

IOWA STATE UNIVERSITY
FOUNDATION



Insights

FALL 2022

Curiosity: Cornerstone of Lifelong Education and Philanthropy

Mary Warner '73 attributes her insatiable desire to challenge herself to her Iowa State experience.

Grit, determination and relentless curiosity mark the winding career path of **Mary Warner '73**, industrial administration. So far, she's been a shoe salesperson, a sheep farmer, a college instructor, an AT&T executive, a triathlete and a children's book author. She's also taking piano, cello and violin lessons for when she can "no longer run, bike or swim."

Curiosity led her to skip high school classes to try selling shoes at Younkers on Ames's Main Street and to nearly skip graduate school to try raising sheep.

"I love learning new things. I'm also drawn to good teachers. Dr. John Coppett (industrial administration) was my teacher and advisor. He gave me confidence by believing in me. He treated me like an adult, not a student. Our conversations weren't parental, but were collaborative."

When Coppett suggested she add dry quantitative courses to the behavioral studies she loved, Mary's

grit and determination took over. She added finance, accounting, operations and other classes to her roster. She eventually took his suggestion that she go to graduate school, too, leaving the sheep farm for what became a 38-year career at AT&T.

Mary credits Iowa State and Coppett with her success. The rigor of the industrial administration department – today the Debbie and Jerry Ivy College of Business – prepared students like her to think fast, critically and seriously.

"I was prepared to do much more than just sell products, thanks to my education. I understood how to connect different quantitative and qualitative facts. I spent most of my career in sales, but could move easily between different departments. I could help the sales force understand quantitative things like forecasting and financial analysis they otherwise struggled with."

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Mary's curiosity, creativity and passion for teamwork are evident in her most recent role as a children's book author. Her book, *Adventures on Gallop Ghosts Islands* (available at maryellenwarner.com), is set in the ocean, where Mary trains for the swimming portions of her triathlons. The story follows the adventures of a trio of animal friends.

Now an Iowa State donor, Mary's generosity extends through areas as diverse as her interests. She funds scholarships, including one in memory of her father, Donald "Doc" Warner, a former faculty member in the department of animal science with a specialty in sheep. In the Ivy College of Business, she recently covered the cost of equipment for the new Sales Technology Center, where students can experience real-life work situations, and she established the Mary Warner Faculty Fellowship, which she plans to further fund as an endowed professorship through a gift in her will. The fellowship honors Coppett, who died in 2016.

As we near the end of 2022, it's an ideal time to consider making a tribute gift in honor of someone you love or a meaningful Iowa State mentor, as Mary did. Contact the office of gift planning at 800.621.8515 or visit isugift.org to learn more about how a legacy gift like this can convey your gratitude and make the Iowa State experience more affordable for Cyclones.



I value my relationship with Iowa State...

I chose to expand my philanthropy now because I am close to the

age where you need to take money out of your IRA. I fund initiatives in experiential learning to make a meaningful contribution. I'm delighted to be able to do it."

– MARY WARNER '73

In creating the Mary Warner Fellowship at Iowa State, **Mary Warner '73** (middle) paved the way for renowned sales and marketing pro and Debbie and Jerry Ivy College of Business marketing professor **Raj Agnihotri** (right) to serve as the Mary Warner Fellow and offer diverse learning opportunities to Cyclones. **David Spalding**, Raisbeck Endowed Dean of the Debbie and Jerry Ivy College of Business (far left).



Invested in Innovation and Experiential Learning

Raj Agnihotri knows sales and marketing.

He has held positions with major corporations and startup ventures, and serves on the advisory boards of startups based in the United States, Europe and India. He has presented sales seminars to industry professionals in North America, Brazil, Europe and India and is co-author of *ABCs of Relationship Selling Through Service* (McGraw Hill, 13 ed.), a market leader in sales classes globally.

Today, he is bringing his expertise to Iowa State University students.

In addition to serving as a professor of marketing in the Debbie and Jerry Ivy College of Business, Agnihotri is the Mary Warner Fellow.

The fellowship was established by Mary Warner, who is passionate about experiential learning and innovative learning practices.

With few major research universities offering professional sales as part of the undergraduate curriculum, Iowa State stands out. The fellowship supports Agnihotri in engaging students in the classroom and through experiential learning opportunities as director of the Ivy Sales Forum, a collaboration between academia and industry to provide sales certificate students with relevant real-life learning opportunities.

“The Mary Warner Fellowship has provided me a sense of belonging and recognition within the Cyclone family,” said Agnihotri, who taught at the University of Texas-Arlington and Ohio University before coming to Ames. “I thank Mary for her generous support in establishing the fellowship.”





REMEMBER THESE DATES

We know that your decision to team up with Iowa State University comes from the heart. **We appreciate you!**

Because you might have a lot going on in the final weeks of 2022, we wanted to make you aware of some important deadlines. You can still do so much to change the lives of our Cyclones.

An added bonus: Your gift may qualify for a tax break this year when you itemize deductions on your federal income tax return.

HERE ARE THREE TYPES OF ASSETS THAT CAN BENEFIT BOTH YOU AND IOWA STATE UNIVERSITY:

1 *IRA*

If you are 70½ or older, you can give any amount up to \$100,000 per year from your IRA directly to the Iowa State University Foundation. You will not pay income taxes on the transfer. If you are required to take minimum distributions, you can use this transfer to satisfy your obligation.



TO DO: We must receive your gift by Dec. 31. If you have check-writing features on your IRA, your check must clear your account by Dec. 31 to count toward your required minimum distribution for the calendar year.

2 *Appreciated Stock*

Avoid paying taxes on the appreciated value and qualify for an income tax charitable deduction based on today's market value when you itemize.



TO DO: Complete the transfer by Dec. 31.

3 *Donor Advised Fund*

Now is a great time to contribute to an existing fund and enjoy a tax savings when you itemize. You can then recommend a grant (or recurring grant) to Iowa State.



TO DO: Complete the contribution by Dec. 31. You do not have to designate the funds this calendar year to receive the tax benefits.



Who Will You Impact?

The ripple effect of giving is undeniable. Mary Warner's philanthropic investment opened the door for renowned sales and marketing leader and Iowa State business professor Raj Agnihotri to serve as the Mary Warner Fellow.

The beneficiaries? Iowa State students reaping valuable learning opportunities with life-long dividends. Contact the gift planning office to learn about making an impact similar to Mary's at 800.621.8515.

Spotlight Gift: The Benefits of Gifting Real Estate



If you own residential or commercial property, farmland or a vacation home, donating it to Iowa State not only creates meaningful opportunities for Cyclones, but you benefit, too.

BENEFITS TO YOU

- + You can donate your property now, but retain the right to live there
- + Free yourself from spending time, energy and money required to sell your property
- + Fund a plan that pays you income for life
- + You may qualify for an income tax deduction
- + You can potentially eliminate capital gains taxes
- + You don't have to part with cash now

Leaving a legacy that lasts – and is reflective of your values – is one of the most meaningful things you can do to show your love for Iowa State.

Looking for the Perfect Gift?

In our complimentary guide, **Create a Lasting Tribute for Someone You Love or Admire**, you will discover how to honor a special person in your life, whether it's a fellow Cyclone with whom you share memories, a current student or a faculty mentor whose belief in you shaped your life.

Request your guide by returning the enclosed reply card.



Shaping Your Legacy: Let's Talk About It

The act of giving through your estate plan involves reflection and forethought. It also warrants a conversation. As you shape your long-term plans, find out how they stack up to ours. Here are four key questions to ask when considering a legacy gift.

1 HOW WILL MY GIFT BE USED?

Why it matters: Every nonprofit abides by accounting standards and makes financial information — like budgets and spending — available to the public. We also prioritize close communication with our donors as we focus on allocating their funds to the campus initiatives they want to support. In our fund agreements, we are committed to sharing detailed information about how your gift will be used, to ensure that your intentions and our stewardship align. We can support your charitable goals.

2 WHAT IS THE VISION OF THE ORGANIZATION?

Why it matters: A vision statement shares where an organization is headed. Because a legacy gift provides support well into the future, make sure the plan aligns with your values.

3 WHAT IS YOUR 10-YEAR PLAN?

Why it matters: Details on strategic plans, rainy-day funds, board bylaws and fundraising guidelines are clues that an organization will remain viable. An endowment like ours also provides financial security that will extend your generosity for generations.

4 HOW WILL MY GIFT BE RECOGNIZED?

Why it matters: Philanthropy is always worth celebrating, but you have the right to opt in or out of recognition. Express your preferences. It's OK to ask to be removed from a list, or to see your name in lights. Whether your gift is celebrated in a public or private way is completely up to you!

Let's Have a Conversation

We can help with all of these questions and more. Contact us to have a conversation about your legacy.

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.

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HOW TO REMEMBER IOWA STATE UNIVERSITY IN YOUR WILL OR TRUST

Share the following language with your estate planning attorney to add the Iowa State University Foundation 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.