A 360-degree view

There’s at least one reason planned gifts are popular: they offer flexibility and often tangible tax benefits. Yet many donors are motivated to make planned gifts for reasons that are harder to quantify — that are tied to our experiences and who we are, or who we hope future generations will become.

For Don Alves ’61, M.B.A. ’64 and Beth Sordi M.B.A. ’07, contemplating where to direct their IRA contributions was an invitation to reflect on both the past and future. Don met his beloved wife of 50 years here. Pondering what she valued, he established a memorial scholarship in her name that upholds her firm belief in giving every child the chance to learn, regardless of financial circumstances. Beth, who has dedicated her entire adult life to empowering women, chose to support the Haas School of Business, with a preference for giving future women students the training and leadership opportunities she enjoyed as a graduate student.

Whether you want to honor the life led by you or a loved one, or the potential of tomorrow’s students and faculty, planned gifts offer a 360-degree view of the many powerful options where your generosity can have an impact.
Coming full circle: Donor extends her experience to future women

Beth Sordi M.B.A. ’07 has focused her career on developing great products that offer an outstanding customer experience. What she learned at Berkeley’s Haas School of Business in her entrepreneurship, innovation, and marketing classes, to name a few, greatly shaped her thinking and practices.

Sustained resilience

Beth grew up in the Bay Area and studied quantitative economics and decision sciences as an undergraduate at UC San Diego. When she was in her 20s, her mother died after a 14-year battle with the neuromuscular disease ALS. Witnessing and supporting her mother throughout her illness left a lasting impression of courage. “My mom taught me to work through challenges with strength and resilience,” she says.

Beth’s powerful resolve led her to graduate school after her career had begun: The prospect of balancing a full-time job with coursework at a leading school seemed necessary to advance her career — and daunting.

“I didn’t know how I would measure up,” she says. But she gave it her all, taking advantage of every class and service to the fullest extent possible. “My apprehension melted away. … I learned to focus on what I could add through my strengths and to partner with others who have different skills in our many team assignments.”

Beth’s evolving skills have led her to develop web and mobile products for several health companies, including John Muir Health and Kaiser Permanente. For the past five years, she has been with BabyCenter, where she manages global products that help pregnant women and new parents find answers and support.

Reflecting her passion for empowering women, Beth is also the board president of the Pi Beta Phi Foundation, which offers various leadership development and financial assistance programs to its members, as well as funds literacy projects. At UCSD, Pi Phi gave Beth an immediate sense of belonging on a big campus. She has volunteered for it ever since.

“It’s been a great experience leading the organization through a period of growth,” she says, noting efforts to evolve its strategic plan, financial processes, and capacity. “I am committed to doing all that I can to ensure the future of our sisterhood and that Pi Phi will remain a compelling leadership experience on campus and beyond graduation.”

Never too early

While people more commonly contemplate planned gifts later in life, Beth is under age 50.

“I don’t have the assets to make a big gift to Berkeley today, but the resources will be there after I’m gone,” she says. “It’s my best opportunity to make a significant gift in my lifetime, and I know it will have an impact in the future.”

There’s another reason Beth has made Haas the beneficiary of her IRA now: clarity. After the loss of her parents and grandparents, she saw firsthand how confusion in disentangling their estates compounded the family’s pain and stress.

“As you clean out a deceased loved one’s home, you wonder about its contents. You know an object was meaningful to that person, but not what to do with it,” she says. “It’s the same with financial assets. Establishing an estate plan is one of the most considerate things I can do for my family.”

She also notes how hard she has worked to acquire wealth. “Why wouldn’t I want to share that with the people and causes I care about and be as clear as possible in my intentions?”

One thing is apparent. Whether Beth is advancing her company, sorority, or philanthropic potential, she is drawing upon her strength and confidence as a woman, and the communities around her, to succeed.
A few years before co-founding Intel, the largest and one of the most revered semiconductor chip makers in the world, Gordon Moore ’50 postulated that the number of transistors on integrated circuits — essentially, the complexity of computers — would double every two years. Now called “Moore’s Law,” that estimate is gospel in the computer industry, and Moore is viewed by many as a prophet of Silicon Valley. When electronics were first being installed into almost every consumer item, “we had the feeling that this was the basic technology of some kind of a revolution,” he said in a 2012 NPR interview. Wanting to give back, Moore and his wife began the Gordon and Betty Moore Foundation in 2000 to support environmental conservation, patient care, science, and Bay Area-focused projects. He has received the Berkeley Medal, the university’s highest honor.

There is a curved bench west of the Campanile that Emma Brown ’20 (right) likes to pass by on her way to class. Long before she became a Cal undergraduate, it had been a landmark throughout her life. Donated by the Class of 1897, the bench bears her great-great-grandfather’s name — Charles F. Craig, permanent class president. As a child, Emma remembers stopping there after Cal football games to take pictures with her grandparents, all of them decked out in Berkeley blue and gold. Her grandmother Patricia “Pat” Riley Alves ’61 (left) would light up the camera with her cheerful Irish smile, the same one that captivated Don Alves ’61, M.B.A. ’64 when they first met as seniors in 1961.

While Emma carries the family torch forward as a fourth-generation Cal Bear, Don has made sure the family legacy continues in perpetuity through an endowed fund in his late wife’s name. “We had long planned to do this together, but life took its course,” says Don, “so I changed it to a memorial scholarship in her honor. We need more university-educated people to help make this a better world, and Pat’s scholarship will help do that. She felt very strongly that everyone should have access to higher education.”

Passionate about the arts and humanities, Pat studied English literature, earning a degree in speech, and made lifelong friends with her sisters from Alpha Delta Pi. Emma, one of four grandchildren, recalls attending more than one Homecoming with her grandmother, who wore all her past Homecoming pins on her Cal shirt.

“When I see Bowles Hall, I get flashbacks to when we would follow the Cal Band out of the stadium after those football games,” she says.

Like her granddaughter, Pat also grew up steeped in UC Berkeley culture. She spent family vacations at the Lair of the Golden Bear camp, cheered at countless football games, and chased her siblings along the same campus paths once trod by her mother, Peggy Craig Riley ’34, and her grandfather Charles. According to Don, Pat had no doubt by the age of 9 that Berkeley would be her school of choice.

After graduating, Pat carried her passion for learning and service well beyond the campus borders. She was a volunteer museum docent, leader of

Scholarship recipients thank Alves family

“My parents’ morality, selflessness, and practicality about money taught me so much about life. They literally built themselves up from nothing. Unlike my parents, I caught a break on my journey. I am receiving help from generous strangers on my path to success, and I could not be more grateful.”

Marisa Mota ’17, cognitive science

“The scholarship allowed me to focus intently on my work, a kind of deep single-mindedness that I have never experienced before in my life. … I, who once only dreamed of earning an associate’s degree, now dream of becoming a professor.”

Chris Korp ’15, English literature

Answer to “famous alum”

Gordon Moore ’50

Continued on next page
charitable organizations, patron of the arts, and lifelong advocate for underprivileged children in Southern California, where she and Don raised their own two children.

“My grandma always made sure to expose me to as many cultural perspectives as she could,” says Emma, who is studying computer science and is active in her sorority, Tri Delta. “When she traveled, she would bring us back mementos from the amazing places she had been so that we could learn about them, too.”

Pat believed every child should have the opportunity to learn about the world, unencumbered by circumstance or finances, says Don. That is what underpins the Patricia Riley Alves Memorial Scholarship. Funded in perpetuity by an IRA charitable rollover, the endowment awards one scholarship per year to a high-achieving first-generation student with financial need who is pursuing a degree in the arts and humanities and/or interdisciplinary studies.

“Pat would be absolutely delighted and proud of what our gift is providing these students,” says Don. “When I’m no longer on this planet, my children and their children — including Emma — will carry the scholarship forward, and Pat’s legacy will live on.”

Fiat Lux!

Kevin T. Crilly, J.D.
Executive Director, Office of Gift Planning

From previous page

A Note from the Executive Director

UC Berkeley’s planned giving donors often make gifts that reflect the myriad ways in which this great university has touched their lives. Don Alves ’61, M.B.A. ’64 met the love of his life here as an undergraduate and created a memorial scholarship in her name. Beth Sordi M.B.A. ’07 has made a gift inspired by the knowledge and skills she gained as a graduate student. Both contributions came through their IRAs — and both alumni know that taking care of themselves also lends a hand to future generations of Cal students.

IRA gifts are playing an increasingly important role in supporting Berkeley’s students, faculty, and programs. In the last decade, IRA rollover outright gifts like Don’s totaled more than $20 million.

Giving to Cal directly from your IRA allows you to decide each year how much to give and where to direct your gift, offering ongoing flexibility in your financial and charitable gift planning. What’s more, your IRA distribution is tax-free, as long as you meet the following tax code requirements:

- You are at least age 70½ at the time of the distribution
- The distribution is made directly from your IRA custodian to Berkeley
- Your gift does not exceed $100,000 per year
- You receive no goods or services in exchange for the IRA gift

You can make an IRA gift at any time by naming the University of California, Berkeley Foundation as a beneficiary on your account and sending a letter of instruction to our office that thoroughly clarifies its use.

We are here to help you — and would be glad to talk with you about leveraging your retirement account to support Cal while maintaining your financial security. Your IRA is an asset that you can use to make a truly win-win gift.

Fiat Lux!

Kevin T. Crilly, J.D.
Executive Director, Office of Gift Planning

Go green! To receive your next issue of *Cal Futures* electronically, please sign up at *calfutures.berkeley.edu*. You can also view, download, and share past issues.

Estate gifts at work!

In the past 10 years, estate gifts to Berkeley have yielded $348.65 million — making a transformational difference for our students, faculty, academics, and infrastructure. We cannot thank our donors enough.
How will you make a difference?

Discover the benefits that await you when you help ensure Cal’s future.

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Please  ☐ call me/us ☐ send information about:

Gifts Cal can use today
☐ Cash/Securities/Mutual Funds
☐ Real Estate ($250,000 net minimum)
☐ IRA Charitable Rollover

Gifts that pay you income
☐ Cash/Securities/Mutual Funds ($20,000 minimum)
☐ Real Estate ($250,000 net minimum)

Gifts that take effect at your passing
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☐ 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.

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