Which 19th-century Berkeley benefactor endowed the first scholarships at Cal?

Answer inside.
Welcome to the Spring 2018 edition of Cal Futures! As we celebrate our 150th birthday, it’s a time to reflect on the profound impact philanthropy has had on making UC Berkeley the most distinguished public university in the world.

In this issue, we highlight ways that you, too, can play a role in supporting Berkeley’s extraordinary legacy. Gifts made through your will or living (revocable) trust, or via retirement plan beneficiary designations, are powerful ways to provide institutional support while also ensuring that you maintain financial security. Cal alums Nad and Linda Permaul, whose giving story is highlighted in this issue, did just that by making a gift through their estate plan.

When you, like the Permauls, designate Berkeley as a beneficiary of retirement plan assets, there’s an added benefit: Cal is not required to pay income taxes on those assets, while your non-charitable heirs would. This extends your legacy even further.

Speaking of taxes, the new law, effective January 1, 2018, did not directly affect charitable giving, with two exceptions: charitable deduction limitations for high-income tax payers were repealed, and the limit on deductions of cash gifts was increased to 60 percent of adjusted gross income (with the usual five-year carryover). For more information on the tax bill, visit our website at planyourlegacy.berkeley.edu.

To learn more about will/living trust gifts or beneficiary designations, please contact us at 800.200.0575 or ogp@berkeley.edu.

Kevin T. Crilly, J.D.
Executive Director
Office of Gift Planning
UC Berkeley
Levi Strauss (1829–1902)

The University of California was established in 1868 with the goal of making higher education free and accessible. However, associated expenses still posed a challenge to promising students. In 1897, Levi Strauss recognized this unmet need by endowing UC Berkeley’s first 28 scholarships — half of which were awarded to women. Today, scholarship support from private donors enables Berkeley to continue providing a superior education to students based on their ability to achieve, not their capacity to pay. Last year, 6,000-plus undergraduates were awarded more than $40 million in scholarships from multiple donors and sources, carrying forward Strauss’s generous legacy of philanthropy.

The Permauls’ alumni spirit radiates, right down to Nad’s blue-and-gold bow tie and Linda’s Cal Bears scarf. They’re active members of CAA and have been cohosting summer Cal Discovery courses around the world since 2001. On campus, Nad has also been an effective bridge-builder between administration and students. He sponsors a student DeCal course titled “History, Spirit, and Traditions of Cal,” was the first staff advisor to the Oski Committee, and spent a decade as alumni secretary of the Order of the Golden Bear. This fellowship of Cal students, faculty, and alumni was established by Benjamin Ide Wheeler in 1900.

“It’s the oldest free speech forum on the Berkeley campus,” says Nad, who joined the order in 1975. “Here we can openly discuss important campus issues without politics or titles getting in the way. It’s a valuable institution to maintain.” But as traditions go, says Nad, nothing beats the Cal Band. It’s the quintessence of Berkeley, right down to its independence.

“Most alums don’t realize that Cal Band is largely self-funded,” says Nad, whose son played trumpet in the band for four years. “Our gift will ensure this iconic tradition is supported long after we’re gone.”

As for that 1967 football game that marked the first day of the rest of Nad’s life? “Cal made the winning touchdown in the fourth quarter. It was beautiful.”

How Does a Bequest Work?

Include Berkeley in your will or trust

Berkeley receives gift at end of your life

Your legacy lives on at Berkeley

Answer to “Who endowed the first scholarships at Cal?”

Levi Strauss (1829–1902)

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The Benjamin Ide Wheeler Society

Snapshots in history

The Benjamin Ide Wheeler Society was named in honor of UC's eighth president, Benjamin Ide Wheeler, who served from 1899 to 1919. Not only did Wheeler transform Berkeley from a small western public university to one of the most distinguished centers of learning in the nation, he was also responsible for arranging the first life income gift to the University of California — a charitable trust from Jane K. Sather. During his tenure, Wheeler welcomed many dignitaries to campus, including Phoebe Hearst (top left), a major benefactor who became the University of California’s first female Regent in 1897; and then-President Theodore Roosevelt (top right), who received an honorary degree during commencement ceremonies in 1903.

Bequests and estate gifts provide vital support

Calendar year through December 31, 2017

<table>
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<th>Year</th>
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Estate gifts and bequest commitments constitute a large percentage of total gifts to UC Berkeley and provide vital support to students, faculty, and campus programs. In the last four years, bequest commitments and estate gifts totaled over $330 million, representing nearly 20 percent of total private support raised by the university.

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GO BEARS, GO GREEN!

Sign up at calfutures.berkeley.edu to receive Cal Futures electronically. You can also view, download, and share past issues.

This newsletter offers only general gift planning information. We urge you to seek the advice of an attorney in developing your personal estate plan, as the Office of Gift Planning may not render tax or legal advice to friends and alumni of the university. If you would like more information concerning charitable giving as a component of estate planning, we would be happy to provide you with more specific ideas.

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Please contact me 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
- Retirement Plans — IRA/401(k)/403(b)/other
- Will/Living Trust Gifts
- Brokerage Accounts
- Life Insurance
- Real Estate

☐ I have already included Cal in my estate plan.

☐ I am not sure which gift plan would work best.

Please contact me.

Name __________________________________________
Address _________________________________________
________________________________________________________________________
Phone __________________________________________
Email ___________________________________________

The best time to reach me __________________________
How will you make a difference?

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

Return this form for more information.