

## WOMEN & PHILANTHROPY



### *A Trailblazing Partnership for Future Leaders in Science, Engineering, and Technology*

Iowa State University Extension and 4-H youth have paired up to try to prevent a national dilemma: the possibility of a professional shortage of American science, engineering, and technology leaders. Currently, only five percent of college graduates in the U.S. earn an engineering, science, or technology degree. This is microscopic compared to the 59 percent of graduates in China and 66 percent in Japan. We must take action now to ensure the United States remains competitive in the global economy. Together with 106 other land-grant universities, the 4-H Youth Development Program has a goal to inspire 1 million young scientists and engineers by 2013. Current after-school activities offered through 4-H include rocketry, renewable energy, computer science and more — building upon the longstanding 4-H focus on mechanics, natural sciences, entrepreneurship and many other economic issues. It is because of this outstanding program that we salute the national 4-H program and its partnership with Iowa State University for encouraging the awareness of today's youth about global issues, and for being the 'trailblazers' for future generations of leadership.

**Special Feature:**  
ISU alumna Laura Heddleson, Extension supporter and a genuine trailblazer in the workplace.

See page 3.



*Rocketry is a blast for ISU student and 4-H intern Karen Naig as she explains some of the principles of rocketry to students in the 4-H Extension - Science, Engineering & Technology (ESET) Program.*

# Voices of Giving

## Why did I choose to make a life income gift?



Gail is a graduate of Maine (Engineering Physics 1960) and received her master's degree in Physics at Ohio State in 1962. Ben received his B.S. degree in Chemical Technology from Iowa State College in 1958 and his Ph.D. in Organic Chemistry from Ohio State in 1962.

"We recognize the importance of higher education in our lives and desire to give back something in return for our superior educations. The background in chemistry that Ben received at Iowa State made life in graduate school a lot simpler. We have chosen a charitable gift annuity to Iowa State as part of our commitment to support each of our Alma Maters. The steady stream of income from this annuity will ensure a reliable source of support along with our retirement benefits from TIAA-CREF. Many financial advisers recommend that a portion of retirement income be annuitized. By establishing a charitable gift annuity to Iowa State we have combined the best possible outcome for us and Iowa State."

— Ben and Gail Plumer

"Iowa State has meant a lot to me ever since I enrolled in 1952. It prepared me for a 30 year career as a county extension home economist as well as a homemaker, and now a community volunteer. I felt one way I could "pay back" what I was given was by providing a gift annuity. And, the payment rate on the annuity (7%) is also good for me."

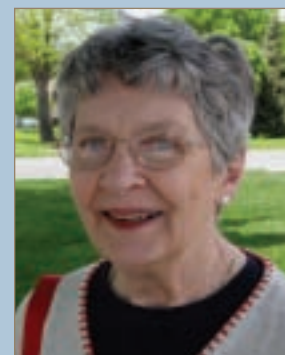
— Sally Ebling,  
B.S. 1956



"My husband, Craig, and I have had strong connections to Iowa State since our marriage when he was a student. Through the 28 years he was on the faculty, the years when our five children earned degrees at ISU and the years when I was a secretary on campus, my appreciation for the University was deepened.

In 2003, Craig and I wanted to support an endowment for Morrill Hall. We studied the tax and income advantages of a charitable gift annuity (CGA) and made a decision to establish our first CGA on my life. The process was easy to complete, so much so that this June we established an annuity on Craig's life. His gift will provide support for teaching facilities and equipment in the Agricultural and Biosystems Engineering Department."

— Janet Beer



## WORKSHOP FEEDBACK

Did the *Giving with Purpose* workshop cause you to think differently about philanthropy?

- *This workshop inspired me to think about how to leverage current philanthropy efforts for maximum effectiveness.*
- *I realize things I care about are not included at this time in our giving plan.*
- *I'm going to talk to my family about our legacy.*

On May 13, 2008, the Iowa State University Foundation hosted the Women & Philanthropy workshop entitled *Giving with Purpose*. The event was extremely well received, with 96 percent of respondents indicating that their future philanthropy will be more focused as a result of this workshop. To the left are a few of the comments we received.

# ISU Alum Makes Gift to Support Life-Long Passion

102-year-old Laura Heddleson recently made a \$200,000 gift to Iowa State University's College of Human Sciences. The ISU alumna's gift will support faculty and students interested in work with the ISU Cooperative Extension Service, an area to which she dedicated most of her career.

"I always felt that my work with extension was important," said Laura. "My goal was to help people learn ways to make their lives better, to help them earn a decent living and live decently."



*Laura Heddleson  
1932, senior at Iowa  
State College*

Laura grew up on a farm near Strawberry Point, Iowa. Her career as an educator started with her first job out of high school teaching in a one-room school house in Delaware County. In 1932, she earned her bachelor's degree from Iowa State University in home economics. A few years later, in 1936, she transitioned into work with the cooperative extension service.

"In Mahaska County, I was the first home demonstration agent for extension. I went to people's homes and taught women how to sew, clean and preserve foods, lots of different things," said Laura. "It was a different world at that time — women didn't drive, there was no television or radio. I felt it was a necessary way of teaching women to earn a better living and become better homemakers."

As a woman in this field, it was evident that Laura was independent and adventurous. But it was her passion and belief in what she was doing that also made her a trailblazer.

"I had to overcome a lot just to get people's attention and get them to take part in the programs," Laura said. "You had to work at it. Things developed and changed so fast that if you were going to help families, you had to keep one step ahead."

Over the years, Laura worked with the Cooperative Extension Service in Iowa, Illinois and Kentucky. In 1970, she retired after more than 34 years in the profession.

"It was rewarding," Laura said. "I watched lots of women go out and take leadership roles with groups like the local homemakers, the Parent Teachers Association and 4-H clubs. That was really satisfying."

Laura was involved with many professional organizations such as the American Home Economics Association, the Epsilon Sigma Phi extension fraternity, the National Federation of Retired Federal Employees and served as president of the Home Agents Association in Illinois.



*Laura Heddleson 2008, BS 1932 Home  
Economics*

**"My goal was to help people learn ways to make their lives better..."**

In retirement, Laura explored her other passions, such as traveling and visiting elder hostels. Today, she lives in a retirement community in Kentucky and is excited to know her recent gift will provide support to individuals interested in a career in extension or community outreach, an area that remains close to her heart.

If you would like more information about making a gift or commitment to Iowa State University, please contact the ISU Foundation Office of Gift Planning at 1.800.621.8515, e-mail [giftplanning@foundation.ias-tate.edu](mailto:giftplanning@foundation.ias-tate.edu) or visit our Web site at [www.isugift.org](http://www.isugift.org).



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## *glad you asked* with Pat Moline

### *Why is the charitable gift annuity so popular with ISU donors?*

The charitable gift annuity (CGA) provides you with a dependable annual fixed income for life (part of which may be tax-free), plus you receive a substantial income tax charitable deduction in the year you make the gift. You can fund your CGA with cash or appreciated securities for as little as \$10,000, and they are so easy to set up that some donors do so over the phone. Donors also appreciate the soundness of the CGA because the annuity payments are backed by the general assets of the ISU Foundation.

### *When is the best age to start a charitable gift annuity?*

Charitable gift annuities are a suitable gift for a wide range of ages. Donors who have retired may prefer the regular CGA that provides an income right away. But donors who are still working may want a deferred gift annuity that postpones payments until a later time. Many executives and professionals like the idea of a deferred gift annuity because they receive an income tax deduction for the charitable contribution right now, and the payments years later at a higher payout rate as compared to a regular gift annuity. It's also a great way to support our work and supplement future retirement income when retirement plan contribution limits have been reached.

*If you have questions for Pat, please feel free to call her at 1.800.621.8515 or e-mail at [pmoline@foundation.iastate.edu](mailto:pmoline@foundation.iastate.edu).*



## Make your Philanthropy Count: One Gift, Two Key Benefits

More and more of our friends are implementing life income gift plans, and there's a reason why: One gift results in two key benefits.

The first to benefit is the one who makes the gift. A life income gift plan provides an income you can count on. These plans are easy to set up, and there are no renewal requirements or details demanding your attention in future years. You also benefit through an income tax charitable deduction for the year of the gift.

The second to benefit, of course, is Iowa State University. Your gift helps the department or program of your choice continue and improve the important work you care about most. Indeed, the quality of the Iowa State University education experience is greatly enhanced through the support of our friends.

A life income gift can be a particularly satisfying way to meet your goals and needs. Why not contact us to see how you might make your philanthropy count through a life income gift?



### Your Gift Planning Team (l-r)

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