Spring is a time when our thoughts often turn to plans for the future. For many alums of all ages, it is also a great time to create a bequest in a will or trust that will benefit Berkeley. This issue of Cal Futures shares how Iris Fluellen B.A. ’75, C. Sing. ’78 and Louise ’70 and Gene Sander have chosen to give back to Berkeley — and describes the peace of mind resulting from their wonderful planned gifts. As you will see, they are establishing scholarships that pass along the dream of a Berkeley education to tomorrow’s students.

A bequest is a powerful and flexible way to support an institution that you love and admire. You can shape your philanthropic legacy to benefit any college, school, or program at Berkeley, or simply provide unrestricted support to the campus overall. At the same time, you have the security of keeping your assets for whatever needs may arise during your lifetime. Afterward, your estate can take a charitable deduction for the full amount of your bequest.

Aside from these financial advantages, a planned gift reaps another reward — the priceless satisfaction of contributing to Berkeley’s bright future.
Louise Sander ’70 didn’t fit the mold of a typical undergraduate in the late 1960s. Enrolling at Berkeley at 27, “I suspect I was the oldest freshman on campus,” she recalls.

Often the only female in her classes, Louise was majoring in what was then a male-dominated field of bacteriology and immunology. But those studies eventually led her to Anne H. Good. A campus lecturer and instructor in the immunology graduate lab, Anne became Louise’s academic adviser — and her lifeline.

“She was kind and steady and supportive without being patronizing,” says Louise. “She didn’t make an issue of my differentness.” In fact, Anne was so beloved around the campus lab that students nicknamed her “The Good Doctor.”

Today, Louise credits Anne with instilling in her the confidence to continue with her studies. “She just took for granted that I could do it,” says Louise, who proved that she could by earning her bachelor’s degree in three years and heading to graduate school.

Recently retired, Louise enjoyed a distinguished teaching and research career that spanned 30 years. A former biochemistry professor at the University of Arizona, she wrapped up her professional work by leading a federally funded study of cancer disparities among Native Americans in the Southwest.

Thankful for the influential role that Berkeley and Anne played in her life, Louise, with her husband, Gene, established a generous bequest in her mentor’s honor.

The Dr. Anne H. Good Scholarship Fund will support future generations of financially needy students in Berkeley’s Division of Biological Sciences. A preference will be given to women who are over the age of 24 and are re-entry or transfer students.

“It’s very clear that Berkeley is the place that gave me my opportunity,” says Louise, who currently authors a blog, realsouthernwomen.com, and writes about the lives of Southern women from the post-Civil War to the present.

A native of rural Louisiana, Louise moved to California in 1957. Always a motivated student, she resumed her formal education at Berkeley in 1967.

Concentrating on the world of science, Louise did well enough to take several graduate courses in her senior year. After graduation, she earned a Ph.D. in biochemistry from Vanderbilt University and received postdoctoral training at the University of Wisconsin–Madison. Louise taught at West Virginia University’s medical school and Texas A&M before joining the faculty of the University of Arizona’s medical school. She later joined its Department of Biochemistry and specialized in nutritional biochemistry.

The author of more than 100 publications and reports, Louise conducted extensive research on the nutritional effect of vitamins K and A on underserved populations in Central America and other parts of the developing world.

Over time, Louise grew weary of all the international travel. But she didn’t lose her passion for working with at-risk communities. Turning closer to home, Louise initiated a National Cancer Institute grant and served for 10 years as the co-principal investigator of a $20+-million project to study and develop solutions to the disproportionately high rates of cancer afflicting Native American groups.

The project combined research, community outreach, and teaching. In its first decade, it sponsored the training and mentoring of 125 Native American college students in cancer research and oncology-related professions. Many have since found careers as teachers and physicians, as well as in other high-impact pursuits. “They taught me a lot more than I taught them,” Louise says.

A fellow biochemist and educator, Gene was the University of Arizona’s longtime dean of the College of Agriculture and Life Sciences. He retired as president of the university in 2012.

As they approached retirement, the couple wanted to recognize the institutions that had contributed to their career paths and established a graduate student endowment at the University of Arizona as well. “We were looking at the places that had given us the biggest push toward success,” says Louise.

Berkeley was an easy choice. “I love Berkeley,” she says. “There’s an energy that I haven’t experienced anywhere else. It’s in the air.”

Honored by Louise ’70 and Gene Sander’s bequest, Anne H. Good is delighted to know that a mentorship that began nearly a half century ago will one day enable other promising students to realize their educational dreams. The former Berkeley lecturer and lab instructor knows how powerful that support can be. “I was once a scholarship student dependent on the generosity of others for my college and graduate education,” Anne says.
Eric E. Schmidt M.S. ’79, Ph.D. ’82 has led Google through more than a dozen years of unprecedented expansion into business, culture, privacy, copyright, and other broad interests as the company’s executive chairman and its former CEO. Schmidt has helped Google grow from a Silicon Valley startup to a global technology leader. He came to Berkeley for his master’s and doctoral degrees in computer science after receiving a bachelor’s degree in electrical engineering from Princeton University. Named the Cal Alumni Association’s 2012 Alumnus of the Year, he delivered the keynote address at the university’s Commencement that year. Schmidt advised the Class of 2012 to look for ways to say “yes” to things. “Do not be afraid to fail,” Schmidt said. “And do not be afraid to succeed.” To find more of Berkeley’s famous alumni, visit berkeleywalloffame.org.

Answer to “Famous Alum”

Iris Fluellen B.A. ’75, C. Sing. ’78 (upper right and above center) and her parents, Gertrude (above left) and Ivory (far right). Gertrude and Ivory Fluellen were Iris’s heroes.

Passing along the dream of Berkeley

Joining the Great Migration of African Americans who left the South in the last century in search of a better life, Ivory and Gertrude Fluellen met, married, and started a family in Oakland. They vowed that their only child, Iris, would enjoy the educational opportunities that had passed them by.

“It wasn’t just a fact that I was going to college — I was going to Berkeley,” says Iris B.A. ’75, C. Sing. ’78. When she was seven, she took the bus with her father to visit a distant cousin on campus and recalls being coached, “This is where you’re going.”

Iris lived up to her parents’ expectations. She got a top-flight education at Berkeley and embarked on a wide-ranging career. Today, she is the director of development for Alive & Free/Omega Boys Club, a San Francisco-based leadership and violence prevention program serving at-risk youth.

Crediting Berkeley with expanding her horizons and fueling her ambitions, Iris has chosen to leave a powerful legacy to the campus.

With a generous bequest, she is establishing the Fluellen Family Scholarship. This fund will eventually provide financial assistance to students who graduate from Oakland high schools, with a preference for African American females.

“That was me,” says Iris, who hopes her support will pave the way for future undergraduates from backgrounds like her own. “It’s really about expanding your world, being open and accepting of other people, and being a risk-taker.”

A bright student, Iris skipped a grade and graduated early from Oakland Technical High School. But at age 16, she didn’t feel ready for Cal and decided to prepare herself at the nearby College of Alameda.

Two years later, Iris arrived at Berkeley — ready to go. Like many students in that era of activism, she fell in love with political science. Iris was riveted by the late Norman Jacobson’s lectures on political theory and Raymond Wolfinger’s insights into voting patterns. Another instructor who made a strong impression was the late Barbara Christian, a pioneering professor of African American studies.

But the defining experience for Iris was becoming a student leader in the Cal Student Orientation (CalSO) Program. Iris welcomed scores of new undergraduates and their parents to campus with informational tours and talks.

Accepted into the program during the spring of her junior year, Iris immediately bonded with her fellow CalSO counselors. “Some of my best friends came out of that experience,” she says.

“It changed my life,” says Iris of the friendships she forged and skills she gained. “I had come from a basically working-class background and (at the university) I was exposed to different kinds of people from all walks of life. That was huge for me.”

Iris also was introduced to new ideas and issues through her work-study job at the campus women’s center, then housed in one of the temporary buildings that sat on what is now Memorial Glade.

After completing her bachelor’s degree, Iris spent two years working in the campus’s financial aid office and then returned to the classroom for a teaching

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Iris's planned gift speaks volumes about her gratitude to Berkeley while supporting a cause that was central to her upbringing.

"Education was so important in my family," she says. "My parents wanted me to have a very broad world view."

Originally from the pint-sized town of Gilmer, Texas (also the hometown of singer Johnny Mathis), Ivory Fluellen came to California during World War II and got a job cleaning aircraft at the old Alameda Naval Air Station. Gertrude, who moved to Oakland in 1951 from Monroe, Louisiana, worked as a nurse's aide at Kaiser Hospital in Oakland.

Despite their limited means, the Fluellens had big aspirations for Iris. "They were great people and are my heroes," says Iris.

Sadly, Ivory died the month before Iris turned 14, too soon to witness many of her academic or professional accomplishments. His death left Gertrude to support Iris as a single mother.

Iris financed her Berkeley studies with a patchwork of resources: a state scholarship, grants, work-study employment, federal survivor's benefits from her father, and an allowance from her mother.

That investment paid off. "My education was all those things that my parents wanted," Iris says.

Iris had long planned to leave a gift to Berkeley and decided to act after attending an estate-planning workshop a few years ago. "I thought, 'Let me take care of this now,'" Iris recalls.

It's a decision she hasn't regretted. To this day, Iris still wells up with pride whenever she hears a Cal fight song.

"I love Berkeley," she says. "I'm really glad I've done this."

Director's Column

With great gratitude and optimism, the university recently concluded The Campaign for Berkeley and raised $3.13 billion to support our brilliant students and faculty and world-class research. That total includes more than $260 million in realized bequests and $91 million in new life-income gifts. Additionally, new members of The Wheeler Society have made $320 million in bequest commitments. The campaign's success is unparalleled in Berkeley's history and demonstrates the enduring support of more than 281,000 alumni, faculty, parents, and friends.

As we move into 2014, please consider making Berkeley a beneficiary of your estate plan, if you have not already done so. Since state funding represents approximately 12 percent of the campus's budget — down from 51 percent in 1982-83 — we are keenly aware that private giving is critical to helping maintain Berkeley's global preeminence.

One way you can support Berkeley is by making a lasting commitment through your will or living trust, as Iris Fluellen and Louise and Gene Sander have done. Grateful for campus experiences that transformed their lives, they have created charitable bequests that will provide scholarship support to undergraduates. A charitable bequest is simply a clause in your will or trust stating that a specified dollar amount or percentage of your estate will go to Berkeley at your passing.

We can work with you to make certain that your gift aligns with what you value most, whether that is scholarships, research, a specific program or department, or pressing needs identified by the university. When you let us know about your estate plan, we will warmly welcome you into Berkeley's prestigious legacy society, the Benjamin Ide Wheeler Society.

Sample of bequest language:

"I give ______ * to the UNIVERSITY OF CALIFORNIA, BERKELEY FOUNDATION, a California nonprofit public benefit corporation, to provide endowed support to be used at the discretion of the Chancellor at the Berkeley campus of the University of California."

*For example, "$______" or "______ percentage of the residue of my estate."

Please contact the Office of Gift Planning so we can help you realize your philanthropic goals. Together we can ensure that Berkeley remains the place we all love and cherish.

Fiat Lux!

Kevin T. Crilly, J.D.
Director, Office of Gift Planning
UC Berkeley
Please ☐ call me/us ☐ send information about:

Gifts the university can use today
☐ Cash/Securities/Mutual Funds
☐ Real Estate ($150,000 minimum)

Gifts that pay you income
☐ Cash/Securities/Mutual Funds ($20,000 minimum)
☐ Real Estate ($150,000 minimum)

Gifts that take effect at your passing
☐ Retirement Plans — IRA/401(k)/403(b)/other
☐ Bequests
☐ Brokerage Accounts
☐ Life Insurance
☐ Real Estate

☐ I/We have already included Cal in my/our estate plan.

☐ I am/We are not sure which gift plan would work best. Please contact me/us.

Name(s)

Best time of day to contact me/us: ___________________________ a.m./p.m.

( ) ___________________________ ( )

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You can make a difference for generations to come.

Complete and return the information inside to discover the benefits waiting for you — while providing for Cal’s future.

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