



About the Campaign
to Advance
Our Great University

**How is the
UI Foundation funded?**

Contributors to The University of Iowa Foundation may wish to know how much of their charitable dollar is directed to the intended cause and how much is used to cover administrative and fund-raising costs.

We're happy to report that the UI Foundation's cost per dollar raised is just 13 cents, a figure at the lower end of the range of 10 cents to 25 cents per dollar raised for most major universities.

It's also important for contributors to know how such costs are paid. Like most university foundations, the UI Foundation relies on a mix of resources.

Earlier this year a new UI Foundation funding formula was developed that relies less on potentially volatile stock market performance and more on our annual fund-raising productivity. This formula was recommended by a task force of UI deans and directors appointed by UI President Skorton, and it has been approved by the University and by the Executive Committee of the UI Foundation Board of Directors.

As of July 1, 2003, resources that cover our fund-raising service costs include:

- A small fee on endowed gift funds, payable annually from each fund
- Interest earned on cash gifts awaiting investment or expenditure

(continued on back)



Wayne Stoppelmoor, pictured in front of the Medical Education Research Facility.



**A Big Gift
IN CREATIVE WRAPPING**

Making a major impact on The University of Iowa doesn't necessarily require making a major gift all at once. Instead, what matters most is one's creativity, commitment, and compassion.

Consider, for instance, the story of Wayne H. Stoppelmoor's continuing support for the stroke research of UI Professor of Neurology Harold Adams.

When Stoppelmoor's wife, Shirley, died of a sudden, massive stroke in 1992, he wanted to do something meaningful in her memory. After discussing the idea with family members, the Silvis, Illinois, resident settled upon a unique idea: Stoppelmoor, who earned a B.S.C. degree from the UI in 1956, matched an outpouring of memorial gifts for his wife with his own money, and used the resulting \$12,000 to work with the UI Foundation to establish the Shirley A. Stoppelmoor Stroke Research Fund.

The fund, designed to support the work of Adams—a longtime UI researcher who completed his UI residency in neurology in 1974—has been snowballing ever since, with years of steady growth to come.

Stoppelmoor—who retired in 1998 as chairman, president, and CEO of Interstate Power Company and is now vice chairman of the board of directors of Alliant

Energy—contributes \$5,000 to the fund each year, which is matched by Alliant Energy to create an annual gift of \$10,000.

He has pledged to sustain this annual investment until his death—and beyond. Alliant Energy offers its board members the Director's Charitable Award Program, which contributes a substantial sum to the philanthropic interests of the directors' choice after they die. As part of this arrangement, Alliant Energy will continue to provide \$10,000 annually to the Stoppelmoor Research Fund for 10 years after Stoppelmoor's death.

Stoppelmoor encourages family members and friends to give to the fund as well.

Through this philanthropic creativity over the long term, the fund will eventually grow to nearly \$200,000 and potentially considerably more.

Stoppelmoor couldn't be happier with the ways that Adams has put the resources to use. Because he had great respect for Adams's work, he established the fund

as unrestricted, allowing Adams to put it to use where it could be most fruitful. "Dr. Adams knows his needs better than I do," Stoppelmoor pointed out.

Adams, in turn, has been most appreciative of the support. He understood that Stoppelmoor wanted to help expand the medical community's understanding of stroke, especially in the young, so he created a visiting lecture series designed to bring colleagues in the field from other institutions to share their research and help educate neurology students in the UI Roy J. and Lucille A. Carver College of Medicine.

In August 2003, the visiting lecturer was Steven Pavlakis of Maimonides Medical Center in New York City, who spoke on stroke in infants and children. His visit has led to collaboration between the UI and Maimonides that holds great promise for the field.

"Mr. Stoppelmoor's generosity has given us the seed money to move forward with this important work," Adams said.

A little bit of philanthropic creativity, along with compassion and commitment, is allowing Shirley Stoppelmoor's legacy—and vital UI research—to flourish.

Briefly

Gift Highlights



Architect's rendering of restoration of 102 Church Street

- Pearson Educational Measurement of Iowa City has given \$250,000 to support construction of the new Pomerantz Center, a comprehensive facility that will provide academic, career, and recruiting resources for prospective and current students and alumni. In recognition of the gift, the center's career-services library will be named the Pearson Career Services Library.

- The University of Iowa College of Education will use a \$215,150 grant from the Roy J. Carver Charitable Trust of Muscatine to support Iowa teachers as they learn to use the

ePortfolio, a web-based framework for collecting, revising, and reflecting upon teachers' professional work. The grant will fund training for 300 early-career K-12 teachers across Iowa.

- The University of Iowa Roy J. and Lucille A. Carver College of Medicine recently received a gift of \$190,000 from the Iowa Medical Society in conjunction with the IMS Education Fund. The IMS Scholars Program raises funds for scholarships that will encourage students to pursue careers in medicine.

- Built in 1908, the President's House at 102 Church Street is among the most visible and significant landmarks on the UI campus. In addition to being the home for each UI president, the residence has played host to hundreds of brunches, receptions, and dinners for students, alumni, faculty, staff, donors, and other friends of the UI. Today, the house is about to undergo substantial restoration to bring this 20th-century home up to 21st-century standards of efficiency, safety, and convenience. Of the \$2.9 million restoration project cost, \$1.8 million will be provided through private gifts from UI alumni and friends. Of that amount, about \$400,000 has been committed. For more information, contact Stephen T. Sanders, vice president, Development Programs, at 319-335-3305, 800-648-6973, or steve-sanders@uiowa.edu.

How is the UI Foundation funded?

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- Partial reimbursement by the UI for services provided by UI Foundation staff
- A small, one-time fee applied to all non-endowed gifts and pledge payments when they are received
- Gifts designated specifically to support the Foundation's operations

These funding sources help the UI Foundation provide the UI with a wide array of professional staff and services that benefit your areas of interest and the entire University. Without these resources, the UI Foundation could not engage in the active fund-raising program needed to support the mission and goals of the University.

For more information, visit our web site at www.uiowafoundation.org or contact UI Foundation President Michael New at 319-335-3305 or 800-648-6973. Thanks for all you do to help us continue to advance our great University.



1 At the Named Deanships, Chairs, and Professorships Luncheon, Kate E. Gfeller explained the impact of endowed professorships while Leonard A. Hadley spoke on behalf of contributors who support UI faculty funds.



1 UI officials and speakers, including UI professor Kate E. Gfeller and donor Leonard A. Hadley (pictured), shared with attendees the importance of private, endowed faculty support at the second annual Named Deanships, Chairs, and Professorships Luncheon held September 26, 2003, at the Levitt Center for University Advancement. Establishing endowed faculty positions in the form of deanships, chairs, and professorships helps the UI retain and recruit top faculty—one of the UI's highest strategic objectives.



2 Russell A. Gerdin addressed the audience at a celebratory dinner following dedication of the Russell and Ann Gerdin Athletic Learning Center.

2 Dedication of the Russell and Ann Gerdin Athletic Learning Center took place September 5, 2003. Built north of Melrose Avenue and west of the Boyd Law Building, the center provides academic resources for UI student-athletes, including study rooms, tutorial spaces, a teaching laboratory, a computer laboratory, and an auditorium. The building is named for Russell A. and Ann Gerdin of North Liberty, Iowa, whose \$5 million gift commitment was used both for construction of the center (\$4 million of the projected \$4.6 million cost) and for support of the UI Athletics Hall of Fame (\$1 million).

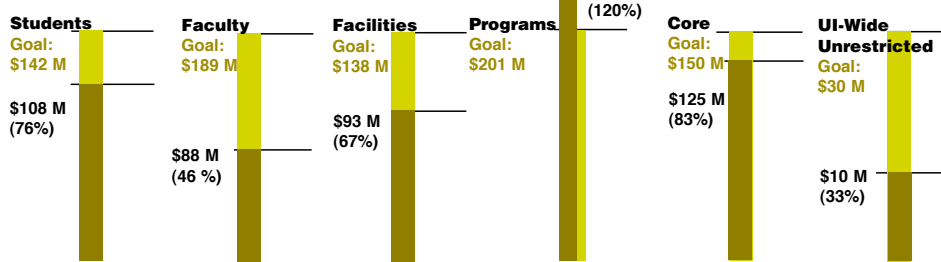
Campaign funds received to date

Monthly updates on campaign progress are available at:

www.GoodBetterBestIowa.org

Total Campaign Goal:
\$850 million
(by end of 2005)

\$667 million
(78%)
received to date
(Nov. 1, 2003)



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The Season for Giving

If one of your goals this year was to increase your charitable giving, perhaps to the UI's comprehensive campaign, it's not too late. Dave Triplett, the UI Foundation's assistant vice president, Gift Planning, outlines some of the personal and tax benefits of year-end giving:

Q: What are some of the most important advantages of year-end giving?

A: Whether they work with an accountant, or do their own financial planning, most donors have a clearer picture of their finances at the end of the year. If they know what their potential tax liabilities are, they can make charitable gifts to help offset these obligations. And since it is the holiday season, this is an especially meaningful time of year to give.

Q: Is there a particularly good time to make a year-end gift for the UI?

A: It's important not to wait until the last day of the calendar year. Stock gifts need to be transferred to the UI Foundation before the end of the business day on December 31. Therefore, a stock gift should be made at least a few days before the end of the year. A gift of mutual-fund shares needs to be initiated at least two weeks before the end of the year. If the gift is one of cash, the check must be dated and postmarked December 31 or prior.

Q: Are there any specific types of giving that are more beneficial for a contributor to use at the year's end?

A: We accept all types of gifts at the year's end—and throughout the rest of the year as well. However, by making gifts of stock, donors get double tax benefits; they avoid capital-gains taxes and receive charitable deductions.

Q: Should a year-end gift be a contributor's only gift during the year, or is there merit in making gifts throughout the year and at year's end?

A: Of course, we appreciate receiving gifts for the UI at all times of the year, but we understand that due to business cycles and personal financial planning, the year's end may be the ideal time for contributors to make their gifts. What's most important to remember is that gifts do more than provide financial assistance—they send an invaluable message of support, letting students, faculty, and staff know that alumni and friends are proud of the UI's ongoing achievements, all year long.



Good. Better. Best. Iowa: The Campaign to Advance Our Great University is the UI's \$850 million comprehensive campaign, which will run through 2005 and is being conducted under the guidance of the UI Foundation. The seven-year effort is raising private funds to help launch a variety of initiatives across the University, substantially increase the number of UI scholarships and endowed faculty positions, support new educational and research facilities, build the UI's endowment, and fund outreach and service programs to benefit Iowans.

For more information, contact:

The University of Iowa Foundation
P.O. Box 4550
Iowa City, Iowa 52244-4550
(319) 335-3305
(800) 648-6973

e-mail: uiowa-foundation@uiowa.edu
web site: www.GoodBetterBestIowa.org

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Iowa City, Iowa 52244-4550
P.O. Box 4550

The University of Iowa Foundation

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