

DEVELOPMENTS

a publication for faculty, staff and retirees of Michigan State University



One special moment in time, one opportunity to add your name

The iconic Eli and Edythe Broad Art Museum now taking shape on the MSU campus is destined to be a catalyst for cultural economic development in our region. Designed by world-renowned architect Zaha Hadid, the transformative facility is anticipated to bring international attention to MSU and the state of Michigan.

Donors to the project now have an opportunity to be part of a unique and lasting legacy. Until December 2011, individuals and organizations who commit to a gift of at least \$25,000 (payable over five years) to the Broad Art Museum will have the opportunity to be listed on a special recognition wall in the main lobby.

Among those who have already made a gift that will add their names to the wall are MSU President Lou Anna K. Simon and her spouse, Dr. Roy J. Simon, MSU's Director of telecommunication systems and transportation services. The generosity of the Simons to MSU dates back to 1970 when Roy Simon made his first gift to his alma mater. Their sustained giving to MSU has grown continuously over 41 years and has escalated as their engagement increased. Today, they are members of MSU's Clifton R. Wharton Donor Recognition Society. Their giving is a result of their philanthropic passion and long-term stewardship commitment to the university's mission, sustainability and growth.

"We are deeply grateful for Eli and Edythe Broads' devotion to philanthropy. Mr. Broad has spoken of the importance of knowing the art of one's time so that we may know ourselves better. It is a great privilege to join the Broads in contributing our

personal support to this extraordinary project which assures that access to contemporary art will thrive at Michigan State University," said President Simon.

The donor recognition wall, designed by Hadid, will seamlessly integrate with the museum. The wall will be highly visible along the main hallway to all who come to East Lansing to see not only the art inside the museum but also the building itself. Attractive naming opportunities for various spaces in the building and exterior gardens still remain.

The \$40 million fundraising goal is within reach. Alumni Eli and Edythe Broad, through their gift of \$21.5 million for construction, combined with \$6.5 million for acquisitions and operations, provided the impetus for creating the building that bears their names. Since then, many other donors have been inspired to join them.

The grand opening and dedication events of the museum, slated for 2012, promise to generate excitement. Participation in the donor recognition wall will guarantee a place at these historic occasions.

Michael Rush, former director of the Rose Art Museum at Brandeis University, has been named the founding director of MSU's Eli and

Edythe Broad Art Museum. The co-founder of the Contemporary Art Museum Directors Association, Rush was previously director of the Palm Beach Institute of Contemporary Art and hosts an Internet Radio program, "Rush Interactive," on Art International Radio.

For more information on making a gift to the Broad Art Museum, contact Director of Development Bridget Paff at (517) 353-4725; paff@msu.edu. For more information on the project including a webcam of the construction, go to broadmuseum.msu.edu.

The Eli and Edythe Broad Art Museum, seen in construction below, is on track to open in 2012. At right is an artist rendering of the donor recognition wall that will be part of the museum lobby.



Art, music, life—the legacy of the Hollanders



Selma Hollander has supported the arts at MSU for more than 50 years, most recently through charitable gift annuities.

In a typical week, Selma Hollander can be found applauding a breathtaking chamber music performance among a capacity audience, contemplating a mind-expanding art exhibition, taking a front row seat to hear a Metropolitan Opera singer or savoring rare literature expertly preserved in a distinguished collection. And she does it all right on the MSU campus. Not bad for a woman in her 90s, she notes, adding that Michigan State's commitment to the arts has provided her with a rich life for more than 50 years. "To me, the arts are one of the basic elements in life," she said. "Like food, water and shelter."

Selma, a member of MSU's Kedzie donor society, recently added significantly to a legacy of giving to areas of MSU she is passionate about with charitable gift annuities that will benefit the College of Music, the Eli and Edythe Broad Art Museum and Special Collections at the MSU Libraries.

Selma and Stanley Hollander joined the MSU community in 1958. Stanley, who passed away in 2004, was a University Distinguished Professor in the Eli Broad College of Business, and Selma became an alumna of the College of Arts and Letters. She later joined the Home Economics faculty, teaching weaving, crafts and fabric design and exhibited regionally as an artist. From day one, the Hollanders were heavy users of the libraries and enthusiastic supporters of the arts.

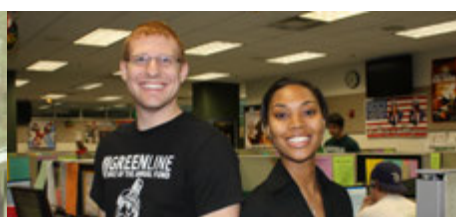
Over the years, they established numerous endowments to honor Professor Hollander's devotion to the MSU Libraries and the couple's dedication to literature, arts and music. "We had an incredible life because we were involved with the arts," Selma said. "Everybody works hard and you need a balance. We've got it all right here at MSU. The quality is second-to-none and it is all very affordable."

Continued on page 3

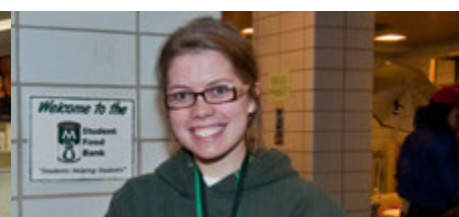
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IRA rollover provision extended

The IRA Rollover Provision charitable gift opportunity was reinstated and extended through December 31, 2011. Enacted through the Tax Relief, Unemployment Insurance Reauthorization and Job Creation Act of 2010, the legislation allows alumni and friends of MSU to make qualified rollover gifts from their IRA to Michigan State University, without having to count the distributions as taxable income.

The IRA rollover provision allows the owner of a Roth or traditional IRA, providing he/she is at least 70 1/2 years old, to direct up to \$100,000 (\$200,000 for a couple with separate IRAs) directly to Michigan State University. MSU will immediately benefit from the IRA gift. The owner of the IRA is not obligated to report the charitable distribution from the IRA as ordinary income nor may the owner claim the gift as a charitable deduction. Effectively, there is no federal tax consequence. IRA rollover gifts may apply to the owner's required minimum distribution.

To make a gift to MSU from your IRA, contact your IRA administrator and authorize them to send a check from your IRA directly to MSU—you should not have the check made out to or sent to you. Your IRA gift should be sent to: University Development, c/o Lynn Pfaff, 300 Spartan Way, East Lansing, MI 48824-1005.

Also, it is important to instruct your administrator to include the following information: identify the check as a gift from your IRA, identify who is making the gift (the owner of the IRA) and designate how and where MSU is to use your IRA gift.

For more information, contact the MSU Office of Gift Planning at (800) 232-4678 or (517) 884-1000; or the director of development for your college or unit.



Erickson Fellowship still growing to help nontraditional students

Mildred B. Erickson was a committed advocate who encouraged older women to commence or resume interrupted education at MSU. Today, her memory and mission continue to inspire donors across campus and beyond to help individuals to resume their studies.

In 1974, the Mildred B. Erickson Fellowship was established to honor Dr. Erickson who served as the director of Adult Student Advising and assistant dean for Lifelong Education Programs at MSU.

Mildred was known as a tireless advocate for adult students, devoting her career to helping nontraditional students attend college and attain the self-respect and credibility that accompany an education. Her legacy of support for this growing group of students and their unique needs continues to be fulfilled through the fellowship. Over the last ten years, the endowment has provided over 162 women and men with support totaling \$290,012.

This fellowship is administered by a group of 20 passionate MSU staff, retirees and community members who serve on a board of directors. This past December, Board Vice-Chairperson Richard (Dick) Northrup, along with his wife, Mary Jane, and the Mildred B. Swanson Foundation, made a challenge gift to raise funds in support of the fellowship. To date, the challenge has generated nearly \$25,000 in new income for the endowment and continues to seek new support.

"Being involved with this fellowship is satisfying for my wife and me because we can see the direct result of our contributions. We feel good about the students we are supporting, we know we are changing lives by giving someone access to education," Dick said.

Now, more than ever, the demand for tuition, fees and book support is significant. True to the spirit of Mildred's legacy, the fellowship bearing her name plays an instrumental role in helping make college a reality for many who otherwise would not finish their degrees.

Judi Brown Clarke, the current chair of the fellowship board, represents the sentiments of the board members and of many who contribute to the Mildred B. Erickson Fellowship. "It is my utmost pleasure to serve on this board and to provide non-traditional students with access to educational opportunities that prepare them for the changing world of work in order to assume positions of leadership in their communities, the state and globally."

The Northrup-Swanson Challenge is still matching gifts to further the mission of the endowment. To make a gift or learn more about this endowment, contact Student Affairs and Services Director of Development Ann Marie Lindley at (517) 432-7543; alindley@msu.edu.



Mildred B. Erickson
Judi Brown Clarke (middle) and Dick Northrup with a recent Mildred B. Erickson Fellowship recipient.

MSUFCU champions study abroad

When Michigan State set the unprecedented goal of providing all undergraduate students with an opportunity to study abroad, the MSU Federal Credit Union was at the forefront in support, creating the MSUFCU Study Abroad Scholarship Program. Since June 2003, the MSUFCU endowment has provided \$710,000 in funding to 647 students to help offset the cost of their participation in study abroad programs. The scholarships are funded in perpetuity through MSUFCU's generous \$2.5 million gift.

During the 2009-2010 academic year, 140 students received MSUFCU scholarships to study in 41 countries at locations ranging from South Korea to South Africa, Israel to Italy, Bangladesh to Belgium and Australia to Argentina.

MSUFCU is the largest donor in MSU's study abroad scholarship system and a key partner in MSU's success in study abroad. For the sixth consecutive year, MSU led the nation in study abroad participation among public universities, according to the Institute of International Education's most recent annual report.

A luncheon was recently held to celebrate the MSUFCU scholarships. President Lou Anna K. Simon highlighted MSU's decades-long history of outreach and engagement and Brett Berquist, executive director of study abroad, explained how that tradition has translated into study abroad offerings that focus on community engagement. Two MSUFCU scholars spoke about their experiences abroad with community-based programs which not only provided them with an international perspective but also allowed them to give back to their host communities. Their experiences included teaching French to community students in Mali and helping to research the biodiversity crisis in Madagascar.



President Lou Anna K. Simon (front row, center), two student speakers and other MSU officials posed with the MSUFCU Board of Directors and other MSUFCU executives after a luncheon celebrating the MSUFCU Study Abroad Scholarship.

Ashley Babinchak, a junior majoring in environmental biology and zoology, recounted interacting with lemurs in Madagascar but discovered that her true passion lay in environmental policy. She hopes one day to land a position with the Environmental Protection Agency. Following her study abroad experience, she noted, "I believe that with engagement and education for both the Madagasy people and through programs like study abroad, preserving Madai's lemurs and other wildlife is possible."

President Lou Anna K. Simon extended remarks of appreciation for MSUFCU's support, noting that study abroad is vital to internationalizing our campus and taking MSU from a land-grant to a world-grant institution.

Legacy of the Hollanders

Continued from page 1

Selma found the option of a charitable gift annuity to be an excellent investment not only for the future benefit of the arts at MSU, but also for her current needs. Her charitable gift annuities provide Selma with a fixed and guaranteed income for the rest of her life, one that she was pleased to learn not only offers higher rates of return than she might receive from other fixed income investment vehicles, but also included tax benefits. A charitable federal tax deduction may be claimed and a portion of the income can be received tax-free. All gift annuity contracts are guaranteed by over \$400 million of unrestricted assets of the MSU Foundation and the annuity rate depends solely on the age of the beneficiary(ies).

Her recent gift will add to two endowments already established; one supports the acquisition, preservation and access of important rare books of literature, music and art in the MSU Libraries Special Collections; the other supports chamber music in the College of Music in honor of Jim Forger, Dean. She also created a new endowment to support piano scholarships and guest lectures and performances in the college in honor of Professor Deborah Moriarty as well as a second new endowment to create a distinguished lecture series at the Broad Art Museum, slated to open in 2012.

For more information on making a future gift to MSU, contact the development officer for the college or unit you are interested in supporting, or call the MSU Office of Gift Planning at (800) 232-4678 or (517) 884-1000.

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To remember MSU as a charitable beneficiary in your will, personal trust or retirement plan, it is important to do so accurately. The correct reference is: Michigan State University, East Lansing, Michigan and the federal tax identification number 38-6005984. To explore how you might remember MSU, please contact the Office of Gift Planning at (800) 432-4678 or (517) 884-1000. If your estate/retirement plan includes MSU as a beneficiary, we encourage you to contact us to accurately record your intent and include you in the appropriate donor recognition group.

Photos in this issue: Harley Seeley, Harley Seeley Photography; Lois Furry, Annie James and Rebecca Surian, University Advancement; Kurt Stepnitz and Derrick Turner, University Relations.



This icon is a QR code that allows smart phones to access additional content.

A greenline to Spartan spirit and giving back

On almost any given night in the core of the Spartan Stadium Tower, you can find a motivated team of MSU students working hard to keep Michigan State at the forefront. They are not elite athletes but their positions are highly sought after with a crowded list of more than 400 applicants eager to join their ranks. They are proud to represent Michigan State to thousands of individuals in a very direct and tangible way. They are the members of MSU Greenline, the voice of Michigan State's annual fund, charged with placing nearly one million phone calls to alumni and friends of our university each year.

Their numbers are staggering. MSU's Greenline calling program is the largest in the Big Ten. The more than 200 students employed each semester attempt nearly 15,000 calls during each four-hour shift working from 83 calling stations.

Their enthusiasm is contagious. From their conversations, last academic year alone, the students obtained upwards of \$3.5 million in gifts from more than 60,000 donors. They also keep thousands more Spartan alumni and friends engaged and up-to-date on the issues, concerns and achievements of students at Michigan State.

Greenline callers work Monday through Friday evenings and on Sundays. Each spring, they call faculty, staff and retirees on behalf of the All University Campaign. But they

reach out to alumni, parents and friends to secure funds for MSU throughout the academic year.

Thriving in an economic downturn requires financial flexibility. The individual and collective annual gifts to Michigan State from those who answer the call of the Greenline provide an essential edge for colleges, departments and programs across campus.

New this year, MSU Greenline's website features webcams of the calling room so that visitors can see the students' energy first-hand. The webcams capture the spark of theme shifts—think bowling night, World Cup extravaganza or 80s flashback—while a buzz of Spartan spirit pervades every shift. Web visitors can also leave feedback and encouragement for the students via social media. Go to: www.givingto.msu.edu/greenline.

Meet two proud members of MSU Greenline at right. And, if you hear MSU Greenline is on the phone, take a moment to talk with these dedicated students. It's likely to make your day!



	Bradley Scherer, MSU senior	Reesha Prince, MSU senior
Major:	Communications, specializing in sales.	Criminal Justice & Family and Community Services, specializing in youth and adolescents.
Hometowns:	Haslett, Michigan.	Southfield and Detroit, Michigan and Tampa, Florida.
Career plans:	Obtain a position in annual giving for an educational institution.	Graduate school in family therapy or mental health counseling.
Best thing about working for MSU Greenline:	"Whenever I come to work, I know I am doing something worthwhile."	"I love hearing people's stories."
On the significance of gifts:	"Every bit helps and anyone who gives is helping to make up for others who can't."	"There are no insignificant gifts. It's like drops of water in a bucket, each drop helps fill it."
Most rewarding moments on the Greenline:	"During my first month calling, an alumnus in Las Vegas offered me a job. He ran a telemarketing company, so it was real validation that we have a quality program and I landed in something I am good at." "Also, recently I talked to a woman who was ready to make a large gift. She ended up giving \$150,000. It meant a lot to her and it was really exciting to be a part of it."	"I've talked to people facing real hardships, such as a woman who lost her spouse and had a lot of medical bills. When I hear information like that, I start thinking they might not be able to make a gift. Yet, they were still very happy to talk to me and wanted to give back to MSU."





Julie Avery and her husband Stephen Stier, both staff of the MSU Museum, created an endowment to support the museum's history outreach.

YOUR PHILANTHROPY AT WORK: Julie Avery

Julie Avery demonstrates her commitment to the mission and work of the MSU Museum not only through her professional efforts but also as a devoted and long term donor, with a special commitment to history.

Her generosity to the museum predates her employment there. She first connected with the museum through doctoral work and volunteer

efforts in restoring carousel horses. Today, she is director of education and curator of rural life and culture with support from MSU Extension for cultural community and economic development.

She credits her parents, Jessie and Charles Kimes, with both her ability and desire to give back to something personally significant. "My parents thought it was very important for my sister and me to get more education than they had," she explains. That laid the foundation for her parents to designate money received from an unexpected inheritance to help their daughters. As a result, Julie was able to take time off from work to complete her dissertation.

Many years later, she and husband Stephen Stier (who also holds a research appointment at the MSU Museum), established the Avery, Kimes and Stier History Endowment to support history

initiatives at the museum. Julie sees first-hand how the endowment makes a difference in many ways from supporting research and exhibit development to stipends for museum studies students to learn-through-experience in the museum. She believes in the special way museums like MSU's can share research and heritage, and connect with audiences on campus and beyond.

"It is empowering to be able to make a difference," Julie notes. "A small monthly gift over time can make a huge difference to an area with limited financial flexibility. It was very meaningful to me to establish the endowment and to grow it for a part of the museum that is so vital and deserving."

Julie's passion for history and community also extends to her home life. She and her husband are currently restoring an 1860s farmstead.



Staples such as fresh bread and produce, canned goods, dairy products, pasta, rice and cereal are offered at bi-monthly distributions.

Students helping students with food and relief

The idea that there were university students in need of emergency assistance with food might have been hard to accept back in 1993 when the pioneering MSU Student Food Bank began. Today the operation serves as a model for campuses across the nation. Still the only known food bank run by students for students, the program has been featured on NBC's Today Show and in *Time Magazine*.

Thanks to gifts from over 5,000 donors each year, the MSU Student Food Bank distributes approximately 38,000 pounds of food and serves more than 4,000 students, many of them with

families. The food bank makes the most of every dollar with little in overhead costs and the ability to purchase food at a fraction of the normal price through a unique relationship with the American Red Cross. A \$25 gift, for example, will provide 14 bags of groceries.

For more information on making a gift to the student food bank, contact Student Affairs and Services Director of Development Ann Marie Lindley at (517) 432-7543, alindley@msu.edu, or visit <https://www.givingto.msu.edu/gift/>.



The student volunteers pictured here help smooth the process for clients of the food bank, which has seen a 25 percent increase in use over the past two years.



The food bank provides volunteer leadership opportunities for more than 200 students annually.



Many MSU students attend school without the safety net of a pre-paid meal card, notes Samantha Hansen, operations manager for the food bank.

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