaha, Nebraska, first set foot on campus, she fell in love with the atmosphere and sense of community.

Abbie's affinity for helping people, specifically children, led her to pursue a degree in psychology, which she sees as the path to a career in which she can be of service to others. Upon graduating from Iowa State, she plans to pursue a master's degree in social work with the goal of becoming a licensed social worker.

Abbie currently works in the Office of the Registrar on campus, where she assists other students with

schedule changes and answers questions about tuition and fees. She's also part of Autism Speaks U – a club that seeks to raise awareness about “the fastest growing developmental disorder in the United States.”

A multiyear recipient of the Gretchen and Warren Backlund Scholarship, Abbie said she greatly appreciates the support. “As an out-of-state student who is paying for my own education, this scholarship enables me to focus more on my schoolwork and accomplishing the things that I came to Iowa State to do,” she said. “To me, it's not just the financial assistance; it is someone believing in me and supporting my journey. Because of that, I'm better suited to achieve my goals.”



Make a Difference to Students and Your Bottom Line

Learn how in our complimentary guide ***Three Ways to Squeeze More Value From Your Appreciated Assets***. Request your copy using the enclosed reply card.



Turn Today's Gift Into a Gift for Tomorrow



When you think about giving

to Iowa State University, your first impulse may be to give cash. Write a check and you help meet the immediate needs of the university.

But what about the long-term needs of Iowa State and future Cyclones?

In today's world, change is happening at a rapid pace. Iowa State must prepare students to succeed in a world we can't yet imagine – and continue to apply new knowledge and discoveries that improve quality of life in Iowa, the nation and the world.

That's why Iowa State needs your long-term commitment.

Planned gifts to Iowa State give the university the stability and agility it needs to keep pace with a changing world and ensure students continue to receive the exceptional education for which the university is known. And while these gifts may require more thought, you can align them with your overall financial and estate planning goals.

Below are a few popular planned giving options:

- + Gift in your will or revocable living trust.** This can be as simple as including one sentence in your will or living trust (see example on back cover). Because this gift doesn't go into effect until after your lifetime, your current budget isn't affected, and you can change your mind at any time.
- + Gift of retirement plan assets.** By naming the Iowa State University Foundation as a beneficiary for a percentage (1-100) of your account's final value, you can make a tax-wise gift to support future Cyclones after your lifetime.
- + Gift of appreciated securities.** If you've owned stock for more than a year, and it's increased in value, consider donating the stock directly to the Iowa State University Foundation. You may receive an income tax charitable deduction for the full fair market value of your gift when you itemize and eliminate capital gains tax.

Regardless of the gift you choose, you'll feel good knowing you're leaving a meaningful legacy that will improve students' lives and make the world a better place.



Use Your Stock to Create Dependable Income and a Bright Future for Iowa State Students

When you fund a charitable gift annuity with stocks you've owned for more than one year that are now worth more than you originally paid for them, you receive several benefits:

- Fixed, steady payments for life for you and, if desired, someone else you choose
- Tax elimination on part of the capital gains tax on the transfer of appreciated property

- A partial income tax deduction (when you itemize)
- Satisfaction of making a difference to future Cyclones

The remaining capital gains that aren't subject to tax now are typically spread throughout your remaining life expectancy. After that, the entire payment is taxed as ordinary income.



Example

John, the first of three generations of Cyclones, is 75. He currently owns \$25,000 in stock that is producing low dividends. He purchased the stock several years ago for \$15,000. He is looking for ways to increase his current income and support his alma mater, Iowa State. He decides to establish a \$25,000 charitable gift annuity by donating his highly appreciated stock to the Iowa State University Foundation.

Amount given to the Iowa State University Foundation	\$25,000 in stock
Income tax charitable deduction	\$11,790*
Annual payout for life	\$1,550
Income tax-free portion**	\$660
Capital gain income**	\$440
Ordinary income	\$450

**Based on annual payments and a 3.6 percent charitable midterm federal rate. Deductions and calculations will vary depending on your personal circumstances.*

***Throughout John's estimated life expectancy.*



Raising the Bar

Iowa Staters have achieved unprecedented success, raising \$1.1 billion for the *Forever True, For Iowa State* campaign two years earlier than expected. The university is now aiming to build on that momentum, increasing the fundraising goal by \$400 million and extending the campaign another year to June 30, 2021.

Gifts of all sizes have made this accomplishment possible, including Gretchen Backlund’s gift to enhance the Gretchen and Warren Backlund Scholarship (see front cover). The scholarship supports a key campaign priority: making an Iowa State education as affordable as it is exceptional.

To learn how you, too, can make a meaningful gift that raises the bar on an outstanding student experience and furthers the momentum of *Forever True, For Iowa State*, contact the office of gift planning.



To me, it’s not just the financial assistance; it is **someone believing in me and supporting my journey.**

**– ABBIE SUNTKEN,
SOPHOMORE**



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

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.

2505 University Boulevard

P.O. Box 2230

Ames, Iowa 50010-2230

Toll-free: 800.621.8515

www.isugift.org

California residents: Annuities are subject to regulation by the State of California. Payments under such agreements, however, are not protected or otherwise guaranteed by any government agency or the California Life and Health Insurance Guarantee Association. Oklahoma residents: A charitable gift annuity is not regulated by the Oklahoma Insurance Department and is not protected by a guaranty association affiliated with the Oklahoma Insurance Department. South Dakota residents: Charitable gift annuities are not regulated by and are not under the jurisdiction of the South Dakota Division of Insurance.