

Carolina CORNERSTONE



Fall 2018



ENDOWED SCHOLARSHIP DINNER

Reinforces Message of Opportunity



Dick and Lenore Taylor, Jillian Shippee, Carly and John Medwin, Coach Harlis Meaders, Darryl Shaw, Nicole Greene, Joey Souza, Don Hardison

Every year, approximately 250 student-athletes get the privilege of enjoying a dinner here on campus along with the donors that support them. It is truly overwhelming to be in the presence of a group such as the Educational Foundation's scholarship donors; a group of people who show never-ending love, support and encouragement towards all Tar Heel student-athletes. In fact, the term "group of people" does not even appropriately address the donors and student-athletes, more accurately put, this is a family. And I find incredible honor in the fact that I get to call myself a part of that family. My name is Joey Souza and I am a senior on the Track and Field team.

Being a first-generation college student, I can't explain the difference that this opportunity has made for my family or me. Growing up, college was never discussed because it just wasn't financially feasible. But as soon as the potential for a scholarship came into view, everything changed. In the fall of 2015, that possibility became a reality when I started

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Opportunity

Donors with 50+ Years of Support

Leaving a Legacy through
Your Estate

Words from Associate
Executive Director – Scholarship
& Legacy Gifts

Upcoming Dates to Remember

SUE WALSH

*Associate Executive Director -
Scholarship and Legacy Gifts*

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my first day as a Tar Heel. It is difficult to imagine that was four years ago. The education, the opportunity, the joy, the challenges, and the people, that my UNC experience has given me will forever change my life and my future.

The other crucial members of this Tar Heel family are my personal donors. Dick and Lenore Taylor and John and Robin Beynon made the entire experience a reality for my family and me. Because of their incredible love for this University and those of us who represent it, as well as their immense generosity, I was given the chance to attend the best University, get the best education and grow close to some of the best people I've ever known. There is nothing I could do or say to repay them for the support they have given me, but it will forever be cherished.

The scholarship donor dinner is one of the best events that the Rams Club hosts. Donors and student-athletes have the opportunity to share stories, discuss the future and hear encouraging words from other Carolina Athletics alumni. There is no other better picture of us being a Tar Heel family than there. Thank you Mr. and Mrs. Taylor and Mr. and Mrs. Beynon, and on behalf of all student-athletes thank you donors. Go Heels!

Joey Souza

UNC Track and Field '19



Janelle Bailey, Taylor Koenen, Gary and Susan Bowman, Emily Cook, Gene Grigg, Sylvia Crawley, Emily Sullivan, Madinah Muhammad

We are honored to be able to provide a scholarship to a Women's Basketball player every year. Attending the scholarship dinner is a special benefit to which we always look forward. It provides us with the opportunity to meet and get to know our recipient and her teammates in a relaxed atmosphere outside of the competitive arena. We also enjoy being able to follow them in their personal lives as they enjoy their college experience and even after they have graduated. It is very gratifying to know that we are able to play a small part in cultivating Tar Heels who may have never had the chance to attend our great University.

Gary and Susan Bowman



Caroline Hauder, Janis Hape Dowd, Judy Wilkins, W.L. Pryor, Sue Walsh, Charles Wilkins, Kate Boyer, Heidi Lowe, Mary Lille Wilkins, Nick Loomis

Being a student-athlete scholarship donor is much more than giving money. We are afforded the opportunity to understand the character and enjoy the enthusiasm of our scholarship recipients through the Scholarship Donor Dinners. The dinners create opportunities to meet many outstanding young people who happen to be athletes and who express appreciation for the financial support afforded them as they earn an education at an exemplary university.

We are inspired by the speeches of current and former athletes, by learning of the obstacles these students overcome to achieve success and by observing the spirit with which they approach their futures. The dinners emphasize to us the benefits of sponsoring scholarships that really make a difference.

Charles and Mary Lillie Wilkins



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WILLIAM FULLER

Although I grew up in Chesapeake, Virginia, my family was full of huge North Carolina fans. When the time came for me to choose a school, the die was cast for me to choose Chapel Hill.

While there, I was paired with a ‘foster family’ that would have me over for dinner and host me on weekends when I could not return home. That family was the family of Educational Foundation President Moyer Smith. Because of this, I got a first-hand look at how the Foundation works, and learned that scholarships are not paid from ticket sales and TV money, but from private donors.

I worked part time with the Foundation while finishing my degree, and realized if I’m going to ask people to give, I need to put my money where my mouth is. I was inspired to endow a scholarship.

My experience at Carolina was incredible, and now I have a chance to help a future UNC student-athlete realize his dream. Athletic scholarships change

lives by opening up opportunities for higher education and personal/professional development to more individuals and families. Your dollars make a difference. They made a huge difference in my life. It’s important to invest in young people.

It’s a cliché, but our student-athletes are the future. As you get older you get wiser, and you realize you’re standing on the shoulders of so many people. I’m happy to provide that foundation today to others.”



The loyalty of our donors, in particular those donors who have supported us for 50 years and longer, has allowed us to continue to scholarship 450-500 student-athletes each year. That team of support will be relied upon in a big way during the remaining years in The Campaign for Carolina, a campaign in which The Educational Foundation is playing a significant role and one which is expected to be the largest in school history.

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Estate Gift Feature

EVELYN LLOYD



Evelyn Lloyd recently celebrated a milestone few others can claim. Standing on the 50-yard line at Kenan Stadium, Lloyd was recognized as a 50-year member of the Rams Club. In 1968, Evelyn began making gifts of \$25 dollars every two weeks. Soon after, she developed a relationship with Ernie Williamson, who encouraged her to do what she could, when she could, for Carolina Athletics. Evelyn, the owner of and pharmacist at Lloyd's Pharmacy in Hillsborough, takes her responsibility to the communities she serves seriously—as a pharmacist, as a Town Council member, as a local historian, and as a born and bred Tar Heel.

A lifelong resident of Hillsborough, Evelyn worked the soda fountain at James Pharmacy on Saturdays while her father filled prescriptions. Although this kept them away from Saturday games at Kenan Stadium, they religiously listened to the Carolina football radio broadcasts.

Eventually, Evelyn and her father were, on occasion, able to attend games, but it wasn't until Evelyn was out of school and working as a pharmacist herself that she became a season ticket holder for both football and basketball.

Evelyn has relished the benefits of Rams Club membership and enjoyed season tickets for football and basketball for most of her adult life. "I gave out of selfishness— I really wanted the seats and the points!" When it came time for Evelyn to think about her estate plans, she had a conversation with her father to discuss the people and organizations that mattered the most to their family. Carolina was a priority on both of their lists.

Evelyn's estate plans were in place for many years before she shared her intentions with Ken Mack, Rams Club Associate Executive Director – Lead Gifts. Ken encouraged Evelyn to share her plans across Carolina— so that her intentions could be celebrated, but to

also ensure that her wishes on how her future gifts would be used were clear.

She worked with Ken Mack, and Carolina's Office of Gift Planning, to update her bequest language to clearly reflect where she wants her future charitable gifts to Carolina allocated and for what specific purposes: the Rams Club, to support the Scholarship Endowment; the Pharmacy School, to support Beard Hall; and Wilson Library, to support the Carolina Collection. Her areas of support are very personal— they honor her father, her mother, and the family's relationship with the University and their hometown.

A bequest is one of the easiest gifts you can make to significantly impact our work. Bequests can be made through your will or trust or through a beneficiary designation of retirement accounts or other financial accounts.

To request sample bequest language, or learn more about estate planning strategies and the impact your gift could have on The Educational Foundation, Inc., please contact Sue Walsh at the Rams Club (919-843-6413 / sue@ramsclub.com) or Beth MacKethan in the Office of Gift Planning (919-962-6628 / bmackethan@unc.edu).



Dear Legacy Donors,

The Carolina student-athlete experience begins for many with a scholarship – an opportunity to receive a world-class education, and to compete at the highest level of competition. That opportunity happens because of Educational Foundation legacy donors such as you!

Many student-athletes would not be able to attend a school like the University of North Carolina without the support donors like you provide through scholarships. And that includes me. I was the youngest of five children. My father was a teacher and my mother stayed at home to care for my four brothers and sisters and me. My parents simply did not have the resources to send me to such a world-renowned institution as Carolina.

I was offered a full scholarship to swim at many great swimming schools at the time. However, women's athletics were governed by the Association for Intercollegiate Athletics for Women, not the NCAA, and we had to pay for our own recruiting trips. I only took one, and that was to UNC. My decision was made after that one visit!

Because of the amazing educational and athletic opportunities I was given as a student-athlete, I knew I had to give back and the best way I knew how was to join the Rams Club and join the Rams Club staff. I'm now in my 30th year and my primary focus remains on endowed scholarships.

I can say with confidence, that not only did my scholarship impact me for the four years I was a student-athlete, but it equipped me with the skills that have allowed me to succeed as a professional, and, it motivated me to do all that I can to make sure those same opportunities are available to Tar Heel student-athletes for many years to come.

The Scholarship Endowment was founded in 1968 through the foresight of Carolina supporters who believed in providing the best student-athletes with a chance to come to Carolina. As the Scholarship Endowment winds down its 50th year anniversary in 2018, we look to secure the foundation of our student-athlete scholarship program and ask you to help us. This year alone, we are providing opportunities to more than 500 young men and women, including those competing in one of our 28 varsity sports, those who are no longer able to compete due to a career-ending injury, as well as those who have come back to complete their degree as part of the Complete Carolina initiative.

Sometimes what our donors do, and why they do it, gets lost, but when it comes down to it, it's very simple – you are providing an education, and in many cases that education is being provided to someone who wouldn't otherwise have had the chance to go to college. Your contributions provide student-athletes from any background, who dream of competing in Carolina Blue, the opportunity to receive a UNC education...student-athletes just like me.



GO HEELS!

Sue Walsh

Associate Executive Director – Scholarship & Legacy Gifts



2019 DATES TO REMEMBER

JANUARY 15, 2019

Point Priority Deadline for ACC/ NCAA
Men's Basketball Tournaments

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JANUARY 15, 2019

Winter Endowed Scholarship Donor Dinner



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Receive Income While You Give

In July 2018, for the first time in six years, the American Council on Gift Annuities approved an increase in its suggested maximum payout rates for charitable gift annuities (CGAs). In addition to locking in a higher income stream than previously available, a portion of the CGA — in most cases — will be income-tax free. If you are interested in learning more about CGAs and how you and/or a loved one can receive a fixed income stream while benefiting Carolina's student-athletes by naming The Educational Foundation as the beneficiary of the CGA, please contact Associate Executive Director - Scholarship & Legacy Gifts Sue Walsh at sue@ramsclub.com or Director of Gift Planning Beth MacKethan at bmackethan@unc.edu.

The Carolina Forever Planned Giving Society

Creating a Carolina Forever planned gift provides an opportunity for donors to leave a lasting legacy and ensure the future of Carolina Athletics. Such a gift may allow the donor substantial tax benefits while also providing generous support to Carolina's athletic programs. Deferred gifts often allow donors to make an even greater impact without giving up control of their assets and can be used to make a commitment to the scholarship program during the university-wide Campaign for Carolina. Any donor who designates The Educational Foundation as a beneficiary of a deferred gift, irrevocable or revocable, and who submits proper documentation of his/her gift, will become a member of The Carolina Forever Planned Giving Society.