

IOWA STATE UNIVERSITY
FOUNDATION

Steve and Sam (Susan) King

Insights

WINTER 2024

Philanthropy for the Ages

Philanthropy has always been a part of *Steve and Sam (Susan) King's* lives.

The Steve and Susan King Excellence Fund in Landscape Architecture in the College of Design, Steve said, is "a demonstration of that interest."

To establish the fund, the couple took a novel approach: gifting a life insurance policy. The discretionary fund will be put to strategic use to advance every aspect of the department, which is already ranked among the top 10 programs nationwide by DesignIntelligence. The gift will strengthen the department's environmental focus while furthering innovative faculty research and expanding valuable scholarship support and entrepreneurial opportunities for students.

"We have a lot of confidence that the money being provided will be used creatively for innovation," Sam said.

Continued on Page 2



We have a desire to create meaningful experiences for students and give them as many advantages as possible in terms of what the program offers and the resources made available to differentiate it from other top schools."

— SAM KING






Philanthropy for the

Continued from Page 1

The couple shared that they hope the fund helps propel the top-ranked program to even greater heights.

“We have a desire to create meaningful experiences for students and give them as many advantages as possible in terms of what the program offers and the resources made available to differentiate it from other top schools,” Sam said.

For Steve, the inspiration to give back to the College of Design stems from his own experience at the university.

 *Iowa State has been very good to me. It gave me a great education, and I'm trying to pay that back.”*

— STEVE KING

After graduating from Iowa State in 1968 with a degree in landscape architecture, Steve went on to lead a successful, storied career. He's credited for developing “continuous play,” a concept that reshaped how children play — and one he came up with while a student at Iowa State. The idea also inspired Landscape Structures, a playground equipment company he co-founded in 1971 with his late wife, Barb.

A GIFT THAT EMPOWERS IOWA

“The Steve and Susan King Excellence Fund in Landscape Architecture provides important financial support. The fund helps us continue to dream big, be bold, and make landscape architecture at Iowa State University known across the United States and beyond. We appreciate the value Steve and Sam see in the department, our students, and our faculty.”

— CARL ROGERS, CHAIR OF THE
DEPARTMENT OF LANDSCAPE ARCHITECTURE

Ages



The company grew over the years, with more than 100,000 structures installed today at school and neighborhood playgrounds worldwide. Steve and Barb eventually sold Landscape Structures through an employee stock ownership plan and the company became fully employee-owned in 2012. Today there are more than 500 employee-owners.

In addition to the Steve and Susan King Excellence Fund in Landscape Architecture, Steve has benefited the college through a lead gift for the King Pavilion addition to the design building and the Barbara King Scholarship for Innovation and Entrepreneurship.

Through all their giving, including through their estate, Steve and Sam's impact on Iowa State will be felt for generations to come.

"At the time of our deaths, we want to be able to continue the philanthropic work that we've done by designating gifts to the institutions that we feel most loyal to and that have been great stewards of our philanthropy up to that point," Sam said.

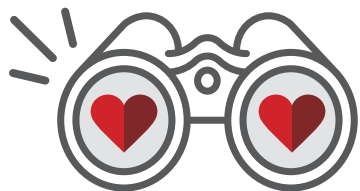
For the Kings, Iowa State is the perfect fit.

IOWA STATE AND ITS STUDENTS

"The Kings' contributions are an investment in human potential and a catalyst for change. Their generosity has not only augmented the number and quality of educational opportunities for students; it has democratized them. This fund provides a steppingstone that empowers our students — regardless of financial or experiential background — to become visionaries in landscape architecture."

— LUIS RICO-GUTIERREZ, DEAN OF
THE COLLEGE OF DESIGN





WHAT IS YOUR PHILANTHROPIC VISION?

When people, places, or things are important to you, you want to nurture and protect them so they have a secure future.

It's our honor and privilege to partner with generous members of our Iowa State community, like you, who want to provide the best education for students who constantly strive to understand our world, gain new knowledge, and solve the most pressing challenges facing humanity today.

Here at Iowa State, our goal is to get to know incredible donors like you. **We are inspired by your passion for our students, faculty, and programs**, and it's important to us that we understand the difference you would like to make through your kindhearted generosity. It is our goal to help you determine the best way to achieve your philanthropic vision.

Whether you want to make an immediate impact, create a legacy gift for after your lifetime, or ensure a little of both, we would love to partner with you to discover a plan that works best.



Protect Your Loved Ones by Planning Ahead

Taking care of the people and places you love most is too important to leave to chance or the decisions of strangers. By making an estate plan now, you will give your loved ones the gift of clarity and certainty they can rely on after you are gone.

Just as Steve and Sam King have done for Iowa State University (*see story on page 1*), you can also make a plan that creates a legacy of support for Iowa State. Our complimentary, helpful organizer, ***A Personal Record: Estate Planning You Can Do at Home***, outlines three important steps to creating a solid estate plan.

Complete and return the enclosed card to request your copy.

GIFTS THAT COST NOTHING TO GIVE

The Iowa State University Foundation's gift planning team exists for one purpose: to help Cyclones find the joy that comes from channeling what they are passionate about into a legacy that will support the university for generations to come.

Whatever your passion may be, here are a few simple ways to make a difference at Iowa State. **BONUS: you don't have to part with any funds today.**

BENEFICIARY DESIGNATION

You can make Iowa State a full or partial beneficiary of your retirement plan or other assets. Simply request a change of beneficiary form from your provider or complete necessary steps through your plan administrator's website. Since the funds are granted after your lifetime, there is no impact to your bank account today.

DISTRIBUTION FROM YOUR IRA

If you are 70½ or older, you can use your IRA to make a gift directly to the Iowa State University Foundation **without having to pay income tax on the distribution**. Beginning in the year you turn 72, you may use a gift from your IRA to satisfy all or part of your required minimum distribution.

GIFT IN YOUR WILL

A gift in your will or living trust is an easy way to create a legacy at the university without affecting your current income. You can direct your gift to a specific program or purpose at Iowa State that is important to you, and you have the choice to gift a specific sum or a percentage of your estate, to ensure maximum flexibility.



What Is your passion?

Contact the office of gift planning at 800.621.8515 to discuss the many options for creating a gift that turns your passion into your legacy at Iowa State.

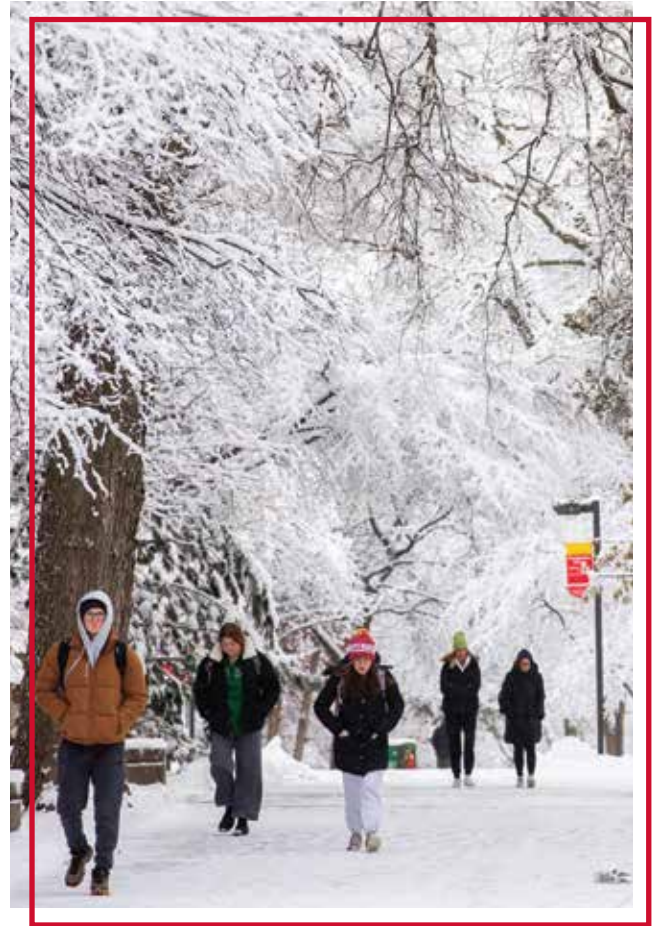


Four Easy Steps to Making Your Gift

Remembering Iowa State in your will or trust is one of the most enduring statements you can make about your belief in our students' ambitions and dreams. The support you have offered during your lifetime can continue for generations to come.

Plus, a gift in your will is flexible – it can be updated or changed at any time

- 1** Determine whether you would like to make a gift of a specific amount or if you would like to leave a percentage.
- 2** Decide if you want to direct your gift to help particular projects or leave your gift unrestricted, allowing it to be used for our most pressing needs.
- 3** Share the sample language (*included at the bottom of this page*) with your attorney so your gift can be put in place.
- 4** Notify us of your gift so we can thank you and welcome you into our legacy society. By letting us know, we can ensure that we fulfill your gift exactly as you intended. We will respect any desire to remain anonymous.



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.

IOWA STATE UNIVERSITY FOUNDATION

The Iowa State University 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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