




CREATE
OPPORTUNITY
AND
SUPPORT
EXCELLENCE

—
THE GUIDE
TO GIVING

RADFORD UNIVERSITY



“I would like to say thank you, a hundred times over, to those who have donated and helped not only me, but so many students achieve their higher education dreams here at Radford University.”

— DESTINEE TAFT '17
ELEMENTARY EDUCATION MAJOR

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INTRODUCTION

The Highlander family welcomes your engagement and support. Your generosity will truly make a difference for current Radford University students and future generations of outstanding students. The following pages describe the many opportunities for you to create a lasting legacy and transform lives, and the ways in which your generosity will be recognized.

Radford University is where students find their academic passion and set a course for their professional lives. Alumni consistently say that Radford University provided them the opportunities to reach beyond what they thought possible, push their academic limits and be innovative in collaboration with their faculty mentors. They say the reason behind their success is Radford University.

Radford University will continue to build upon its outstanding accomplishments and limitless enthusiasm for its bold and promising future as it transforms into an innovative, premier university in the Commonwealth of Virginia and beyond, with a keen focus on teaching, research and service.

The Highlander family welcomes your engagement and support. Your generosity will truly make a difference for the Highlanders of today and generations of Highlanders to come.

OPPORTUNITY

We are thankful for your interest in creating opportunities for our students, faculty, staff and the future of Radford University. Thousands of alumni and friends of the University have generously provided their time, talent and treasure in support of the University and its students. This support is critical to the success of our students. There are many ways in which you can make a difference in the areas of academic excellence and discovery, student success and engagement, capital infrastructure and improvements, and experiential learning and innovation.

“Donor support enables students to focus more on our classes than the stress of paying for tuition, books and living expenses. It puts us in a position to accomplish the first step towards our career goals, obtaining an undergraduate degree.”

— **BRADLEE ROGERS '17**
ACCOUNTING MAJOR





OUTRIGHT GIFTS

An **outright gift** is a contribution given now, and the benefit to Radford University is immediate. This can include cash, securities and gifts of personal and real property. These gifts are often made in conjunction with charitable estate planning strategies.

○ GIFTS OF CASH

An outright gift of cash is the simplest method of giving and is the immediate transfer of funds from you to Radford University.

Checks made payable to Radford University Foundation, Inc. and mailed to P.O. Box 6893, Radford, VA 24142 can be designated for a particular program or project at Radford University.

Credit card gifts are also an easy way to make an immediate difference. Visit connect.radford.edu/give to give online through our secure PCI-compliant website. There you may designate your gift to the fund or initiative of your choice.

○ GIFTS OF SECURITIES

Giving appreciated stocks or bonds is a great way to benefit the University while reducing your future tax liability. In some cases, you can save substantially more in taxes through a significant gift of securities as opposed to cash. Gifts of securities can be easily transferred from your broker directly to the Radford University Foundation.

Gifts of marketable securities may be made by electronic transfer to the Foundation account or by stock certificate. The stock certificate should be either duly endorsed or accompanied by a stock power, and in both circumstances accompanied by an appropriate signature guarantee.

Please contact the Radford University Office of University Advancement for more information at 540-831-5407.

○ GIFTS OF REAL ESTATE

Gifts of real estate could include developed property, undeveloped property or gifts subject to a prior life interest. Please contact the Office of University Advancement at 540-831-5407 to speak with an Advancement representative about giving through real estate.

A gift of the remainder interest in a personal residence, farm or vacation home is similar to the donation of real estate. The donor or other occupants may continue to occupy the real property for the duration of the stated life. At the death of the life tenant, the Radford University Foundation may use or sell the property.

“I just want to help other Radford young people be recognized and enjoy the same experiences I did.”

— LEVAR COLE '02
BENEFACTOR OF THE MENDIOLA-COLE SCHOLARSHIP

ENDOWMENTS

Endowments preserve gifts in perpetuity and provide an annual income for the programs and initiatives you care about the most. The initial gift to the endowment is invested. This investment will grow over time, and the annual income for your scholarship, program or initiative also increases, based on the fund's market value.


A gift agreement is required to establish an endowment. This agreement between the donor and the University ensures that the funds are used based on your preferences.

An endowment can be established with a minimum of \$25,000. Endowments can be created to support scholarships, academic and athletic programs, capital improvements or faculty support.

For more information about creating an endowment, contact the Office of University Advancement at 540-831-5407.

"I was blessed that my parents said 'you pay for the first quarter and then every class you pass we will pay for it in the next quarter.' I love to help students who don't have that opportunity."

— **PAM COWAN SOWDER '79**
BENEFACTOR OF THE PAMELA COWAN SOWDER '79
ENDOWED SCHOLARSHIP



“Although it may not always be outwardly seen, I can tell you firsthand that donor support leaves an everlasting impression of gratitude in the recipient’s heart.”

— NITYA OLESIA RAJNI SHARMA '17
NURSING MAJOR

PLANNED GIFTS

Make a future or immediate impact through planned gifts. Remembering Radford University in your will can create opportunities for students to realize their dream of a Radford University degree and also ensure that the University can meet its needs of the future.

Planned giving involves designating a future gift to Radford University through your financial and estate plans. The Office of University Advancement planned-giving experts can suggest ways that donors can meet their needs while making a difference for Radford University and its students.

○ BEQUEST

You designate Radford University as the beneficiary of your assets by will, trust or beneficiary designation form.

○ IRA ROLLOVER

Congress has enacted a permanent IRA charitable rollover. As a result, you can make an IRA rollover gift this year and in future years.

○ BENEFICIARY DESIGNATION GIFTS

You can designate Radford University as a beneficiary of a retirement, investment or bank account or your life insurance policy.



○ CHARITABLE GIFT ANNUITY

You transfer your cash or appreciated property to Radford University in exchange for our promise to pay you fixed payments (with rates based on your age) for the rest of your life.

○ CHARITABLE REMAINDER UNITRUST

You transfer your cash or appreciated property to fund a charitable remainder unitrust. The trust sells your property tax-free and provides you with income for life or a term of years.

○ CHARITABLE REMAINDER ANNUITY TRUST

You transfer your cash or appreciated property to fund a charitable remainder annuity trust. The trust sells your property tax-free and provides you with fixed income for life or a term of years.


○ CHARITABLE LEAD TRUST

You fund a trust that makes gifts to Radford University for a number of years. Your family receives the trust remainder at substantial tax savings.

“Please consider giving now and becoming part of our exciting journeys. Thank you for helping provide me and other students with the needed resources so that one day we can give back to the Highlander community.”

— EVAN REED '17
POLITICAL SCIENCE;
MANAGEMENT AND
ENTREPRENEURSHIP MINORS





“Support given by donors opens more doors, provides more opportunities and allows young individuals to make different decisions, some that weren’t even an option before. In my case, such support has helped me achieve my goal of creating a strong, bright future.”

— **MATT ROBINSON '17**
DANCE (BACHELOR OF FINE ARTS);
CRIMINAL JUSTICE MINOR

○ SALE AND UNITRUST

You give a portion of your property to Radford University to fund a charitable remainder trust. When the property sells, you receive cash and income for life.

○ BARGAIN SALE

We purchase your property for less than fair-market value. You receive cash and a charitable deduction for the difference between the market value and purchase price.

○ GIVE IT TWICE TRUST

You provide your children with a stream of income while making a gift to Radford University.

○ LIFE ESTATE RESERVED

You give your property to Radford University, but retain the right to use the property during your life.

If you would like more information about planned gift options, visit the planned giving website at www.radford.edu/planned-giving.

There are many ways you can create your legacy and be recognized at Radford University. Call the Office of University Advancement for more information about naming opportunities across campus.

Team members in the Office of University Advancement are always available to discuss ways in which you can make a difference at Radford University. Please feel free to call to speak with one of our Advancement experts.

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giveto.radford.edu



GIVING MAKES
A DIFFERENCE.

RADFORD UNIVERSITY