



GiftStrategies

SPRING 2012

News and Information from Harvard University Planned Giving

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Kevin Johnson AB '78

Life Is a Highway: Alumnus's Road to Harvard Inspires Bequest

Kevin Johnson AB '78 has traveled the world by motorcycle, including riding across Australia, all of the Canadian provinces and territories, all 50 states, and even the Arctic Circle. It was his journey from the small town of Jerome, Idaho, to Cambridge in the fall of 1974, however, that exerted the greatest influence on his life. To acknowledge this impact and to give back to Harvard in thanks for the support that he received as a student, Kevin and his wife Amy have made provisions for Harvard in their estate plans.

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HBS Professor Howard Stevenson and Fredi Stevenson on Maximizing the Impact of Charitable Dollars

"We are interested in advancing the impact that Harvard can have on the world," said longtime Harvard supporters and dedicated philanthropists Howard MBA '65, DBA '69 and Fredericka (Fredi) Stevenson. The couple, who give generously across the University and also provide support through a charitable trust, believe that the planned giving options available at Harvard are powerful, flexible tools that can help maximize the impact of a donor's generosity.

Howard is the Sarofim-Rock Professor of Business Administration, Emeritus, at Harvard Business School (HBS), as well as the chair of the Harvard Business Publishing Company board. He served three times as a

senior associate dean at HBS and, for two years, served as vice provost of the University. He is a recognized leader in the field of entrepreneurship and, as the first Sarofim-Rock Professor, he spearheaded HBS's focus on the subject in the early 1980s. He is also a founder and first president of the Baupost Group, Inc., which manages partnerships investing in liquid securities. He currently is a director of Camp Dresser & McKee Inc. and is a trustee of Olin College, the Museum of Science (Boston), and the Isabella Stewart Gardner Museum, as well as for several private trusts and foundations and other organizations. He served eight years on the board of National Public Radio (NPR), where he was chair.



Howard MBA '65, DBA '69 and Fredi Stevenson

Fredi is chair emerita and cofounder of Summer Search Boston—an organization whose mission is to identify low-income high school youth who demonstrate resiliency in overcoming hardship and the desire to help others. She also served on the national board for Summer Search. She is a member of the Harvard Kennedy School Women's Leadership Board, the Smithsonian Institution board, the

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Harvard Leader in Family Philanthropy Retires

Dear Friends,

I am writing to pay tribute to an esteemed colleague and national leader in philanthropic advising, Charles W. Collier MTS '73, P'99. As many of you know, Charlie retired from Harvard at the end of 2011 for health reasons.

But first, it is my pleasure to announce that Alasdair H. Halliday AB '82 is now heading up our philanthropic advising service. Al has been a member of the University Planned Giving team for nine years and for the last few years has worked closely with Charlie on a myriad of family wealth and philanthropy matters. Al has also supplemented his Harvard work with extensive training in Family Systems Theory, a fundamental paradigm framing Charlie's work. A graduate of the College, Al worked as a management consultant with The Monitor Group before coming back to Harvard. As a student, Al led Harvard's rugby team to place as runner-up in the 1981 national championship. He is also a talented musician and had the pleasure of playing for Ella Fitzgerald, among other highlights.

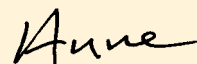
I have heard Charlie say many times that he has loved his career working on behalf of secondary and higher education, and that it has been "worth a life." Indeed it has! Mere words cannot do justice to the enormous impact Charlie has had helping Harvard families and countless charitable organizations. After graduating from Phillips Academy,

Dartmouth College, and Harvard Divinity School, Charlie worked at Brown, Dartmouth, and Princeton before coming to Harvard in 1986.

About 20 years ago, Charlie felt a calling to dig deeper into the complex family relationship issues surrounding wealth. He began his study of Family Systems Theory and became a pioneer of the new field of philanthropic advising to families. In 2001, Harvard published Charlie's groundbreaking book *Wealth in Families*, a cogent discussion of material and other forms of wealth, and the role philanthropy can play in helping families to work together.

On a personal note, I have worked with Charlie for 22 years; in fact, Charlie is the reason I came to the University Planned Giving Office, in 1990. It is impossible to adequately express my admiration of and gratitude to Charlie for his leadership, support, and encouragement over the years. I know that countless colleagues feel the same way. Perhaps the best illustration I can give is a recent one. Anticipating his retirement, a year ago, Charlie established the "Lighthouse Group," a monthly discussion with Harvard colleagues about family wealth and philanthropy issues. Charlie took great care to distill and convey the most salient information to help all of us continue to grow professionally and better serve Harvard and our donors.

Best wishes for a lovely summer,



Anne D. McClintock

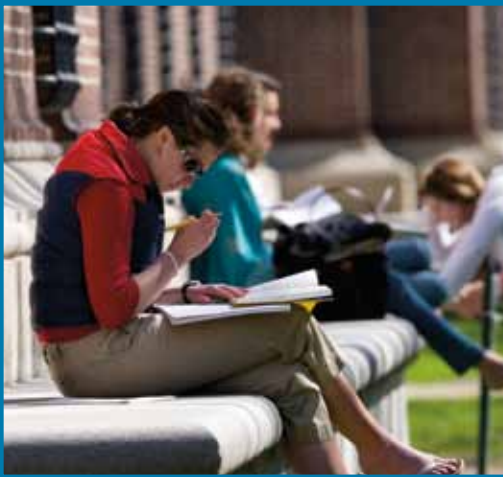
*Executive Director
Harvard University Planned Giving*



Charles W. Collier MTS '73, P'99



Alasdair H. Halliday AB '82



HBS Professor Howard Stevenson and Fredi Stevenson on Maximizing the Impact of Charitable Dollars

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NPR Foundation board, and the WBUR Board of Overseers, and she is also on the boards of the Cambridge Center for Adult Education and the Fellows of the Harvard Art Museums.

The couple share a commitment to philanthropy that stems from their childhoods. Fredi's parents taught her from an early age that "giving back is part of what America is all about," and Howard, a Utah native, grew up in a home where charitable giving was a regular activity. Both were taught that "it is not what you say, it is what you do," and they have imparted that belief to their children as well.

It is Harvard's unique role as a convener of resources and talent across many disciplines, and the resulting impact made possible by that combination, that appeals to the couple and motivates them to support the University.

According to Howard, "Planned gifts such as charitable trusts and annuities, which leverage the collective power of Harvard's endowment to maximize impact, are an opportunity to effect real change in the areas that mean the most to us. By investing in the endowment, we have the advantage of a management company [Harvard Management Company] whose objectives align with ours—not something that every broker offers."

"In addition," continued Fredi, "a planned gift lets us be more generous with our support without taking anything away from our family. The tools available through Harvard make it easy to create a gift that works for us and for the University." ♦

Financial Aid Fast Facts

Harvard College has and continues to set the standard for generous need-based aid in higher education. Since the inception of the Harvard Financial Aid Initiative in 2004, the College has made further strides in attracting talented students who in the past might not have imagined a Harvard education possible.

Did you know that...

- 1 Over 60 percent of all undergraduates receive need-based Harvard scholarship aid, totaling over \$166 million in 2011–2012.
- 2 In every case, students are expected to contribute to the funding of their education. However, the family contribution is waived for the roughly 20 percent of current families with total household income less than \$60,000.
- 3 International students have the same access to Harvard College financial aid as U.S. students.
- 4 Increased funding for students at Harvard's 10 graduate and professional schools is the next hurdle in the University's sights.

Make a Bequest

It is easy to support Harvard through a bequest—simply include the following language in your estate plan:

"I give (_____ dollars or _____ percent or all of the residue of my estate) to the President and Fellows of Harvard College, a Massachusetts educational, charitable corporation (for its general purposes or for the benefit of School or Unit)."

Bequests can be tailored to your individual objectives. Please contact Harvard University's Planned Giving team at 800-446-1277 or pgo@harvard.edu for assistance.

Life Is a Highway: Alumnus's Road to Harvard Inspires Bequest

(Continued from page 1)

Kevin, the first member of his family to graduate from college, knew that he wanted to attend a top-tier institution, but he also recognized that receiving financial aid from the school would be a key factor in his decision. Harvard's commitment to access for talented students from diverse backgrounds was apparent to Kevin, even early on in the application process. "My parents were not wealthy by any stretch of the imagination," he explained, "so I knew that it would fall on me to pay my college application fees. Harvard's fee, at twenty-five dollars, was lower than many other institutions' at the time, and this made it possible for me to apply, even though I came from limited means."

After saying goodbye to his parents and boarding a plane with a one-way ticket, two suitcases, and an electric typewriter, Kevin found himself in Harvard Square, about to embark on the next leg of his journey. Though the transition from rural Jerome to urban Cambridge and the demands of his first year at Harvard were not easy initially, he eventually settled in both academically and socially, crediting the close-knit community in his freshman hall and the advice that he received from professors as important elements in his acclimation to the College.

It was these same connections with professors and classroom experiences that helped Kevin develop research and writing tools that he still uses in his work today. According to Kevin, "Harvard gave me a way to analyze issues and express myself that I have carried with me my entire life. There is no doubt that I have drawn on the academic skills that were ingrained in me as a student throughout my entire career."

Kevin, who left Harvard for two years to complete missionary work, graduated in 1980 and began studying law. After a brief hiatus, during which he married and earned a master's degree in economics from the London School of Economics, he completed his law degree and spent a short time working as a consultant before joining the Dow Chemical Company legal team. Since then, he has continued to practice, representing international and domestic clients in a range of areas, including as a partner at Holland & Hart, in Denver, Colorado. Kevin is currently the deputy general



Kevin Johnson AB '78 on a motorcycle trip in the Arctic Circle

counsel at Molycorp Inc., a company that mines and processes rare earth oxides, metals, alloys, and magnets and explores innovative technologies using these products.

When Kevin and Amy made their estate plans, he thought back to where his journey started. "Most of what I am comes from the experiences that I had at Harvard, and I could not have gone there but for the generosity of the financial assistance that I received," said Kevin, who emphasized that giving back to Harvard for the support that he received as a student was a top priority for him and his wife. They both have bequests set up to benefit financial aid at the College and hope that their contributions can help sustain Harvard's efforts to provide access for students, regardless of their financial backgrounds. "We are so pleased to have the opportunity to help students in similar situations find their way to Harvard." ♦

Record Low Lead Trust Rate

The interest rate for charitable lead trusts continues at a record low, providing donors a tax-efficient way to transfer wealth to future generations while benefiting Harvard in the interim. Please contact Harvard University's Planned Giving team to obtain personalized information.

Harvard University Gift Annuity Rates

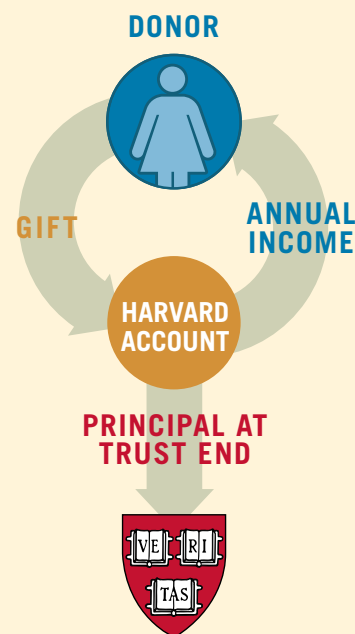
Annuity rates are based on your age or the age(s) of your beneficiary(ies) when quarterly payments begin.

Donor makes a gift today at current age(s)...	...and annuity begins immediately at this rate:*	...or waits 5 years before annuity begins at this rate:*
65	5.8%	7.8%
65/65	4.6	6.2
70	6.2	8.7
70/70	5.5	7.8
75	6.9	10.1
75/75	6.2	9.5
80	8.0	11.4
80/80	7.5	9.5

*Rates shown are current as of April 2012.

CHARITABLE GIFT ANNUITY

A charitable gift annuity is a simple contract between you and Harvard that offers a tax-advantaged way to provide guaranteed income for yourself and/or someone else.

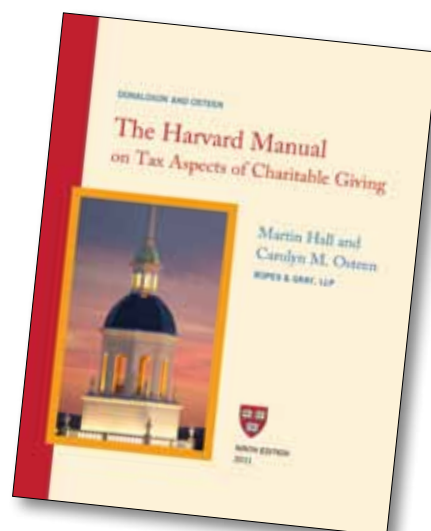


New Edition of *The Harvard Manual on Tax Aspects of Charitable Giving*

We are pleased to announce that the ninth edition of *The Harvard Manual on Tax Aspects of Charitable Giving*, written by Carolyn Osteen and Martin Hall of Ropes and Gray, is now available.

The Harvard Manual provides an in-depth look at the technical aspects of planned gift arrangements. Highlights of this ninth edition include new chapters on private foundations, donor advised funds, and supporting organizations.

To order *The Harvard Manual*, please visit alumni.harvard.edu/harvardmanual, email pgo@harvard.edu, or call the Harvard University Planned Giving Office at 800-446-1277.



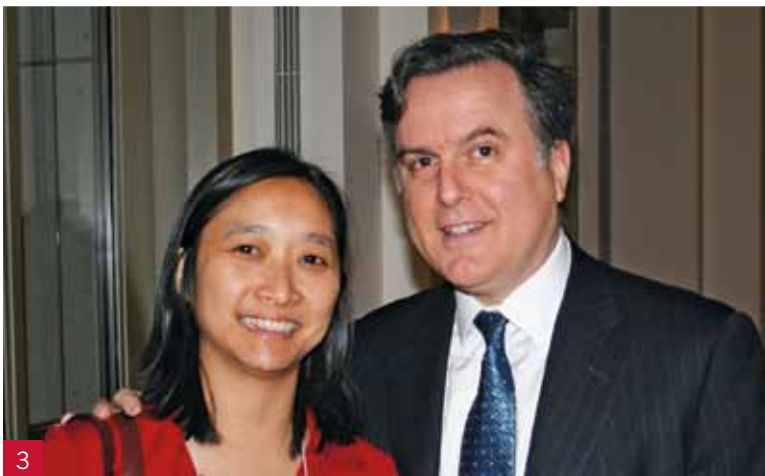
University Planned Giving Events

Dinner and Discussion on

Family, Finance, and Philanthropy

Held at the Peninsula Chicago on December 5, 2011, the reception was hosted by Richard W. Shepro AB '75, JD '79, P'10 and Lindsay E. Roberts P'10.

If you are interested in receiving materials or sponsoring a program in your area, please contact Mary Abbott at 800-466-1277 or pgo@harvard.edu.



1. Christine M. Smyrski MLA '78, Lindsay E. Roberts P'10, Richard W. Shepro AB '75, JD '79, P'10
2. Denise Nitterhouse MBA '77, DBA '81 and Susan J. van der Meulen MAR '78
3. Que Nguyen AB '91 and Carl Cordova
4. Myrna L. Edelstein Hammerman and Alan H. Hammerman AB '55



A View to the Future

A Celebratory Luncheon

NEW YORK CITY, OCTOBER 26, 2011

Our annual University Planned Giving meeting and luncheon at the Harvard Club of New York City brought together alumni and friends who have provided for Harvard through their estate plans, life income gifts, or other planned gifts. Speakers included Harvard Management Company (HMC) President and CEO Jane Mendillo, HMC Managing Director of Trusts and Gifts Jennifer Pline, and R. Nicholas Burns, the Sultan of Oman Professor of International Politics at the Harvard Kennedy School.



1. Peter L. Malkin AB '55, JD '58 and Robert A. Belfer JD '58

2. Virginia B. Welch, James O. Welch, Jr. AB '52, Harriet L. Weissman, Herbert Levin AB '52, FAS '75, Paul M. Weissman AB '52

3. Richard L. Menschel MBA '59, Ronay A. Menschel, Roger P. Cheever AB '67, MLA '77

4. Susan Abell and Scott A. Abell AB '72



HOSTS

Scott A. Abell AB '72 and Susan Abell

Graham T. Allison, Jr., AB '62, PhD '68

Robert A. Belfer JD '58 and
Renee Belfer

Mary L. Bundy AB '46

Laura L. Calhoun AB '68

Mark S. Campisano AB '75 and
Kimberly Campisano

Barry J. Cohen AB '74, JD '77,
MBA '77 and Joyce K. Cohen

Cynthia G. Colin AB '54

Gifford Combs AB '80

Michael A. Cooper AB '57, LLB '60
and Nan Rothschild Cooper

D. Ronald Daniel MBA '54, LLD '05
and Lise Scott

Edward B. Dunn AB '58, MBA '62
and Giovannella Dunn

T. J. Dermot Dunphy MBA '56 and
Joan S. Dunphy

Fred N. Fishman SB '46, LLB '48

Martin S. Fridson AB '74, MBA '76
and Elaine R. Sisman

Michael E. A. Gellert AB '53 and
Mary Gellert HRP '57

Edmund A. Hajim MBA '64 and
Barbara Hajim

Howard A. Heffron LLB '51 and
Stella Heffron

Rita Gail Johnson AB '84, MBA '88

Peter L. Malkin AB '55, JD '58 and
Isabel Malkin

Richard L. Menschel MBA '59 and
Ronay A. Menschel

Gary M. Pforzheimer AB '84, MBA '91
and Mary Y. Pforzheimer

Marvin S. Traub AB '46, MBA '49
and Lee L. Traub

Paul M. Weissman AB '52 and
Harriet L. Weissman





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How to Reach Harvard's Planned Giving Professionals

University Planned Giving	617-495-4647	Anne McClintock
Philanthropic Advising	617-496-6957	Alasdair Halliday
Harvard University	800-446-1277	
124 Mount Auburn Street	617-495-8130 (fax)	
Cambridge, MA 02138-5795		
Email: pgo@harvard.edu		
Internet: http://alumni.harvard.edu/give/planned-giving		

Business School	617-495-6027	Don Etheridge
Harvard College, GSAS	617-495-4352	Peter Kimball
Law School	617-496-9265	Charles Gordy
Medical School	617-384-8449 800-922-1782	Mary Moran Perry

University Planned Giving professionals can help you develop gift plans for any part of the University:

Harvard University President's Fund
Harvard College
Graduate School of Arts and Sciences
Business School
School of Dental Medicine
Graduate School of Design
Divinity School
Graduate School of Education
School of Engineering and Applied Sciences
Extension School
Kennedy School
Law School
Medical School
School of Public Health
Radcliffe Institute for Advanced Study
Harvard Art Museums
Memorial Church
American Repertory Theater
Arnold Arboretum

