

PHILANTHROPY 101

Getting an “A” is as simple as ...

reading this!

Student tuition pays most of the bills at Manchester College, for ...

- ... faculty that energizes and engages students
- ... electricians and plumbers always on the alert for energy savings
- ... “smart” classrooms with wireless and instant connections to the world

It almost pays for ...

- ... the lights (and heat!) in classrooms
- ... wireless research and connections
- ... an intramural program that engages 80 percent of the students

So, who pays for ...

- ... scholarships and grants that entice high school students to attend Manchester?
- ... the new Holl-Kintner classroom center?
- ... convocation speakers?
- ... internships for test-driving careers?
- ... research opportunities as far away as the Milky Way and as close as the Eel River?

And the rest of the bills for the lights, the technology, the salaries and wages, the cancer treatments?

All of us.

Anyone can be a Manchester College philanthropist, from the 2007 grad making a \$25 phonathon pledge to The Manchester Fund, to the '80s alumnae contributing to a scholarship honoring a retiring professor, to the retired college sweethearts naming a lecture hall.

“Every dollar counts,” says E. Michael Eastman, vice president for college advancement, which leads fund-raising for the College. “Every dollar helps pay for a Manchester College education for current and future generations.”

Philanthropy is a thread of the lifelong relationship Manchester College seeks to have with its students. Most donors give to Manchester because of the benefits it provides to the College and students. Because they believe in and are examples of the College’s mission to graduate persons of ability and conviction ... compassionate, principled, productive persons who will change the human condition.

Andrew Carnegie, while self-educated, placed higher education at the top of his list of “wisest” fields of philanthropy, above even free libraries!

Of course, the donor benefits, too, in significant tax advantages, and in the knowledge that every gift – no matter the size, in whatever form – makes a difference.

The College is a conservative steward of the gifts it receives, taking no risks with this precious philanthropy. Construction did not begin on the Science Center and the College Union, for example, until the College had all of the construction money in hand.

The College offers eight “giving societies” that recognize donors for the level and type of giving. Connections, suggestions, details, links, and much more – all are available on the Manchester College homepage. Just click on Giving Information, or call a friend in the Office of College Advancement.

WHERE TO GIVE?

Often, donors ask, “Where is the greatest need?” **The Manchester Fund!**

Contributions to the annual fund make a direct and immediate impact on the College. These donations help pay the 20 percent of operating expenses that students do not finance with their tuition and fees. The Manchester Fund helps control tuition costs, so prospective students find the College affordable. Some of the never-ending costs The Manchester Fund pays include:

- Financial aid for students
- Lab equipment and supplies
- Maintenance of classrooms and athletic facilities
- Residence hall upkeep
- Faculty continuing education
- Technology
- Student and alumni activities, such as Homecoming

This fund is so vital to the College, a significant percentage of faculty and staff give back a portion of their paychecks. That giving by alumni and employees

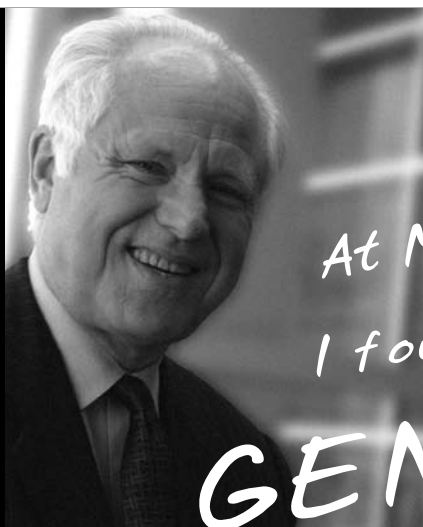
impresses major foundations like Lilly Endowment Inc. that provide matching funds.

Thousands of alumni and friends give to The Manchester Fund by making pledges with student Phonathoners, who call during the school year. Alumni love drawing the students into conversations about campus life today. Education major **Emily Schieber '09** is such an engaging Phonathoner, alumni have pledged more than \$78,000 through her.

Unrestricted gifts to the Endowment.

The gift with the most enduring impact is the unrestricted donation to the Manchester College Endowment Fund. Donors leave assets to the College, but do not designate how they are spent.

The gift provides perpetual support, enabling the College to spend the earnings (the interest gained, not the principal) from these contributions on projects it deems are the greatest need.



At Manchester ...

I found

GENEROSITY

“If it hadn’t been for the many alumni and friends of the College who donated whatever they could, I would not have been able to study here.”

Rich Robins '64
MC philanthropist
Retired Vice President,
Lubrizol Corp.



Joseph Mason and Mary Elizabeth Winger '40 Young share a Scholarship Dinner with Krystal Poe '08.

telling others about the great education they received at Manchester College.

The College is grateful for the generosity of organizations who also believe in its mission:

Corporate gift matching.

Some companies match all or part of employee gifts to Manchester College. Donors should check with their employer's Human Resources department.

Foundation gifts.

The College must demonstrate how its programs and objectives embrace the initiatives of the donor foundations. Lilly Endowment Inc., for example, matched dollar-for-dollar (and more) giving during The Next Step! fund-raising campaign. Faculty is continually on the alert for foundation support for projects and programs.

Church of the Brethren and many of its congregations and organizations are generous, long-standing benefactors of Manchester College.

Often this kind of gift is a bequest of an estate or trust. Such gifts require legal and financial planning advice. The College can help with the decision-making, and work closely with the donor's advisors.

Holl-Kintner Center.

With completion of The Next Step! campaign that resulted in the Science Center, College Union and other campus transformations, fund-raisers are focusing on a critically-needed classroom building. Read more about this project on Page 18.

Endowed Scholarships.

Every single Manchester College student receives financial aid. Such assistance is critical to recruit students to Manchester in a highly competitive market. Scholarships are a popular way for alumni to give back, as they also may have been recipients of scholarship money. Anybody may contribute to existing endowed scholarships, anytime, any amount.

To create a new scholarship fund (minimum \$25,000 over five years), donors:

- Help motivated students afford tuition
- Help Manchester attract top-caliber students
- Attract new students of diverse backgrounds
- Create enduring legacies
- Bring more students into donors' professions
- Connect with students

Endowed faculty.

Donors may establish a permanent faculty "chair" or staff position at Manchester College. The amount of the donation to fund such a prestigious position is significant, because enough money must be contributed to support it for many years, and include salary, benefits and other costs.

Volunteer.

Philanthropy is not all about money! **Jim Garber '50** led fundraising for the College Union and **Mark Mason '76** serves on the Alumni Board of Directors. **LaShondra Edwards '96 Asumang** is helping recruit prospective students. All alumni can help recruit ... by

PLANNED GIVING

Planned giving can take many philanthropic forms, depending on the gift, the amount of the gift and the goal of the gift.

For many, significant giving now is not financially reasonable, but there are many ways to plan now to help the College later. Some offer income for life and provide income tax and estate tax benefits. Will or trust gifts cost the donor little or nothing, and benefit the College later.

Science Center donors Harriet Hamer '80, John Hamer '48, Esther Rinehart '50 Hamer and Krista Hamer-Schweer '82



The College's professional advisors will work with donors and their financial, estate and tax advisors. No pressure. Just grateful assistance.

An outright gift provides an immediate tax deduction for the donor and immediate benefit to Manchester College. These range from cash to real estate to art and even a privately held business. Such gifts necessitate conversations in advance with the College. While generous, some gifts could result in unintended costs and problems for the College.

Life-income charitable gift annuities provide an immediate tax deduction and a stream of income to the donor (or other designee) for life, and leave the principal for the College to use later.

IRA or other retirement account gifts are ways for donors to designate the College as their beneficiaries. Donors continue to make withdrawals from their IRAs, and the College receives the value remaining upon their death.

Surplus life insurance gifts also are ways for donors to designate the College as their beneficiaries.

Gifts of stock that has appreciated in value let the donor take a charitable tax deduction for the current market value, and not pay the capital gains tax. Upon immediate receipt of the stock, the College sells it at market value and deposits the proceeds.

Transferring real estate to the College funds the endowment. Upon receipt of the deed, the College will sell the property and deposit the proceeds.

Give now for now.
Give now for later.
Give now and draw income
from your gift for life.
Give yearly.
Give a lot once.
Give small, but regularly.
Give forever.



Phonathoner Bridgett Shultz '09

PLANNING A FINANCIAL GIFT TO THE COLLEGE? SIMPLE GIFTS ARE A SNAP:

Online, in the mail, over the
phone, at the bank ...

Online at www.manchester.edu. Visit the Manchester College home page and click on Giving Information

Say Yes! to a Phonathoner. The student caller will take your pledge or your credit card information.

Use a credit card. Online, with a Phonathoner or call College Advancement.

Send a check. Make it out to Manchester College and mail to Office of College Advancement, Manchester College, 604 E. College Ave., North Manchester, IN 46962

Transfer securities and funds. It's easy! Start with a call to College Advancement.

Manchester College development officers can help you understand the tax and planning implications of your gift and will work with your financial planner, tax and investment advisors.

Office of College Advancement
260-888-2586 (toll-free)
260-982-5043 (fax)