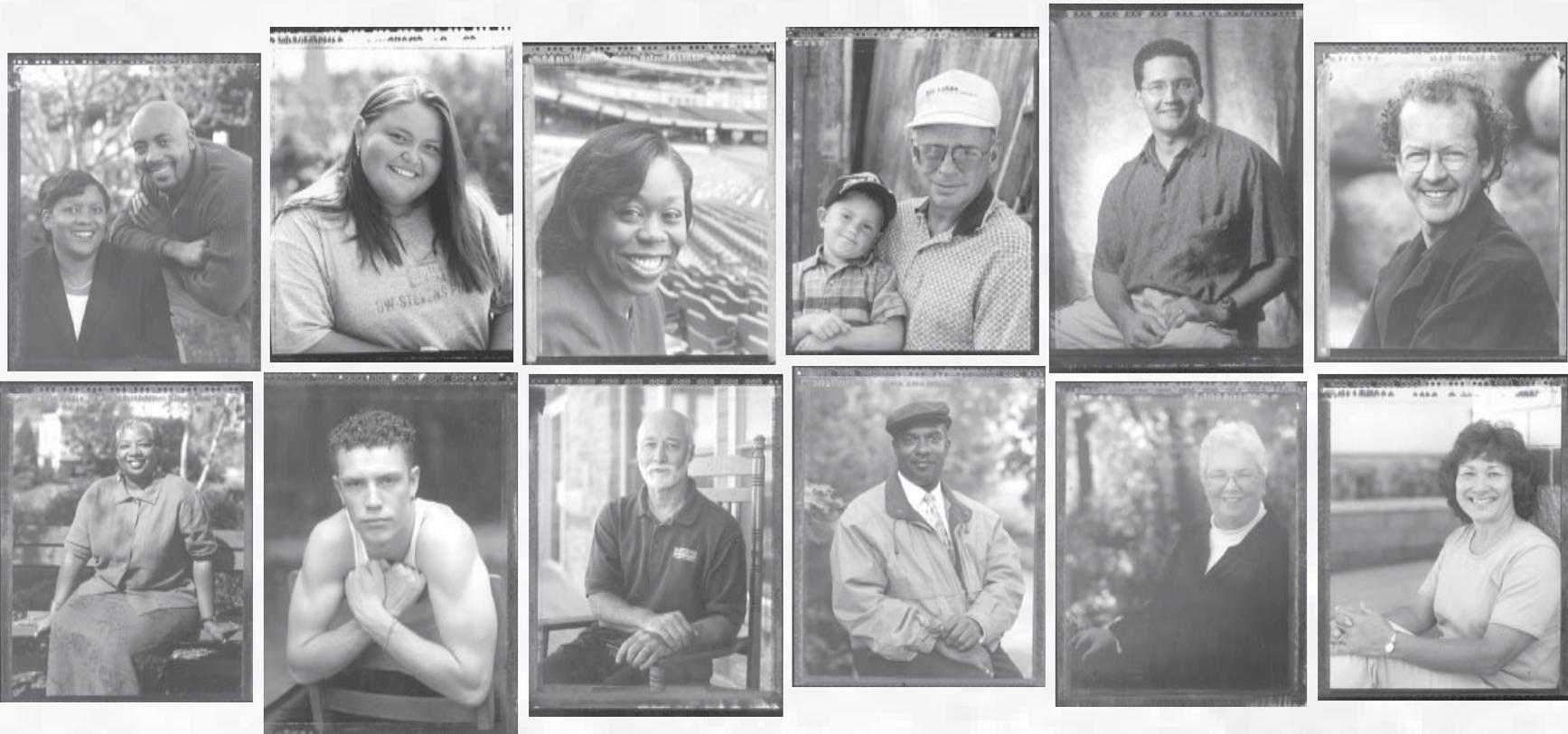


# Case for Giving

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## Help build a strong Wisconsin

Each year the University of Wisconsin-Extension serves more than 1.5 million Wisconsin residents of all ages and walks of life through its educational programs. Learn how you can help UW-Extension build a strong Wisconsin.



University of Wisconsin-Extension

# Case for Giving

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## The importance of your support for UW-Extension

In a time when knowledge is one of the world's most valuable commodities, people depend on universities for information and insight far beyond the campus boundaries. In Wisconsin, people benefit from a unique statewide institution dedicated to bringing education and research to the places where they live and work.

### Lifelong learning

Individuals, families, businesses and communities have valued University of Wisconsin-Extension's established and trusted local presence for decades. With new advances in technology, people around the world are turning to UW-Extension for lifelong learning opportunities. The convergence of broadcasting and computing technologies will provide unprecedented access to university resources and new opportunities for outreach education.

Already, people can access a variety of UW degree programs offered through the Internet and other distance-learning channels. With additional support, this menu of learning programs can be expanded to address the changing needs of our work force. Through continuing education programs offered at 26 UW campuses, people have access to high-quality professional development courses, advanced degrees and specialized certificate programs. For those with an entrepreneurial spirit, UW-Extension's 13 Small Business Development Centers provide help in transforming bright ideas into successful ventures.

Wisconsin farmers and agribusiness owners continue to rely on local UW-Extension educators for rigorous evaluation of new equipment and techniques. Facing an unprecedented array of discoveries and challenges, they appreciate this hands-on approach that has helped them remain a profitable and productive component of Wisconsin's economy. Workers, labor leaders and business managers know UW-Extension as a reliable source of industrial relations training, operating the oldest university-based labor education program in North America.

### A partner for the future

When economic and social changes hit home, communities and local leaders turn to UW-Extension to help manage growth, protect natural resources and welcome new neighbors. Parents and policy-makers alike rely on UW-Extension for the latest applied research on child development, nutrition and other issues. These are only a few ways that outreach education translates into a higher quality of life.

UW-Extension's unparalleled combination of education, research and public service activities helps position Wisconsin for a bright future.

UW-Extension carries on the Wisconsin Idea – making university knowledge available to everyone by extending the boundaries of the campus to the boundaries of the state. Upholding that tradition requires that resources keep pace with changing needs.

### New demands, new resources

Since its creation, UW-Extension has relied on county, state and federal funding to meet the majority of its funding needs. Although state funding has steadily increased, it has not kept up with growing demands. In 1985, state support accounted for 44 percent of UW-Extension's operating budget. In 2002, state dollars represented 34.4 percent of budgeted expenses.

New sources of revenue – including private gifts, grants and bequests – are needed to launch new programs and strengthen established efforts. UW-Extension needs support from people who share its commitment to service and understand the connection between a healthy university and a prosperous state.

### Building a strong Wisconsin

Gifts to the University of Wisconsin-Extension provide you with a unique opportunity to sustain statewide education and research that reaches people in every community in many ways. Your contributions will be used to address the greatest needs and most promising opportunities. You can designate gifts for specific programs, building projects, endowed faculty positions or other areas of interest.

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## Examples of generosity and commitment

**Unrestricted gifts** offer the greatest flexibility and support for new initiatives and established programs alike, and ensure that UW-Extension is able to reinvent itself for the 21st Century.



*“I support the University of Wisconsin-Extension because I want the best in public broadcasting, continuing, Cooperative and distance education – and I know that top quality costs money. Every day I see and hear the Wisconsin Idea in action, enhancing our quality of life. To me, this is the best investment I have ever made for myself, my family, friends, community and our great state.”*

— Patricia Takemoto

**The Pyle Center**, UW-Extension’s premier distance education and conference center, was created using more than \$3 million in contributions.



*“As business partners, we’ve learned that collaborations often yield the best results. We consider our financial collaboration with UW-Extension in creating The Pyle Center one of our greatest successes. We’re proud that we’re contributing to building the knowledge and skills of people around the state, and the world. We hope The Pyle Center creates a legacy that will enhance the lives of generations to come.”*

— Tom & Judy Pyle

**Epsilon Sigma Phi** is an honorary and educational fraternity of Cooperative Extension faculty, staff and retirees who value excellence in education.



*“We are happy to help support continuing excellence in Extension’s programs through a contribution to the Epsilon Sigma Phi endowment fund for professional improvement. Government support can’t do all that’s needed to achieve and retain the margin of excellence required to serve the continuing learning needs of Wisconsin residents. So we are pleased to do our bit.”*

— Ellouise & Marvin Beatty

## Many ways to give to UW-Extension

The simplest method of giving is through an undesignated **cash** gift to the University of Wisconsin-Extension Foundation Fund. This will be used immediately where the need is greatest.

Please make checks payable to University of Wisconsin Foundation – UW-Extension.

**Endowment funds** can be invested to provide ongoing support over time, and may be used to establish an endowed faculty position (named in honor of the donor or a designee), or to support programs of special interest.

To encourage employees to make charitable gifts, many employers and corporate foundations provide **matching gifts** for personal donations to institutions of higher education. This can multiply the positive impacts of a personal gift to UW-Extension.

A gift of **appreciated securities and property** allows you to make a gift to UW-Extension and receive a charitable deduction equal to the fair market value of the securities, while avoiding or minimizing capital gains taxes.

Making a **bequest**, through a provision for UW-Extension in a will, allows the donor to make a substantial contribution to statewide education and outreach programs without diminishing assets during their lifetime. Since bequests are deductible from the estate, significant tax savings are possible.

The **charitable gift annuity** is a simple, safe way to plan for retirement while supporting UW-Extension. With a simple contractual agreement, donors will receive guaranteed lifetime income and provide for the institution by establishing an endowment fund to support an area of personal interest.

Gifts to one of the UW Foundation's **pooled life income plans** are invested jointly with other gifts to the funds. Each year, income earned by the Funds is shared among the participants proportionately. Donors incur no capital gains taxes on the transfer of appreciated long-term securities to a fund and receive a charitable deduction for a portion of the gift while receiving lifetime income. The fund may be designated for any purpose at the University.

Another method of giving for a term of years or for the life of an individual is through a **charitable lead trust**. Income is paid to the Foundation each year during the life of the trust. When the trust terminates, the assets revert to the donor or another beneficiary.

A **charitable remainder trust** may be used to provide the donor or loved one with a fixed annual income or an income that varies with the value of the trust. A portion of the trust qualifies for an income tax deduction. At the death of the last income beneficiary, the assets in the trust are distributed to the University to be used as the donor has designated.



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