At a Virginia Tech function many years ago, Dr. Charles W. Schiffert, student health director at the time, was asked if he had children.

He said he had 19,120.

“That number was pretty close to the enrollment,” the doctor recalled, adding that the man who had asked understood the answer. Dr. Schiffert, childless, took his responsibility for the health of Tech’s students very seriously.

Even though he retired in 1986, he continues to care about the health of Virginia Tech’s students. Dr. Schiffert recently made a $1 million commitment to create the Dolores S. Schiffert Health Education Endowment, named for his wife of more than 50 years, who passed away in November. It’s a record commitment to a program within Virginia Tech’s Division of Student Affairs.

It’s also an addition to Dr. Schiffert’s already considerable legacy at Virginia Tech. In his 15 years as director, he dramatically increased the scope of student health services, adding more doctors, a nurse-staffed clinic, an allergy clinic, a women’s clinic, and a pharmacy.

“I felt that to do a good job we needed more support, more things to take care of the students,” he said.

In recognition of Dr. Schiffert’s impact on the university, the student health center was named for him in 1998. He still lives in Blacksburg, and he still gets calls at home from people trying to reach the health center. He gives them the right number from memory.

Dr. Schiffert said that when he started working at Virginia Tech after running a successful private practice in Craigsville, Va., with his wife of nearly two decades, “he was amazed at the lack of health-related knowledge that the students that I spoke with had.”

So he created the student health service’s first educational program. Such programs may be more common now, but the issues they are designed to address have not gone away.

Dr. Schiffert said that when he started working at Virginia Tech after running a successful private practice in Craigsville, Va., with his wife of nearly two decades, “he was amazed at the lack of health-related knowledge that the students that I spoke with had.”

He asked why he felt health education was the best area for his philanthropy. Dr. Schiffert cited his desire to address preventable health problems, like obesity, which seem to be getting more prevalent.

“There’s a greater need now than I think there was then because obesity is increasing annually,” he said.

A model for the nation

Dr. Schiffert’s support comes as Virginia Tech is working to expand its health education program, which already reaches some 20,000 students each year.

“Because students come to the university from so many different backgrounds, their level of awareness about health issues, such as nutrition, differs greatly,” said Zenobia Hikes, vice president for student affairs. “It’s crucial that Virginia Tech provides the information students need to make informed decisions regarding their health and lifestyle.”

Richard Ferraro, assistant vice president for student affairs, who oversees the health center, said the role of the university in preparing students to make responsible decisions in their daily lives may be even more important now than in years past.

“So many times what we are doing is compensating for other institutions that have weakened,” Ferraro said.

Bruce Ragon, named in August as director of health education at the Schiffert continues on page 3

Dr. Schiffert with his late wife, Dolores
Taking the Campaign Show on the Road

In October, we launched the public phase of The Campaign for Virginia Tech: Invent the Future. In November, we took the show on the road and traveled to Atlanta and the Hampton Roads area. In early spring, we traveled to Charlotte and the Tampa Bay/Orlando area. We have seen the same excitement about the campaign and its impact in those areas as we saw at the national kickoff.

In fact, we’ve been so successful that the Roanoke Valley region has raised 95 percent of its goal, Atlanta has raised nearly 79 percent, and Hampton Roads 89 percent. That success continued into the spring, where regional campaigns in the Tampa Bay/Orlando area had reached 50 percent even before the regional kickoff event. Even more impressively, the Charlotte region had raised 78 percent ahead of its kickoff. Together, all of these areas have raised nearly $120 million to benefit Virginia Tech’s students and faculty.

We’re coming to your area!

As we continue our progress, we will be bringing the campaign to your area. In the fall, we will be in Northern Virginia and Raleigh/Durham. In 2009, we will be in San Francisco, Greensboro/Winston-Salem, Richmond, and New York City. Finally, 2010 brings us to Los Angeles, Houston, Dallas/Ft. Worth, D.C./Maryland, and the Philadelphia area.

The regional campaigns are a critical part of our efforts to engage and educate donors. What’s more, they also help us identify new people who want to be part of Virginia Tech’s future.

We look forward to these road shows because they give us the chance to touch base with a broader range of alumni, parents, and friends and let them know about the wonderful things that are going on at Virginia Tech. Because our goals are ambitious, it is important for us to engage a broad donor base. That kind of engagement will make a difference in the quality of the education our students receive, the excellence of the research we do, and the impact of our service and outreach to a larger community. High levels of participation in the campaign will bring our goals into reach.

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The kind of innovation Virginia Tech is involved in and the kind of impact we make is possible only when everyone participates and our regional events give everyone that chance. We can’t wait to see you!

Elizabeth “Betsy” A. Flanagan Vice President for Development and University Relations

Educating a Citizen-Student

We spend a lot of time talking about the importance of the educational and research opportunities available to students at Virginia Tech. Because the goals for The Campaign for Virginia Tech: Invent the Future include a focus on academic excellence and new laboratory space, our success will no doubt have a significant impact on our ability to offer a quality education and a wealth of opportunities to engage in hands-on learning to all students at Virginia Tech.

But the Virginia Tech experience is about more than what students learn in the classroom, and the goals of the campaign reflect the importance of those things as well. The campaign will bolster the overall experience for our students, and in doing so, prepare them for the world beyond Blacksburg.

Both before graduation and after, our students will face issues of health and wellness, questions of how to lead others successfully, and the challenges of interacting in an increasingly multicultural world—and of course, that’s only the beginning. Through the Division of Student Affairs, Virginia Tech helps students become successful, productive citizens by providing the resources they need to gain the life skills that will help them to face these challenges.

Offering a range of opportunities outside the classroom helps spark interest in broader issues.

The Arts Initiative addresses another side of our students’ development. Artistic expression stimulates the brain in ways that are different from traditional classroom or laboratory learning. Furthermore, the arts contribute to academic achievement, engagement, motivation, and social skills. Participation in artistic endeavors also provides our students new ways to give voice to their ideas. Therefore, a fully developed arts complex provides a wealth of opportunities that will add to their experience at Virginia Tech. Furthermore, it will provide cultural opportunities that are important to the quality of life in the community.

In addition to life skills and artistic outlets, Virginia Tech also offers students the chance to study abroad and engage in service-learning projects. Studying abroad helps students become connected as global citizens, and service-learning is a creative way to foster student engagement, encourage communication, and serve the needs of the region in lasting ways.

Offering a range of opportunities outside the classroom helps spark interest in broader issues and encourages our students to become involved in service to communities beyond their own. Engaged students are passionate about social justice, are willing to act to make the world a more sustainable place, and they take responsibility for their actions. In the end, if we want Virginia Tech students to live the values of Ut Prosim (That I May Serve), it is critical that we offer a variety of learning experiences—both inside and outside the classroom.

With our help, Virginia Tech citizen-students can and will invent the future.
Schiffert Health Center, said his goal is to make Virginia Tech’s program a model for
the nation. University officials plan to launch a pilot program in the upcoming school
year to supplement their drug education classes with small-group breakout sessions.
And Virginia Tech and the University of North Carolina Wilmington will work together
to create a health video for distribution to universities around the nation, Ragon said.

Along with his philanthropy, Dr. Schiffert is also providing valuable advice as Virginia
Tech expands its health education offerings, Ragon said.

“Because of the foundation that he established, I personally think it’s very critical that
he remain an intimate part of health education at Virginia Tech,” Ragon said. “As we
start to grow and progress, I keep him abreast of where we are and ask for his suggestions
on many items.”

“A very good nurse”

Charles W. Schiffert and Dolores Spor met at Roxborough Memorial Hospital in
Philadelphia. He was a junior at Hahnemann Medical College, now part of Drexel
University. In return for working nights at Roxborough Memorial, he got free room
and board there. His wife-to-be had graduated from nursing college the year before
and was working at the hospital.

Dr. Schiffert said that years later, after they were married and running a private
practice together, he would tease his wife that: “She was a very good nurse. That’s
why I married her.”

In reality, he said, he was struck by her wit and how full of life she was. Mrs. Schiffert
had a habit of playing pranks on people. Dr. Schiffert recalled how she once called an
obstetrician friend of theirs and pretended to be going into labor in a phone booth.

“She was able to concoct the wildest stories,” he said.

Another memorable example of his wife’s humor, Dr. Schiffert said, came years later,
when the couple was at a function during William E. Lavery’s time as president of
Virginia Tech. The event was on Halloween.

“We were moving along in the receiving line, anticipating meeting Dr. and Mrs. Lavery,”
he said. “She was able to concoct the wildest stories.”

“W e truly want to be the hallmark program in the country,” he said.

In terms of nutrition education, Ragon’s drive to do more for students is echoed by numerous profession-
als across the 15 departments within the Division of Student Affairs.

Whether they are engaged in leadership development programs,
getting valuable job-hunting advice, or working out in McComas
Hull to relieve stress, students increase their odds of success in an
ever-more demanding world by taking advantage of student affairs’
many offerings.

Giving to the Division of Student Affairs is an opportunity to
invest in the future of Virginia Tech students as successful, produc-
tive citizens. In a fast-changing world, philanthropy helps ensure
the university will continue to provide an optimal environment for
learning and growth.

Visit www.campaign.vt.edu or call Tammy Crosson at 540/231-2801
to learn more about how you can help the Division of Student Af-
fairs equip students to excel.

The Skills to Succeed

Bruce Ragon, health education director at Virginia Tech’s
Schiffert Health Center, knows that “the healthier people are,
the more successful and productive they can be.”

With that in mind, he is working to expand the university’s health education programs, which reached about 20,000 students last year.

Health education distributed hundreds of smoking cessation kits
and got more than 130,000 hits on its health information website, but Ragon said more can always be done.

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He had all sorts of responsibilities,” Dr. Schiffert said. “She took the X-rays and was
the pharmacist, secretary, you name it.”

Though their practice thrived, he had long been interested in psychiatry, and was con-
sidering changing his career, at age 47, to go back into residency for that discipline.

Instead, he wound up taking a position at Virginia Tech.

“A drug salesman that called on me also called on Virginia Tech, and he mentioned
to the director at that time that I was planning to leave and go into residency,” Dr.
Schiffert said. “And Dr. [E.R.] Irvin, the director at that time, called me up and asked if
I would be interested in doing student health work.”

Though he never did become a psychiatrist, Dr. Schiffert said he enjoyed working
closely with Thomas Cook, director of counseling at the university, who is the name-
sake of the Thomas E. Cook Counseling Center.

“Hey, I heard you were interested in psychiatry,” Dr. Schiffert said of Cook. “So the two of us
formed a team and we took care of a lot of students. … Students would come up to
us later and say, ‘If it wasn’t for Tom and you, I wouldn’t be graduating.’ That was the
big payoff. That’s what was important to me.”

Mrs. Schiffert was initially leery of their move to Blacksburg. After about a year she
confided in her husband that she missed their time working together so closely in pri-
ivate practice. Though she remained his favorite nurse and they continued to attend
lectures at medical meetings together, conflict of interest concerns made it impos-
sible for her to work at the health center, though she did help out there on occasion.

Last year, when Mrs. Schiffert was very ill, her husband told her he wanted to create
an endowment in her name to benefit the health center.

“She said, ‘You don’t have to do that. You should take all the credit. I didn’t do any-
thing,’” Dr. Schiffert said. “But I said, ‘Oh yes you did. You supported me all this time
and without you I wouldn’t have been able to do it.’ I was convinced I wanted to do it
[the endowment for her] because she was such a terrific person. Terrific.”

He said he welcomed the news from university officials that his wife’s portrait was to
be hung in the health center—where his own has long been on display.

The Skills to Succeed

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Schiffert Health Center, knows that “the healthier people are,
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Bobby Freeman: An advocate for the arts

Bobby Freeman developed a passion for the arts at a young age and is taking advantage of being in position to share his enthusiasm. As president of Tower Park Corporation, Freeman insists that “all of my real estate developments have an art component.”

Five monumental sculptures figure prominently in his award-winning Port Warwick mixed-use urban village in Newport News, Va. Freeman (accounting ’75, ’77) is chairman of the Newport News Public Art Foundation, which buys and installs major works of sculpture in that community. And he is also busy helping to bring new cultural opportunities to his former home, Blacksburg.

Within the $1 billion fundraising campaign underway at Virginia Tech, Freeman is chairing a committee working to raise more than $32 million in donations for an ambitious project called the Arts Initiative. A highlight of the initiative will be the construction of the Center for the Arts complex that will include a new performance hall and art gallery (see related story below).

Freeman, who also serves on the Virginia Tech Board of Visitors, said that such a facility will bring a host of benefits to both the university and the community that surrounds it.

“It has a direct impact in the way that it might spur economic development, which creates tax dollars,” he said. “More indirectly, in a place like Blacksburg, it could be the icing on the cake in a famous, international professor’s decision to live there instead of Chicago.”

“If we’re going to make Virginia Tech a world-class university, it has a direct impact in the way that it might spur economic development, which creates tax dollars,” he said. “More indirectly, in a place like Blacksburg, it could be the icing on the cake in a famous, international professor’s decision to live there instead of Chicago.”

Freeman said he chose to attend Virginia Tech because he “just visited it as an 18-year-old and fell in love with it.” He said his fondest memory of his student time was teaching while working toward his master’s in accounting. “It was an activity that I had no idea I would enjoy or be good at,” Freeman said.

Within the $1 billion fundraising campaign underway at Virginia Tech, Freeman is chairing a committee working to raise more than $32 million in donations for an ambitious project called the Arts Initiative.

Bobby Freeman

This page continues on page 8

Building the Future: How philanthropy is reshaping Virginia Tech’s campus

Center for the Arts

The scenic drive down Virginia Tech’s Alumni Mall is expected to be dramatically different in 2012.

An $82.2 million initiative that will establish the university as a force in the arts includes a complex of new and renovated buildings on the upper quad of campus adjacent to and including Shultz Hall.

A highlight of the project is the construction of a visual arts gallery and a performance hall that could seat 1,300. Those buildings, along with a renovated Shultz Hall, are jointly called the Center for the Arts.

As part of the $1 billion Campaign for Virginia Tech, the future, university officials expect to raise $30 million in private contributions toward construction, which will also be paid for with $35 million in university funding and money from the commonwealth.

The new buildings are a cornerstone of a broader project, known as the Arts Initiative, which will allow multiple academic departments to improve their programs. Adding an endowed chair in the arts is part of the initiative, which will also benefit other schools.

For example, part of the space inside the Center for the Arts is earmarked for a laboratory where new methods of teaching using technology will be developed. By using the Creative Technologies Laboratory, professors will be able to teach our students in dynamic new ways. The School of Education is already working with Southwest Virginia school districts to ensure that that innovative teaching techniques developed in the laboratory can benefit even more students.

“We have an advisory group of about a half dozen superintendents who are saying ‘Just sign me up. Let’s get this started,’” said Sue Magliaro, director of the School of Education and associate dean of professional education.

Private support is crucial to the project. Construction is expected to begin in 2010 and last about two years.

“Any Anyone looking for a university community as a place to live and work, it is probably the arts component that maybe has not been paid attention to enough in the past years. I think there’s a universal acknowledgement that, while we have wonderful programs, the arts, not only the teaching of it, but the enjoyment of it for the university campus and the community, now really needs to be a focus.”
Jim Hatch: Beginning at the beginning

Virginia Tech was a very different place in the late 1960s than it is now, but it was during those years that the university was beginning to emerge as the research university we all know today.

Jim Hatch was beginning to emerge in those years, too. He grew up in Southwest Virginia and received a management degree from Lynchburg College in 1969. Though his studies at Lynchburg were of a general business nature, Hatch did spend a summer working part-time at a local accounting firm while he was a student. That job sparked a more specific interest in accounting, and Hatch knew that he would need to further his studies to pursue an accounting career, so he began to look for ways to add to his education.

During that search, he found the brand new master of accountancy program at Virginia Tech. Having grown up in the area, Virginia Tech wasn’t an unknown quantity to the young Hatch, and the newness of the program was appealing. It had a small, close-knit group of students, and perhaps more importantly, the faculty was extraordinarily supportive. “That experience was truly life-altering for me,” Hatch said. “My Virginia Tech degree changed the course of my life and gave me a purpose and a direction that I didn’t have when I arrived.”

Hatch received his degree from Tech in 1972 and went on to spend five years at a public accounting firm in Charlotte, N.C., before turning to banking for the majority of his career.

Hatch’s generous post-retirement estate gift, most recently augmented by a life insurance policy owned by Virginia Tech, to the Pamplin College of Business prompted Dean Richard Sorensen to request that Hatch serve as the chair of the college’s Campaign Steering Committee. He agreed and began leading the college toward its $80 million campaign goal. Once again, Hatch found himself at the beginning of something new—a new campaign and the newly created National Campaign Steering Committee. One of the first orders of business for Hatch was to determine what the work of the new committee would be. Since then, the Pamplin committee has become a model for a unit campaign committee. The committee members have lent their efforts to the campaign’s regional events, have hosted college campaign events, and have worked hard to engage alumni in the campaign.

“I really enjoy the opportunity to engage with other alumni who are as passionate as I am about Pamplin and Virginia Tech. I’ve made many new friends who share my belief about giving back and I’ve been able to demonstrate leadership to others.” Jim Hatch

That life-altering experience led Hatch to continue to lend his time and expertise to Virginia Tech, serving on the Department of Accounting Advisory Board and the Pamplin Advisory Council, though he describes his financial support of Tech as “modest” during that time.

Hatch’s education at Tech served him and his professional success that he was able to retire early, and he feels indebted to Virginia Tech for that success. His current support of Virginia Tech is a direct result of his wish to give back to the university some measure of the gift he received in the form of his education. He also shares a concern with many alumni about dwindling state support for our state schools in general and Tech in particular. “It is important for alumni to help make it possible for Virginia Tech to continue to offer competitive faculty salaries and student scholarships,” he said. “We have to work hard to make a difference and make up for falling state support.”

To demonstrate leadership to others,” Hatch is more than a little optimistic about the college’s—and the university’s—chances at being successful in meeting the campaign’s goals and he is excited to be a part of that success.

“A successful campaign means we are enabling the future. It means we are not just talking about our dreams for the future, but we’re making them happen. I believe we can and will exceed our expectations,” he said.

When asked what he would say to others thinking about making a donation to the campaign, he said, “I would encourage others to share their success and recognize that their experiences at Virginia Tech made a difference in their lives. It is time to follow the examples of others and give back, to have an impact on the future.”

Read More on the Web:
Your gifts at work on campus

Your gifts to Virginia Tech really do make a difference to the faculty, staff, and students on campus. Here are just a few examples of how private philanthropy is changing the face of Virginia Tech. To read these stories and learn how your gifts are working at Virginia Tech, visit our website at www.campaign.vt.edu or e-mail Albert Raboteau at raboteau@vt.edu.

• Jean Quible may be retired from the library, but she and her husband, Dick, are still working to make sure that Virginia Tech students and scholars get the information they need.

• Senior Rebekah Maddox is making the most of her Virginia Tech education through the generosity of Mary Nolen Blackwood—a woman whose story is similar in a lot of ways to Rebekah’s.

• Because of gifts from donors, Christine George, a senior in biological sciences and a University Honors student, is able to conduct research in Mali studying Aedes mosquitoes, the insect known for spreading the dengue and yellow fever viruses. Her research may lead to better prevention of those deadly diseases in Africa.

• The Cutchins Distinguished Lecture Series is supported by funds from an endowed fund. The series is also co-sponsored by the Virginia Tech Corps of Cadets Rice Center for Leader Development (also supported with funds from an endowment) and the Pamplin College of Business. This year’s distinguished speaker was Bob Schieffer, CBS Washington chief correspondent and host of “Face the Nation.”

• A Virginia Tech team supported by Caterpillar, Ford, and other companies won the $500,000 prize for placing third—behind Carnegie Mellon and Stanford, ahead of MIT—in a Department of Defense sponsored race of self-driving vehicles.
President’s Campaign Q & A

Why does Virginia Tech need a campaign right now?
The pace of progress in society in general is reflected in the rapid developments in many fields. In these circumstances, simply remaining relevant is a challenge for many institutions. Remaining relevant requires commitment and action because if we merely stand still, we will fall behind. We aspire to a higher standard than merely being relevant.

We are fortunate to be ahead of the game in a number of fields, and we have a strong foundation of excellence to work from. But as technology continues to advance, we must continue to build and outfit new laboratories. As knowledge, ideas, and innovation become capital, we must recruit the world’s best scholars and students.

The Campaign for Virginia Tech: Invent the Future will help us to do all of that, providing a quality education for our students and making an impact on communities around the world. It will help us take control of our destiny.

Why does Virginia Tech need to raise $1 billion?
The goal for the campaign is certainly ambitious, and it rates our profile as one of the nation’s top research institutions. But the primary reason for such an ambitious goal is that the capital we raise during this campaign will allow us to invest in programs that will best address the missions and the needs of the university. It will provide the resources we need to reach our larger goals: hiring the best faculty, recruiting the best students, providing hands-on learning experiences, building cutting-edge research facilities, transferring new knowledge, and taking advantage of bold opportunities when they arise. Reaching our goal means that we will be better prepared for our future—and our students will be better prepared for theirs.

The campaign will respond to the current needs of the university today and lay the groundwork for tomorrow’s success.

How does increasing the university’s endowment through The Campaign for Virginia Tech: Invent the Future help Virginia Tech’s students?
Virginia Tech’s endowment serves as a permanent investment account for the university, and it is a critical source of revenue. Managed by the Virginia Tech Foundation Inc., the endowment is designed to last forever since only a portion of the fund’s annual return is used each year to meet immediate needs. The remainder is reinvested, allowing future distributions to grow and keep pace with inflation, regardless of market fluctuations.

The endowment is an important tool for providing resources for faculty and students in perpetuity. It allows us to be competitive in attracting the top students and teachers to Virginia Tech because it provides scholarship money, funding for research projects, and the resources needed to purchase equipment critical to leading research. It also allows us to supplement salaries and provides unrestricted funding, which allows Virginia Tech to take advantage of unexpected opportunities—opportunities that benefit our students and faculty in direct ways.

What will the impact be of a successful campaign?
The last campaign had far-reaching consequences for Virginia Tech. More than 71,000 took part. More than 900 new endowments were created for scholarships, professorships, programs, and other areas, increasing the payout for scholarships and fellowships by more than $2 million annually and raising the value of the university’s general endowment fund by more than 124 percent. The Fralin Biotechnology Center, the Merryman Athletic Center, the Ware Advanced Engineering Lab, and Torgersen Hall are all here because of that campaign. So, we’ve already seen the impact of one successful campaign.

The impact of The Campaign for Virginia Tech: Invent the Future will extend beyond our campus to all communities. It will help us take control of our destiny.

We aspire to a higher standard than merely being relevant.

And that is just the beginning of what this campaign will do.

If you have any questions, please contact Amy Ostroth at 540/231-1969 or englisha@vt.edu. We will print questions and answers in future issues of Impact.

One Smart Way to Give: Charitable Bequests

Donor Challenges:
“[I] would like to help invent the future at Virginia Tech, but first I need to assure my family’s future.”
“[I] would like to make a real difference for tomorrow’s students, but I don’t think I can manage a significant gift.”

Giving Solution: Charitable Bequest
• Retain lifetime control of your assets
• Change bequest any time during your life
• Reduce potential estate tax liability for heirs
• Contribute more than may be otherwise possible
• Perpetuate your values with an enduring legacy

1. Fit your goals
Your attorney can help you consider what type of bequest will meet your personal and charitable goals.
• Specific Bequest—a gift of a specific dollar amount or asset.
• Percentage Bequest—a gift of a percentage of the remainder of the estate after all specific bequests and expenses related to the estate have been paid. Sometimes called a residuary bequest.
• Contingent Bequest—makes a gift to the university only in the event of the death of other named beneficiaries.
• Testamentary Trust—combines multiple goals and long-term asset management, usually giving lifetime income to family members and the trust to the Virginia Tech.

2. Formalize your instructions
Simply have your attorney add language to your will or trust—or in some instances add a codicil to your existing estate document.

Sample bequest language:
“I leave ___ percent (___%) of the remainder of my estate to the Virginia Tech Foundation Inc., Blacksburg, Va., for the support of Virginia Tech Polytechnic Institute and State University. This bequest shall be used for the (named scholarship, professorship, unrestricted gift, etc.).”

You can see more examples of bequest language online at www.campaign.vt.edu/bequests

3. Inspire others
If you are comfortable doing so, Virginia Tech encourages you to let us know, in confidence, that you have remembered the university with a non-binding bequest.

For more information about any estate gift, or if you would like to let Virginia Tech know about your existing bequest, please contact the Office of Gift Planning.
phone 800/231-2801 or e-mail giftplanning@vt.edu.
Our current campaign has been very successful. At the time of the public launch of the kickoff on October 20, we had raised $581 million toward our $1 billion campaign goal. As of March 31, 2008, we had raised $650.7 million!

Everyone at Virginia Tech benefits from the support of our alumni and friends. Private giving plays an enormous role in providing the resources the university needs to continue its quest to deliver an exceptional education to its students and to conduct groundbreaking research that may change the world.

The Campaign by the Numbers

Campaign Progress through March 31, 2008: $650.7 million!

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University officials believe the Arts Initiative will increase Virginia Tech's overall standing, echoing the sentiments of former Virginia Tech presidents who recognized early on that the arts are an important part of a comprehensive university. When he became Virginia Tech president, Charles W. Steger endorsed these goals and committed to increasing the presence of the arts on campus.

Cultural venues are one of the things that make an institution attractive to the most highly sought after students and faculty, regardless of discipline. That may be one reason why such schools as Yale, Princeton, the University of Virginia, and the University of Maryland are investing in their arts programs and facilities. In a recent analysis, the Arts & Science Group, a consulting firm, found a 44 percent increase over the last decade in the number of SAT-takers interested in pursuing the visual or performing arts.

Natalie Lauby, a Falls Church, Va., native due to graduate in spring 2008, studied vocal performance and music education. She is scheduled to sing two songs at commencement. While she plans to make a career teaching music, Lauby said many other students, including those with different ambitions, are passionate about the arts and view them as an important part of their educational experience. "Music classes for non-majors are usually filled every semester," she said.

In making a case for the arts, Steger has said: "As a university, we must always strive to educate the whole person. The study of the arts is compelling because it enables us to sort and select, to analyze and interpret sense data that structure experiences in ways that educate us as rational thinkers and moral actors."

Visit www.artsinitiative.vt.edu to learn more.