



Give the Perfect Gift This Season

During the holidays, do you often struggle to find the perfect gift for loved ones, only to settle for something else just so you can cross them off your shopping list?

We've all done it – given a gift that we know the recipient won't love. This season, consider a gift they won't want to return. If you know someone who values Iowa State University's work to educate students and prepare them to make a difference in the world, consider making a donation in his or her honor. These tribute gifts are also a great way to remember loved ones who are no longer with us.

How to Make a Tribute Gift

There are three easy ways to give a tribute gift to Iowa State, none of which requires a trip to the mall:

- **Make a gift today** – An outright gift can help fund our immediate needs or an upcoming project. The financial

benefits include an income tax charitable deduction when you itemize deductions on your federal income tax return and the possible elimination of capital gains tax.

- **Make a gift through your estate plan** – Include a gift in your will or living trust, stating that a specific asset, certain dollar amount or percentage of your estate will pass to Iowa State after your lifetime in honor of your loved one. *See the back page for sample language for your gift.*
- **Make a gift that lives on forever** – Honorary endowments can be made now or through your estate plan. Endowments are structured so that a small portion of your gift, rather than the whole amount, is used each year to fund a particular purpose. To perpetuate the fund forever, the majority always remains intact and is invested for the future.

Want to learn how you can extend the impact of a gift to Iowa State well beyond the holiday season? Contact the office of gift planning today.



36,600
Iowa State's enrollment continues to flourish, with an eighth consecutive year of record enrollment.

HERE ARE A FEW 2016 ENROLLMENT FIGURES:

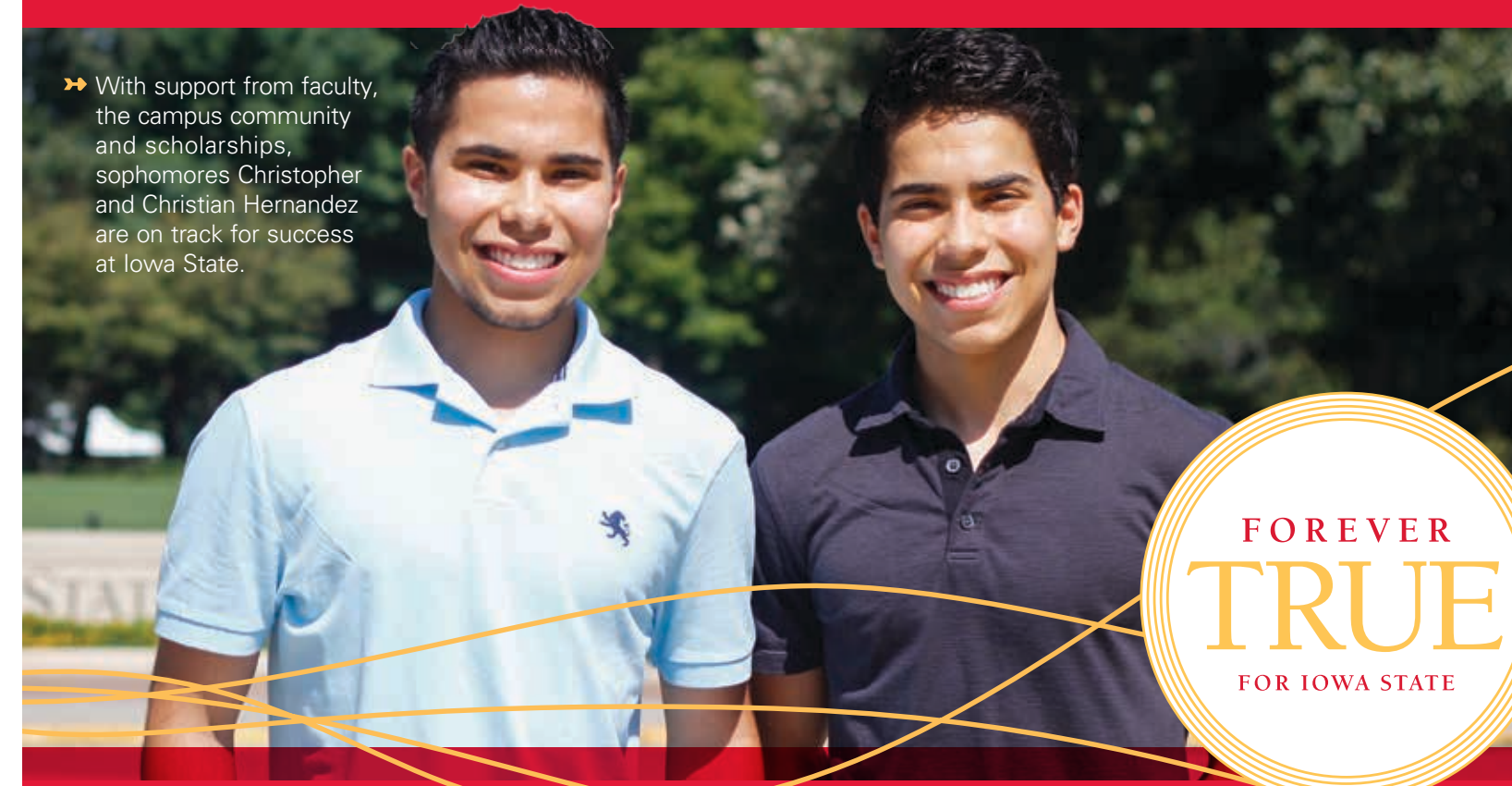
20,713
Iowans attend Iowa State

8,748
Total U.S. multicultural and international enrollment sets a new record

5,096
graduate enrollment, tied with last year's all-time record

In the News

U.S. News and World Report's 2017 "Best Colleges" rankings released this fall named ISU agricultural and biosystems engineering program as the country's best among all national and public universities, up from No. 2 last year.



Insights

An Adventure Created Outside the Classroom

"I chose to major in industrial engineering because of Dr. Richard Stone," said Christian Hernandez. The same goes for his twin brother, Christopher, who is also a sophomore at Iowa State.

The two spent the summer before their freshman year meeting professors, getting to know their future classmates and becoming acquainted with campus as part of APEX, a summer bridge program for incoming multicultural students. "I met Dr. Stone while touring his lab as part of the program. I instantly fell in love with his research, energy and love for the job," said Christian. "My brother and I then went to talk to him over the summer, and after a lengthy conversation, we both declared our majors as industrial engineering."

Only in their second year, the Hernandez brothers understand that it's not only the top-notch classes at Iowa State that make it a great place to be.

"What I like best about being a Cyclone is the support group," said Christopher. "The faculty, my friends and Multicultural Student Affairs have all really made me feel

at home. I love the endless opportunities Iowa State has to offer, such as research, studying abroad, student organizations and so much more." With more opportunities and programs being added each year, there's no limit to what students can accomplish.

"Hard work does pay off, and as long as you put forth your full effort and set your mind on something, you can achieve anything you desire," said Christopher.

However, the focus and time needed to dive into everything at Iowa State is easier to come by with the right support. "Receiving scholarship support has reduced a lot of the stress and worry that comes with paying for a college education," said Christian. "I feel as though I can now truly focus on my academics, research and the committees I am involved in."

Inside This Issue

Richard and Sharon Rodine were only in their early 40s when they had an idea to strengthen Iowa State – and uncovered a charitable path to make their vision a reality.

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

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P.O. Box 2230
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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.

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 *How Do You Want to Be Remembered?* to ensure that the people you care about understand your vision for the future. Return the enclosed survey today for your complimentary copy.



Richard and Sharon Rodine



Transforming Ideas Into Opportunities

“You can never underestimate where sharing an idea might lead,” said Sharon Rodine.

Working in Washington, D.C., to recruit and train women for public office, it was after traveling to an event in Tennessee that she fully realized the impact of Carrie Chapman Catt, another Iowa State alumna. Sharon was attending a celebration honoring the passage of the 19th Amendment, as Tennessee’s vote was the final one needed, and the program championed Catt as an important leader of the movement.

“I remember wondering why I had never heard about Carrie Chapman Catt when I was a student!” she said. “It revealed to me the need for more political leadership, education and engagement opportunities at Iowa State – and it was the perfect way to honor her legacy.”

So Sharon wrote to then-President Jischke, outlining her idea – to create a center that would provide political leadership

development, foster research and provide opportunities for civic engagement. Soon enough, her ideas started coming to fruition with assistance from Iowa State University Foundation staff. “The timing was right,” she said. “The next thing I knew, we became lead donors.”

Making the Impossible Possible

Richard and Sharon Rodine were in their early 40s and raising young children at the time, and it didn’t seem feasible to give that level of support. That’s when they were introduced to planned giving.

“The Iowa State University Foundation was helpful in exploring ways we could make a significant gift at that point in our lives,” said Richard. “We were excited to find a way to create an impact gift and still manage the financial responsibilities of a career and growing family.

Our planned gift turned out to be a great option because we have been able to shape our giving and legacy through the years as the needs of Iowa State changed and new options for support emerged.”

And build their legacy they did. In the years since, the couple added an endowed scholarship and internship in the Carrie Chapman Catt Center for Women and Politics, and funded a landscaping project for the Plaza of Heroines. Most recently, they created a study-abroad scholarship in the College of Design to support a student majoring in community and regional planning.

“The foundation was very supportive in helping us figure out next steps over the years. We were able to restructure and add things to support both of our colleges,” said Richard. “Working with the foundation is a great tool to match opportunities, interests and needs, so we can support special projects as they are identified. Our estate plan is a work in progress, but in a wonderful way.”

A Growing Connection to Iowa State

Yet the Rodines’ giving is more than financial – their philanthropy has always included volunteering their time. It began when they were students at Iowa State and were active in campus activities. Richard served on the VEISHEA central committee in 1972.

“I remember being invited to lunch at the Knoll, where President Parks talked to us about how we could keep giving back to the university as alumni, and that some of us could possibly become members of the Order of the Knoll in the future,” he said. “It sounded crazy to think of it then, as a junior in college, but it provided a spark and created a goal.”

Sharon has served as a governor and on various committees for the foundation. “We’ve always enjoyed these opportunities,” she said. “It keeps you energized and allows you to continue to grow your relationships with the university.” For Richard, who now serves on the dean’s advisory council in the College of Design for the *Forever True, For Iowa State* campaign, it can be an opportunity to almost relive treasured moments on campus.

“Attending Iowa State was such a good experience, and you miss it as an alumnus,” said Richard. “Giving back allows you to re-create that period of time on campus by getting connected with the faculty and students in a new, fun way.”

Regardless of your age or income, you can help shape the future of Iowa State. Contact the office of gift planning at 800.621.8515 or visit isugift.org to discover simple ways to create a lasting impact at the university.

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– RICHARD RODINE

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Be a Partner in Iowa State’s Future

The end of the year puts many of us in a reflective mood. We think about the ups and downs we’ve had along the way and the special moments that touched our hearts.

When you review your personal highlights for 2016, don’t forget to count the positive impact you’ve had on others this year by supporting causes important in your life, such as Iowa State University. Your generosity is an encouragement to our students.

The good feeling that comes from knowing you are making a difference can grow by combining a current gift with a future gift to the university. This thoughtful approach to giving allows you to continue to see the impact of your support today and be part of helping us address tomorrow’s challenges.

Blending your giving today with a future gift to Iowa State lets you make a bigger impact than you ever thought possible. You have the flexibility to choose the combination of gifts that complement your financial situation and the future needs of you and your loved ones.



We are here to help if you have any questions about how you can strengthen the Iowa State experience for future generations. Please feel free to contact the office of gift planning today at 800.621.8515.



Popular Ways to Give Today

- Cash
- Securities
- Real estate
- Personal property
- IRA charitable rollover (for ages 70½ or older)

Simple Ways to Extend Your Impact

- Retirement plan assets
- Life insurance proceeds
- Bank or brokerage accounts
- Will or trust



Forever True, For Iowa State

By 2050, we will live in a world where the population may reach 9.6 billion – almost twice what it is today. A world needing to address challenges affecting our food, water, energy, health, security and environment. A world that needs Iowa State University.

On Sept. 30, 2016, Iowa State announced a comprehensive fundraising campaign unlike

any other in its history. *Forever True, For Iowa State*, a campaign to raise \$1.1 billion for the university, will build on Iowa State’s strengths and elevate it to become the premier land-grant university for the 21st century.

To learn more about *Forever True, For Iowa State* and how you can get involved, please visit forevertrueisu.com.