

# Gift Strategies

HARVARD UNIVERSITY PLANNED GIVING NEWS



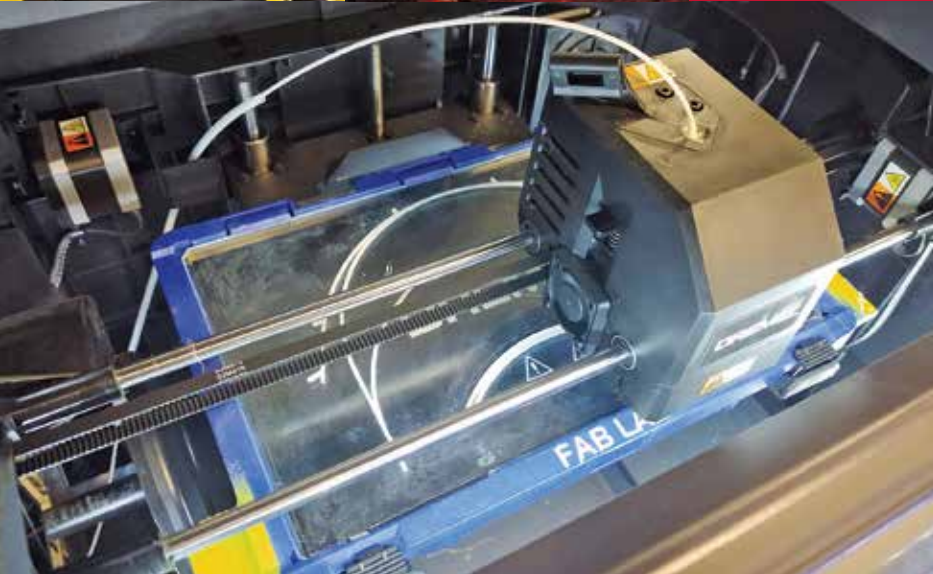
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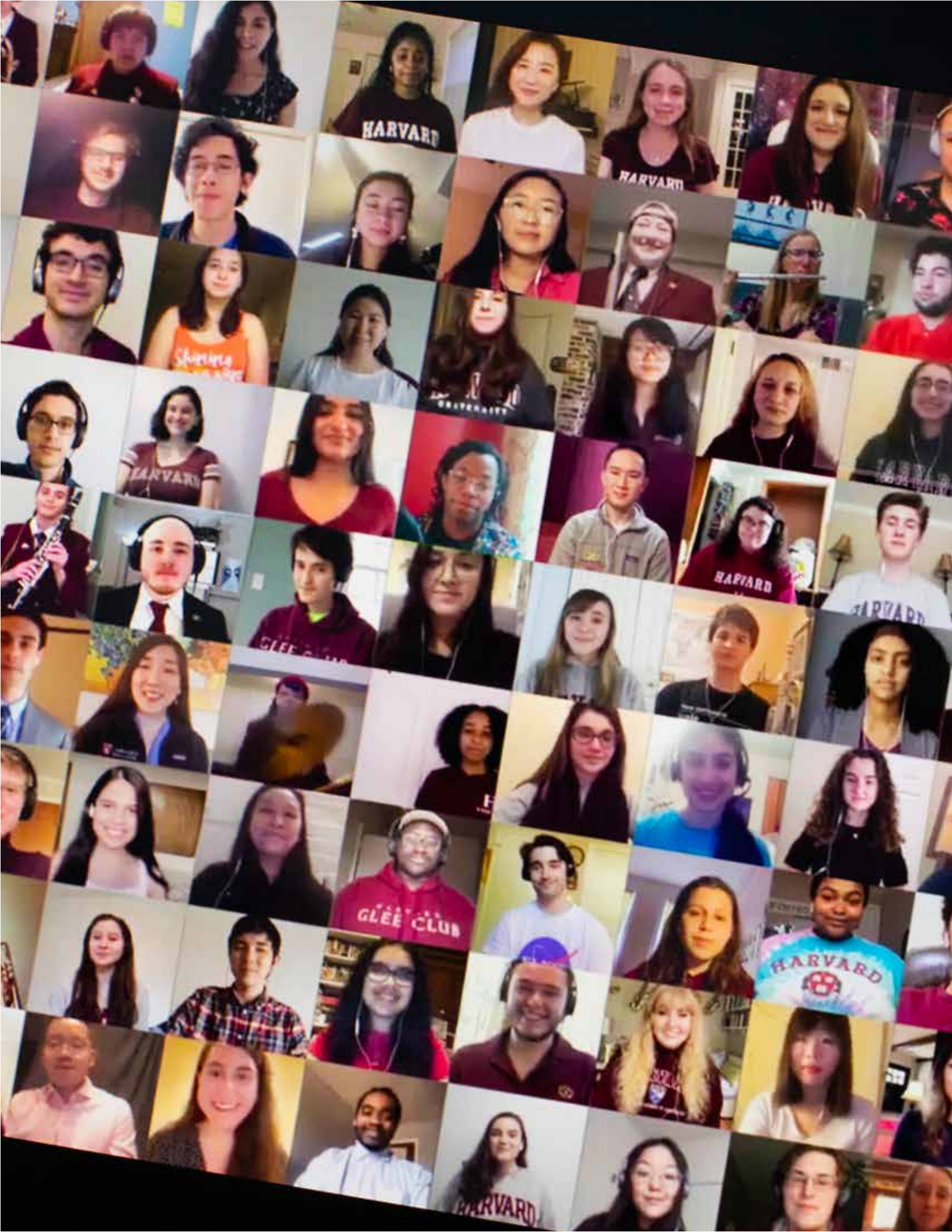
**IN THIS ISSUE** | A Note from Anne McClintock | Built by Design | Funding Discovery | Interview with Tom Hollister



“You need people, and you need help. And you might as well foster that help and contribute financially to the people who are out there with you. What else is there except helping others?”

—HAROLD GOYETTE MArch '54





## A LETTER FROM THE EXECUTIVE DIRECTOR

Dear Friends,

When we began putting together this newsletter, I never imagined we would be confronted with a global pandemic that would upend all our lives. At the same time, recent instances of social injustice have yet again reminded us of the long-standing history of systemic racism in this country, while COVID-19 has exacerbated economic challenges and laid bare profound racial disparities that are deeply embedded in our society.

I've been inspired by the resilience shown by Harvard students, faculty, staff, and alumni in the face of this overwhelming adversity, and I've never been prouder to be a part of the Harvard community. But our work is far from finished. As Edgerley Family Dean of the Faculty of Arts and Sciences (FAS) Claudine Gay stated in a recent message to the FAS community: "Now is the time to lean into our mission, with resolve and a new sense of urgency."

In this newsletter, you will read about Doris Cole AB '59, MArch '63 and the late Harold Goyette MArch '54, who modeled gender equity in their careers and who chose to support it through their gifts to the Frances Loeb Library at the Harvard University Graduate School of Design (GSD). The library is also home to the African American Design Nexus, which seeks to promote change within design institutions to amplify and elevate the work of African American designers. The Design Nexus emerged from the GSD's first Black in Design Conference, led by Dana McKinney MArch '17, MUP '17 (pictured on the cover).

You will also read about an astounding scientific discovery by an astronomer whose fellowship at the Radcliffe Institute for Advanced Study was made possible through a planned gift. Other Radcliffe Fellows are embracing the Institute's interdisciplinary community to study issues of inequality and health, including physician and epidemiologist Camara Phyllis Jones, whose work focuses on the effects of racism on physical and mental health. I encourage you to watch a powerful discussion on race and justice in America featuring Jones and Harvard T.H. Chan School of Public Health Professor David R. Williams at [radcliffe.harvard.edu/video/naming-racism](https://radcliffe.harvard.edu/video/naming-racism), part of a Virtual Radcliffe series on health, inequity, and COVID-19.

Meanwhile, Harvard doctors and scientists continue to battle COVID-19 on the front lines and in the laboratory, while other members of the Harvard community are delivering resources and services to help people in need. The Harvard-led Massachusetts Consortium on Pathogen Readiness, for instance, has awarded \$16.5 million to 62 projects with the potential to impact patients within the next 12 months. To learn about Harvard's COVID-19 response, visit [community.harvard.edu/covid-19-community-resources](https://community.harvard.edu/covid-19-community-resources).

Thank you for your continued support and partnership, which underpins all the important work happening across the University to address the complex and pressing challenges facing our world.

Take good care,

Anne D. McClintock  
Executive Director, University Planned Giving

Left: The University-wide Commencement Choir sings "Fair Harvard" at Harvard's 369th Commencement, which was held remotely on Thursday, May 28, 2020.

# BUILT BY DESIGN

“Hal was totally supportive of me, and of men and women working together as equals.”

—DORIS COLE



Doris Cole and Hal Goyette



Joan Chen MLA '19 builds a chair during a GSD workshop.



The Trays in Gund Hall are a focal point of learning at the GSD.

**Doris Cole AB '59, MArch '63 and Harold Goyette MArch '54\*** always viewed architecture as a team activity. For 31 years, the couple's Cambridge-based firm, Cole and Goyette, Architects and Planners Inc., shaped an array of commercial, educational, and residential sites in and outside of Massachusetts.

Both of them brought decades of experience in the field—and both had deep ties to Harvard.

An alumna of Radcliffe College and the Harvard University Graduate School of Design (GSD), Cole worked for various firms in the United States and France and served as staff architect for MIT for over eight years. She also authored two books during that time, including *From Tipi to Skyscraper: A History of Women in Architecture*, the first ever book on women in architecture in the United States.

After getting his degree at the GSD, Goyette went on to become Harvard's first director of Harvard Campus Planning, working alongside Josep Lluís Sert—his former teacher and then dean of the GSD—to create a master

plan for the rapidly expanding University campus with the goal of retaining its sense of history and tradition. During Goyette's 22-year tenure, the University added a number of athletic facilities, land holdings, and buildings, including the Science Center and Holyoke Center (now the Richard A. and Susan F. Smith Campus Center).

Love—and their shared professional interests—brought them together. “I had known Hal for a long time. When we married, we decided that we wanted to build a practice together,” says Cole. So, in 1981, Goyette and Cole left their jobs in higher education to launch their own firm, leading to many award-winning projects—such as the rejuvenation of Greater Boston's historic public school buildings including East Boston High School.

Throughout their partnership, they worked to promote equality between the sexes. “We tried to keep a balance between men and women in the office,” explains Cole, who continued to write books on women in architecture, including Lois Lilley Howe, Eleanor Manning, and Mary Almy. “As a woman starting out in a profession in 1963, people might not have liked me; they might have been wary of me, but they could never

question my credentials—and that was really important. I had gone to Radcliffe—and on top of that, I had gone to Harvard.”

Cole has helped other women along the way, giving back by dedicating her time to mentoring a new class of architects through the Women in Design student organization at the GSD, though she notes it has never felt like giving. “It benefits me more than the mentees. Keeping up with all these young people gives me some bearing on the world,” she says.

The couple's commitment to equality motivated them to create the Doris Cole and Harold Goyette Collection—a broad donation of their life's work including personal papers, books, drawings, and commentary to the GSD's Frances Loeb Library in 2013. This gift serves as an invaluable resource to architecture students, scholars, and design enthusiasts—now and in the future. Notably, the collection includes Cole's correspondence surrounding her book on pioneering architect Eleanor Raymond, who was a personal friend and mentor.

Their commitment also led them to support the GSD financially through a charitable gift annuity. Harvard invests this money, providing Cole with a secure lifetime income. “Harvard pays very well compared to other possible options, and it's a very safe investment,” Cole explains. “We didn't have children, but these young people at Harvard have been like our children. And that's why we did it that way.” In the future, this gift will fund research, events, and programming that promote and encourage equality between men and women in architecture. “Hal was totally supportive of me, and of men and women working together as equals,” Cole says, “and that is the goal for our fund at the GSD Frances Loeb Library Special Collections.”

As Goyette explained in a previous interview: “Architecture is a team sport, and participating in that team sport means you need sponsors. You need people, and you need help. And you might as well foster that help and contribute financially to the people who are out there with you. What else is there except helping others do what you participated in so happily and productively?”

\* We are sad to report that Harold Goyette passed away during the production of this newsletter. He will be greatly missed by the Harvard community and, on behalf of University Planned Giving, we express our heartfelt condolences to his family. From shaping the landscape of the campus to supporting future generations of architects and planners, his contributions to Harvard are beyond measure.

# FUNDING DISCOVERY

“Being a Radcliffe fellow was fundamental to the discovery. It gave me space, but more importantly, it gave me time: the time to think, analyze, to think again, and to finally find what has been hiding in plain sight.”

— **JOÃO ALVES**, the Edward, Frances, and Shirley B. Daniels Fellow at the Radcliffe Institute for Advanced Study and a member of the research team that made the breakthrough

Astronomer **João Alves** came to the Radcliffe Institute for Advanced Study to create a 3D map of the sky, but what he discovered overturned the common conception of how stars are born and compelled scientists to rethink the framework of the galaxy.

A professor of stellar astrophysics at the University of Vienna, Alves focuses on understanding how natural processes change large interplanetary clouds of gas into stars and planets, and ultimately form life. He chose to pursue his research at Radcliffe because of its creative, multi-disciplinary approach to collaboration. As the Edward, Frances, and Shirley B. Daniels Fellow at Radcliffe, he was able to partner with Alyssa Goodman, Robert Wheeler Wilson Professor of Applied Astronomy and co-director of Radcliffe’s Science Program, and Catherine Zucker PhD ’20 to dive deeply into massive amounts of data flowing from Gaia—a satellite from the European Space Agency that precisely measures the position, distance, and motion of the stars.

Using advanced statistical tools to analyze and interpret this data, the team created a 3D map of the Milky Way. What the information revealed shocked the researchers: a long, thin, gaseous structure in the

shape of a wave, containing a giant, undulating filament of star-forming regions—the largest ever seen in our galaxy. The structure was named the “Radcliffe Wave” as a tribute to the community that made its discovery possible.

Alves’s fellowship was made possible by pioneering computer scientist Shirley Daniels AB ’48. In an era when women were discouraged from pursuing careers in STEM, she taught herself how to program first-generation computers and master machine language. Every year, Radcliffe welcomes a new Edward, Frances, and Shirley B. Daniels Fellow to pursue an individual project in the sciences that benefits from Harvard’s multidisciplinary community.

Daniels will add to the fund through an insurance policy to mark her 50th Reunion, an approach that ensures the proceeds of the policy will be guaranteed to Harvard. With this fellowship, she is helping new generations of scientists to continue pioneering novel research efforts that lead to big discoveries like the Radcliffe Wave.

For Alves, an unexpected collaboration was key. During his time on campus, he was inspired by the conceptual artwork of Anna Von Mertens, who crafted quilts with stitches crisscrossed through the fabric like stars hurtling across the horizon—which is exactly what they represented. Nearly a century before Gaia’s supercomputing powers, the trailblazing “women computers” of

the Harvard Observatory calculated and measured galactic distances on their own by studying glass-plate astronomical photographs, providing direct inspiration for Von Mertens’s creations, commissioned for an exhibition by the Radcliffe Institute.

Together, the astrophysicist and the artist looked at the data gathered from Gaia. Von Mertens took a completely different approach to the images, asking Alves questions about how the universe opens up. He realized that thinking like a visual artist could lead to even more possibilities: What if the shape they were mapping wasn’t an expanding ring, which was the prevailing hypothesis, but instead a ripple or a wave—like the shape of a stitch on an interstellar quilt?

Being at Radcliffe helped him see things that no one had seen before. “The whole experience was very uplifting and I am thankful for the inspiration I got from other fellows working in completely different fields,” Alves says. “It was a truly interdisciplinary group with open minds and generous hearts. This unique magic can only take place because of the wonderful conditions offered by the Radcliffe Institute.”

Above: An illustration of the Radcliffe Wave data overlaid on an image of the Milky Way galaxy. Image from the WorldWide Telescope

PHOTO COURTESY OF ALYSSA GOODMAN

# Mission Driven

**How does planned giving impact the University? Tom Hollister, vice president for finance and chief financial officer, shares why philanthropy is crucial to Harvard's future, perhaps now more than ever.**

After nearly 40 years in banking—notably as the chief operating officer of a Fortune 500 company and president of Citizens Bank's flagship financial group—Tom Hollister retired to pursue new opportunities. He was keeping busy in the nonprofit sector when, as he says, “serendipity struck” and, in 2015, he left retirement to join Harvard as vice president for finance and chief financial officer. “What attracted me to Harvard was its mission,” Hollister explains. “I wanted to be of use to this wonderful place.”



Tom Hollister, vice president for finance and chief financial officer at Harvard

## Every Gift is Essential

In his role as CFO, Hollister knows how critical philanthropy is to achieving Harvard's goals.

Last year saw a continuation of one of the longest economic expansions in U.S. history. Given the pandemic, it is fortunate that about 18 months ago Hollister and his colleagues took proactive steps to prepare a “Recession Playbook” for an eventual downturn in the economy. The unforeseen challenge of the COVID-19 pandemic has called for a rapid response requiring significant additional costs to reduce risk to the Harvard community.

Harvard is situated to withstand an interruption in regular operations, but the measures being taken will not fully eliminate financial difficulties, Hollister explains. Now more than ever, a supportive philanthropic base can be a critical differentiator for Harvard in difficult times and maintain its vital teaching and research mission.

Current-use gifts—flexible funds that can be spent during the current year—are vital to the University, providing immediate impact when they're unrestricted, as the president and deans can allocate funding where it's most urgently needed.

“It's important to remember the power of each individual gift, no matter the size,” Hollister says. In fact, 80 percent of gifts to Harvard in 2019 averaged \$150.

Financial aid represents an urgent unmet need since it is not fully endowed. Without continued philanthropic contributions, Harvard College's ability to fund need-blind admissions is threatened by budget pressures and the economic landscape. For example, the cost of this year's full tuition, room, and board is about \$69,000. The average undergraduate pays \$37,000 and those receiving financial assistance—54 percent of first-year students—pay \$12,000 on average. Twenty percent have their tuition, room, and board fully covered.

“Any student from anywhere in the world—if they study hard and contribute to their community—has the chance to go to Harvard, no matter their financial circumstances,” says Hollister. “That's really exciting.” But that promise and opportunity may be at risk in the current economic upheaval.

## John Harvard's Legacy

Planned giving arrangements help donors increase the impact of their gifts. These strategies allow donors to support an area at Harvard

that is important to them, while also helping to achieve a personal goal, such as planning for retirement or ensuring a loved one is cared for.

Hollister points out the most famous example of a planned gift: John Harvard's original donation of funds and books, which established the University and its library almost 400 years ago.

“Planned giving is an act of stewardship and foresight, and it's a very thoughtful way to fulfill both family and philanthropic interests,” he says. Funds can be marked for the future, or a portion can be reserved for current use. In addition to cash and appreciated securities, gifts of illiquid assets—including real estate, partnership interests, private company stock, or art collections—also may be used to fund these gift arrangements to support the University while providing income and tax benefits to donors and their loved ones.

## “A force for good in the world”

Despite the enormous immediate challenges and the uncertainties ahead, Hollister believes that Harvard will be ready to meet current and future challenges.

“I've heard President Bacow say many times that a great school begins with great faculty who attract great students,” he says. “Harvard has phenomenal faculty and students with the tenacity to adapt in the face of enormous challenges.”

Without the generous support of donors, it would be impossible for Harvard to achieve continued excellence in its academic programs, recruit and retain faculty, or maintain its facilities—core activities that enable transformative research and strengthen the next generation of leaders. Last year, donors past and present generated 43 percent of Harvard's revenue through endowment distributions and current-use gifts.

Whether a Harvard graduate or not, each donor feels a strong connection—including Hollister, who donates annually to the University. He also gives back as an academic advisor to first-year students, who inspire and motivate him.

“The University is a force for good in the world,” he says. “The reason that people come here—whether they are faculty, students, or staff—is because of the excellence in teaching and research that is in many ways due to the generosity of Harvard's loyal donors.”



# Harvard Annuity Rates

**CONTACT UNIVERSITY PLANNED GIVING**  
800-446-1277 OR PGO@HARVARD.EDU

[alumni.harvard.edu/give/planned-giving](http://alumni.harvard.edu/give/planned-giving)

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*
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55	3.9%	5.0%
55/55	3.2%	3.9%
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65	5.4%	7.3%
65/65	4.8%	6.4%
70	6.0%	8.1%
70/70	5.3%	7.2%
75	6.7%	9.3%
75/75	5.9%	7.9%
80	7.7%	10.6%
80/80	6.5%	9.1%

\*ANNUITY RATES CURRENT AS OF MAY 1, 2020

## Have questions? We are here to help.

### How to reach Harvard's planned giving professionals

University Planned Giving	617-495-4647	Anne McClintock
Philanthropic Advising	617-495-4647	Alasdair Halliday
Harvard University pgo@harvard.edu alumni.harvard.edu/give/planned-giving	800-446-1277	
Business School	617-495-6883	Ellen Harkavy
Faculty of Arts and Sciences	617-496-4149	Sarah Carothers
Law School	617-496-9265	Charles Gordy
Medical School	617-384-8507	Kathleen Murphy

### Let us help you plan a gift to one or more of these Schools and affiliates

Harvard University President's Fund	Kennedy School
Harvard College	Law School
Graduate School of Arts and Sciences	Medical School
Business School	Harvard T.H. Chan School of Public Health
School of Dental Medicine	Radcliffe Institute for Advanced Study
Graduate School of Design	Harvard Art Museums
Divinity School	Harvard Museums of Science & Culture
Graduate School of Education	Memorial Church
Harvard John A. Paulson School of Engineering and Applied Sciences	American Repertory Theater
Extension School	Arnold Arboretum



### STAFF FEATURE

Molly McGowan joined the University Planned Giving team in October 2019 as a coordinator. In this role, she helps donors University-wide establish planned gifts and assists with gift-related questions. Prior to joining University Planned Giving, she provided valuable support to the Faculty of Arts and Sciences Office of Gift Planning. Molly is a graduate of Stonehill College and holds a degree in neuroscience. She enjoys traveling, cooking, walking in the woods with her dog, and spending time with friends and family.



The University Planned Giving team at the newly renovated Lowell House



# Gift Strategies

HARVARD UNIVERSITY PLANNED GIVING NEWS



## DID YOU KNOW?

**The recently passed CARES Act (Coronavirus Aid, Relief, and Economic Security Act) provides tax incentives for all levels of donors:**

1. Individuals who do not itemize and instead take the standard deduction on their federal income taxes may now deduct up to \$300 in qualified charitable contributions of cash from their adjusted gross income in 2020. Normally, no deduction is permitted. This does not apply to gifts to donor advised funds.
2. Individuals may deduct cash gifts up to 100% of their adjusted gross income in 2020 (up from 60%). This provision only applies to cash contributions—gifts to donor advised funds are not eligible.
3. Required minimum distributions from retirement accounts are suspended for 2020. However, individuals still can make a qualified charitable distribution of up to \$100,000 from their IRAs. The direct distribution to charity would not be included in taxable income.
4. Corporations may deduct up to 25% of pretax income in 2020 (up from 10%).

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### Contact University Planned Giving

800-446-1277 or  
[pgo@harvard.edu](mailto:pgo@harvard.edu)

[alumni.harvard.edu/give/  
planned-giving](https://alumni.harvard.edu/give/planned-giving)

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