Your gifts help bring the world to campus

Award-winning journalist Peter Laufer says the chance to hold the UO’s first endowed chair in reporting and writing “literally means the world” to him.

Laufer, the author of eighteen well-received books of social and political criticism, joined the journalism faculty last fall, thanks to a gift from the estate of the late James and Haya Wallace.


“Wallace was a foreign correspondent in the era of the fedora and trench coat,” Laufer says. “He went anywhere and everywhere to find the story and bring it home at a time when journalism was more about the story than the storyteller. That’s an extraordinarily important lesson for students.”

Laufer says gifts—especially those supporting the three-story addition to the journalism school’s home, Allen Hall—are helping the UO become a prominent player in the evolution of journalism.

“Continued on Page Two

Noted journalist Peter Laufer is the first to hold the UO’s new endowed chair in reporting and writing.

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Loyal Duck
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Help your loved ones

Call us to learn more!
UO OFFICE OF GIFT PLANNING, 541-346-1687 OR TOLL-FREE 800-289-2354
One of Doug McKay’s essential qualities is a deep and abiding sense of responsibility. That trait, together with his business acumen, makes him especially valuable as a trustee of the University of Oregon Foundation.

From piloting B-52s in the early 1960s to helping dozens of local nonprofit organizations grow and thrive over the last five decades, the 1959 UO graduate can always be counted on to quietly step up and lead.

“Education is even more important now than when I was growing up,” he says.

McKay started working long before he arrived on campus as a freshman business major, bagging groceries and stocking shelves in his family’s iconic McKay’s Market stores and then—while still in high school—as cofounder with his parents and sister of McKay Investments.

Today he heads both North Douglas Wood Products, which manufactures solid alder panels and remanufactures wood components, and McKay Commercial Properties.

At the UO, McKay joined Air Force ROTC and Delta Tau Delta. He went on to finish near the top of his class at flight school and served in the U.S. Strategic Air Command. When he returned home to Eugene, he renewed his community ties and took on the challenge of keeping his old fraternity house afloat during the period when Greek organizations saw steep membership declines. Thanks largely to his efforts, the Delta are the only UO fraternity to still occupy their original house.

Long an avid supporter of the Ducks, McKay also belongs to the UO’s Arnold Bennett Hall Society. Recently, he honored his late parents Miles and Eleanor by funding a technology center in their name for the Lundquist College of Business. Now he’s in the process of helping fund a similar facility, also for business, as a tribute to his late wife Carol, whom he met while stationed at Loring Air Force Base in Caribou, Maine.

Your gifts bring the world

“It’s a spectacular time to be at the University of Oregon and here at the School of Journalism and Communication,” he says. “The energy is palpable, the students are inspiring, and the feeling is that of focused but explosive growth.”

Renowned for his work as a broadcaster, documentarian, and journalist, Laufer has studied and lectured on media issues throughout the world. He reported from the Afghanistan-Pakistan border on the Soviet invasion for NBC Radio and for CBS Radio as the Berlin Wall fell. The third book in his natural history trilogy, No Animals Were Harmed During the Writing of This Book, will be published this fall.

www.giftplan.uoregon.edu
Charitable Gift Annuities

Did you know that gift annuities can be a great way to provide support for family members, or other people you care about, and support the UO at the same time?

Assisting your parents
With rising expenses, your parents may need help making ends meet. Funding a charitable gift annuity is one way to provide them with payments for the rest of their lives in a tax-efficient manner, while making a gift to support the university.

Example
Judy is a UO grad and successful business owner. Her mother, Betty, is 83 and still lives independently. Judy gives her mother $6,000 per year to help with her living expenses. Judy would like to support the UO, too.

Judy must earn more than $9,000 in her tax bracket to net the $6,000 she gives Betty. At her annual tax review, Judy’s accountant suggests she create a $100,000 charitable gift annuity that will help both Betty and the UO.

The Benefits:
• Betty receives $7,700 per year for the rest of her life. Her payments are partially income-tax free, netting her $6,000 annually.

• Judy receives an immediate income tax charitable deduction of more than $53,000.*

• The UO receives the remainder of the annuity after Betty’s lifetime.

Providing for your children
If you are concerned about the financial future of an adult child, and wish to support the UO, a charitable gift annuity can begin making lifetime payments to your child any time after he or she reaches age sixty.

Example
Harry and Sally Green, both in their eighties, met and married while students at the UO. Harry credits his UO business education for much of his success.

Their daughter Melinda (fifty-five) lives with and helps care for them. She is the joy of their lives, but they worry because she has never earned a good living and struggles with money management.

By donating $500,000 to set up a gift annuity, the Greens can provide lifetime payments to their daughter, and support the UO with a gift that will ultimately fund scholarships for students studying business.

The Benefits:
• After she turns sixty, Melinda receives $32,000 a year for the rest of her life.

• The Greens receive an immediate income tax charitable deduction of nearly $100,000.*

• The UO receives the remainder of the annuity after Melinda’s lifetime.

*The charitable deduction is based on a gift made in April 2011.

Tax Update
The Tax Relief Act of 2010 increases the amount you can gift to individuals over your lifetime from $1 million to $5 million.

This new law means that gift taxes are less of a concern if you want to create a gift annuity to provide support for a family member or others you care about.

The examples to the left illustrate the benefits of using a gift annuity to assist loved ones and provide support for the UO as well.

To learn more about how a gift annuity can work for you, call us at 541-346-1687 or 800-289-2354, or e-mail us at giftplan@uoregon.edu.

Estate Donors

Terry Rodney Gordon ’70 left, through his will, $416,840 unrestricted for the UO.

Richard Kathrens (friend) left, through his trust, $110,320 for the Duck Athletic Fund.

Patrick H. VanWinkle ’54 left, through his will, $5,000 for the Charles H. Lundquist College of Business.
PathwayOregon

Thanks to your gifts, students like Zachary Taylor can concentrate on taking full advantage of their UO experience.

PathwayOregon covers Taylor’s tuition, fees, room, and board. That’s a huge financial relief, but he says what sets PathwayOregon apart from other scholarships is its built-in academic support system.

“It’s about positive reinforcement and stepping out of your shell to experience new things,” says the junior in planning, public policy and management. “PathwayOregon has helped me do that.”

Taylor’s academic success recently led to his selection as a McNair Scholar, a donor-funded program that will enable him to spend the summer preparing for graduate school. Meanwhile, he works part-time as a lead caller for the UO’s annual giving program and looks forward to studying abroad his senior year.

Your annual gifts supporting PathwayOregon and other UO scholarship programs make such opportunities possible. You can learn more by visiting isupport.uoregon.edu.
send me more information
Yes, I want to make a difference in Oregon’s future.

Please send me information about

☐ Charitable Gift Annuities.
☐ Charitable Remainder Trusts.
☐ How to include the university in my will.

I have included the UO in my will or other estate planning document. I have provided for the following areas on campus:


I have a question. Please call me at

(  ) _______________________________


Thank you for your interest!