

FOREVER
TRUE
FOR IOWA STATE

Insights

Family's Deep Iowa State Roots Yield New Opportunities for Students

Growing up as the only child

of farmers in western Iowa, Charlie Persinger was given an allowance of 25 cents per week.

A small amount, yet it held enormous value as a life lesson. His parents, Charles and Phyllis, advised their son that a dime should go to the church and a nickel to savings. He could spend the remaining 10 cents as he pleased.

"I was taught early on that I had a responsibility to give," Persinger said.

Persinger's parents led by example. They provided financial and volunteer support for causes that were important to them – Boy and Girl Scouts, ISU Extension, their church and other community

organizations. Persinger's father served as president of the Monona County Fair Board for 25 years and was active with the Siouxland ISU Alumni Association.

Several years prior to his father's death in 2012, Persinger sat down with his parents to discuss their estate plans, expecting to follow a similar allocation.

"I assumed they would choose to leave a portion to their church," he remembered. "To my surprise my father said, 'I would really like to help provide scholarships for students at Iowa State.'"

A proud and dutiful son, Persinger got to work helping his parents set up the Charles C. and Phyllis J. Persinger Alpha Gamma Rho Scholarship in 2009.

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▲ Charlie Persinger is furthering his parents' legacy of giving

Inside This Issue

In time for the holidays, learn how to start a family tradition of philanthropy. Plus, learn about the impact of scholarships on students' lives.



Hopefully I have been, and will continue to be, a good steward of my resources and have the capability to give throughout my life, but also leave a legacy for future Iowa State leaders.

– CHARLIE PERSINGER

New Opportunities for Students

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Of course, his father's desire wasn't completely out of the blue. The Persingers were Cyclones through and through. "I didn't know there was any other university," he said. "My father graduated from Iowa State in 1949, so we talked about Iowa State, we followed Iowa State athletics, we were active in 4-H and Extension programs, and when it came time to apply, there was only one application submitted – to Iowa State."

He entered college in 1976 majoring in agricultural and life sciences education, and still remembers the elation that fall when Iowa State beat Nebraska at football. It was an unforgettable moment for a Cyclone fan who had grown up less than 10 miles from the Nebraska state line.

His parents' community service example ingrained in him, Persinger knew early on that he wanted a career working with people. Not long after graduating in 1981,

he joined ISU Extension, serving as a 4-H and Youth Leader in Sioux, O'Brien and Linn counties. He also worked for the Soil and Water Conservation Society, ISU Continuing Education and the Ames Convention and Visitors Bureau before taking on his current responsibilities as director of ceremonies and special events at the University of Kansas.

And his commitment to giving and living by his parents' example is stronger than ever. Continuing the family's legacy of giving, Persinger has made his own bequest to support scholarships, agriculture and art, and dean's initiatives in the College of Agriculture and Life Sciences, as well as University Museums.

"Hopefully I have been, and will continue to be, a good steward of my resources and have the capability to give throughout my life, but also leave a legacy for future Iowa State leaders," he said.

Does your family share a passion for Iowa State? Create your family's Cyclone legacy with a gift to the Iowa State University Foundation in your will or other long-term financial plan. Contact the office of gift planning at 800.621.8515 or visit isugift.org to start planning your gift today.



How to Make Giving a Family Tradition

Whether it's Cyclone football or multiple generations of alumni, thousands of families across Iowa and around the world share traditions tied to Iowa State University. Family traditions help deepen relationships across generations – including traditions focused on philanthropy.

When giving to others, children, parents and grandparents come together for a common cause. They decide what issues the family values and then work together to make a difference.

Here's how to make philanthropy a family tradition:

- » **Begin early:** Encourage small children to donate their toys or participate in a simple charitable activity. As they grow, encourage youth to talk about their interests. Accept that their idea of giving back may differ from yours.
- » **Volunteer together:** When family visits this holiday season, arrange a family volunteer opportunity instead of dinner out. It's a great way to see firsthand who or what your giving supports. Plus, making a difference together feels good.
- » **Craft a family vision:** Encourage family members to talk about their giving goals. Solicit input from everyone. Then, decide how, where and why you will give.
- » **Create ownership:** Provide younger family members with money to make charitable gifts. When they grow older, match their giving 1:1. Creating this sense of ownership can help instill a giving mindset for life.
- » **Gauge your impact:** A few times each year, discuss the impact of your philanthropy. This keeps giving on everyone's minds and keeps them motivated.
- » **Be flexible:** Periodically, review your family vision for philanthropy. Does it still resonate? Does it need a makeover? Adjust your goals to changing priorities.
- » **Give again (and again):** After all, the key to tradition is repetition.



Start Your Tradition Today

Use the enclosed reply card to request our complimentary guide ***Creative Ways to Stretch Your Charitable Dollar***. You'll learn how to maximize your contributions to make the most impact with your family's charitable giving.



A Flexible Way to Keep Iowa State Affordable

With the cost of a college education seeming to climb higher every year, the dream of earning a degree can move out of reach for deserving students. A scholarship can help ease the financial burden students face and put a degree – and their plans for the future – back within their reach.

You can propel students' futures by establishing a scholarship, like Charlie Persinger and his parents have done (see front cover article), or by contributing to an existing scholarship fund.

A Flexible Way to Give to Future Cyclones

When you create a scholarship at Iowa State you can tailor it to meet your preferences. You decide who receives the gift, what qualifications must be met for a student to qualify and the type of support you want your scholarship to provide.

Some things to consider:

- » Will the scholarship support full- or part-time students?
- » Does the student need to be an undergraduate or graduate student?
- » Will it provide full or partial support to the recipient?
- » Can it be used to purchase books, or will it cover tuition costs only?
- » Will the scholarship be awarded based on merit or need?

You can also name your scholarship. This is a heartfelt way to honor a loved one, or someone who had a significant impact on your life.

Explore Your Options

If you have an idea for a scholarship or want to contribute to an existing scholarship fund, discuss your options with a member of our gift planning team. Contact the office of gift planning at 800.621.8515.



THE *Impact* OF A SCHOLARSHIP

When you give the gift of a scholarship, you:

- + Put a quality, Iowa State education within reach of deserving students.
- + Reward students for their hard work and dedication.
- + Help Iowa State attract and retain top students and faculty.
- + Can make a gift that honors someone important to you.



Cultivating the Future

Harvard Williams' devotion to the swine industry began at an early age.

His father, Noel, who received a doctorate in nutrition from Iowa State and is now chief operating officer with Iowa Select Farms, often took his young son with him to work.

"My dad always brought me to farms," the Iowa Falls native said. "When I was six I couldn't do much work, so I would play with the pigs. In high school, I started working on farms. I actually quit baseball to work in pig barns."

Williams' commitment to the swine industry continues at Iowa State. Now a senior majoring in animal science, he established a new student club called Swine Industry Advocates. It has more than 30 members who work to raise awareness of and promote a positive image for the swine industry.

"There's a big disconnect between producers and consumers of swine, and I want to bridge that gap," he said. "You hear the term 'factory farm,' but most operations are family farms. Everywhere I have worked has been a family farm using modern, efficient and humane methods."

The third of seven kids to attend Iowa State, he's deeply appreciative of the support provided by the Charles C. and Phyllis J. Persinger Alpha Gamma Rho Scholarship.

"The cost of college can sometimes be difficult for our family," he said. "This scholarship has allowed me to focus more on my schooling instead of how to pay for it. Instead of worrying about debt when I graduate, I can focus on getting straight to work."



Discover how you can enable hard-working students like Harvard Williams to graduate with less debt and ready to take on the world. Visit isugift.org for more information.



Momentum Continues to Surge

The momentum of Iowa State University's multi-year fundraising campaign *Forever True, For Iowa State* continues to surge, having raised \$1.26 billion – which is 84 percent of its goal of raising \$1.5 billion by 2021.

Gifts of all sizes have made this accomplishment possible, including a bequest from Charlie Persinger, and before him, a gift from his parents, that will support Iowa State students and programs well into the future.

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.



This scholarship has allowed me to focus more on my schooling instead of how to pay for it. Instead of worrying about debt when I graduate, I can focus on getting straight to work.

– HARVARD WILLIAMS,
CLASS OF 2020



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.

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