

Carolina

CORNERSTONE

Spring 2019



Donor Spotlight

STEVE AND DEBBIE SMITH

Make Gift of Remainder Interest to Support Scholarships



Steve and Debbie Smith have adored their home near the Forest Theater in Chapel Hill since they bought it in 2003. With great care, they restored and updated the historic cottage, which once served as a retreat for Bill Friday. The home has been their primary residence since Steve retired in 2016, and it doubles as a business office for Debbie who is still an active travel agent.

The Smiths have a mutual love of Tar Heel athletics. Steve graduated from Carolina and Debbie from ECU - but she is no Pirate. In fact, while Steve is able to approach Carolina Athletics' wins and losses through a philosophical lens, Debbie is rabid in her fandom!

The Smiths' cottage is in a great location to host fall tailgates for their Carolina Football family and to walk to Kenan Stadium as kick-off approaches. Those that gather for the parties are long-time friends Steve and Debbie met while he was a student at Carolina and newer friends - most of whom they first met in their football seats in Kenan. They eagerly await the 2019 football season with Coach Brown. You never know, the re-

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Words from Associate
Executive Director -
Scholarship & Legacy Gifts

SUE WALSH

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Scholarship and Legacy Gifts*

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THE RAMS CLUB

THE EDUCATIONAL FOUNDATION

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energized program and the fan base may just result in new friends for Steve and Debbie, and a bigger party on game days in Chapel Hill!

As the Smiths began to consider their estate plans, they knew they wanted proceeds from their home in Chapel Hill to support the programs they care about, and to honor the community they have built around their love of Carolina Athletics. With that in mind, the Smiths made a gift of a remainder interest in the cottage to support The Educational Foundation. Steve and Debbie were thrilled to make a gift that will significantly impact The Educational Foundation Scholarship Endowment in the future while enjoying the tax benefits of that gift today.

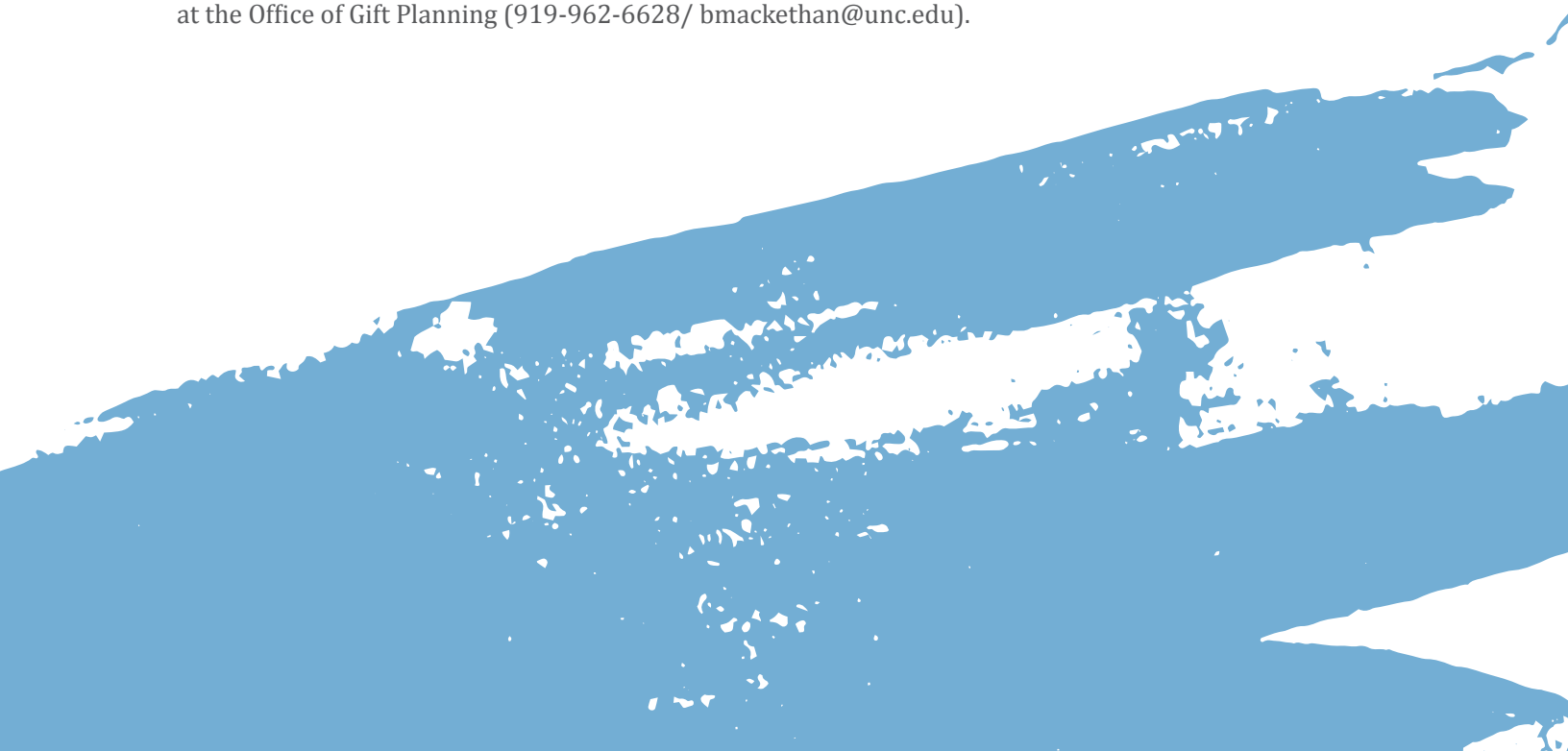
The Smiths have additional plans for The Educational Foundation and the other charitable organizations they care about, but they wanted to enjoy the tax incentives of their gift while it could still provide the opportunity for valuable tax savings.

Gifts of real property, like a remainder interest in real estate, can make a significant impact for the areas at Carolina you care most about. Examples include: your home, vacation property, vacant land, farmland or commercial property.

There are a number of ways to make philanthropic gifts of real property. Each strategy offers different advantages that may align with your circumstances and goals. By making an outright donation of real estate to Carolina, you may avoid capital gains taxes on the appreciated value and receive a charitable deduction as well. Your gift of real estate could also be used to fund a Charitable Remainder Trust, which could pay you and/or loved ones income for life, or a period of years. Or, like the Smiths, you could make a gift of a retained life estate, in which the donor gifts their real property to Carolina, but retains the right to live in the property for the remainder of their lives.

All gifts of real estate – whether outright gifts during your life, or made through your estate—are subject to the approval by the University’s Real Property Committee.

To learn more about gifts of real estate 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 at the Office of Gift Planning (919-962-6628/ bmackethan@unc.edu).



Former Student-Athletes Feature:

MCFARLANE FAMILY LEGACY



Here at Carolina, we talk a lot about legacies - the legacy that Dean Smith created, the dominance of our women's soccer team, and our donors' legacy of giving, to name a few. We have also had a number of athletic legacies created when a son or daughter of a former student-athlete attends UNC and participates in one of our 28 sports. The most recognizable may be Mark and Luke Maye, Kenny and KJ Smith, Phil Ford and his daughter Tyler, but a very special legacy was created by the McFarlane family as well. Marilou McFarlane (nee Heavner), a Chapel Hill native, ran cross country for the Heels in the early 80s and earned her B.S. in Business Administration in 1983. After graduating from UNC, she began working for Turner Broadcasting in Atlanta and later moved to San Francisco where she met her husband Craig, a former football player at UC Davis. Despite living on the West Coast, Marilou and Craig raised their two daughters, Kelly and Darcy, as Tar Heels. They came back to North Carolina to visit family each year and because the girls were passionate about the sport of soccer, they would often attend games that the Carolina women's soccer team was playing in California. "We are Tar Heels born and bred, and grew up as proud Carolina fans on the West Coast...we were UNC soccer fans through and through," noted Kelly.

While the McFarlane girls played other sports growing up, both Kelly and Darcy gravitated to soccer at a

young age and like many young girls, they had dreams of playing for UNC one day. Darcy remarked, "I went to a game at Fetzer when I was really little, and didn't have any paper for the players to sign, so I had them sign my arm with permanent marker and held my arm out of the shower for about a week! I also had Heather O'Reilly sign my cleats when the team played out in California, and when I grew out of them, I slept with them in my bed for good luck before games!" The seed had been planted. Although attending school so far from home was difficult at times, there was plenty of family in Chapel Hill to help them feel at home. "We always had a home game cheering section that included some combination of grandparents, aunts, uncles, and cousins wearing "McFarlane" t-shirts," Kelly noted.

Kelly chose UNC because of its combination of academic and athletic excellence, something that both she and Darcy were looking for in a college. While attending games and visiting as a recruit, she also saw first-hand how the soccer program at UNC is really like a family. "There is a culture of winning, but also a culture of having fun and caring for one another, and the more I saw, the more I knew it was something I wanted to be a part of."

Darcy followed her sister three years later to Chapel Hill so the McFarlane sisters had the opportunity to play together as Tar Heels for one year. One has to wonder whether Kelly influenced Darcy's decision to attend UNC. "She didn't try to convince me either way other than letting me know that if I went to any other school and played against her at UNC, they would crush us!" Darcy said with a laugh. As you could imagine with four athletes in the family, the McFarlanes were pretty competitive. "Our family had to stop playing board games when we were little because it would always end in someone throwing the board across the room in anger (I don't think we ever finished a game to the end, and probably never will)" laughed Darcy.

That competitiveness is something that caught the eye of Head UNC Women's Soccer Coach Anson Dorrance,

as did Kelly's and Darcy's potential for leadership. Kelly remarked that her competitive fire was fueled at Carolina by Anson's "competitive cauldron" (a term that he often uses to describe a player development tool used to motivate players to achieve higher levels of performance), although it appears she needed little outside motivation to improve. She simply loved the game and had a tremendous desire to work hard at it. Kelly was a very active participant in the Baddour Carolina Leadership Academy, having risen to one of its highest levels. She was selected as a team captain her senior season and the skills she learned have allowed her to take on leadership roles post-graduation, including that of co-president of her medical school's chapter of the Association of Women Surgeons.

was able to embody," remarked Darcy. "While being a leader who emotionally supports their teammates as people is crucial to earning their respect, you also have to be relentless in holding the team to the highest of standards...."

By all accounts, Kelly and Darcy have taken many of Anson's lessons to heart, including the one about "living on a never-ending ascension," and continually striving to be their best on and off the field. And that they have. Carolina encourages its student-athletes to be involved in the community. Kelly was the team representative for Carolina Outreach during her junior and senior years. She was also involved in Carolina Dreams and volunteered with UNC Hospitals through their college volunteering program. Because of her

"I am so grateful to the Rams Club for enabling Darcy and me to attend Carolina with little financial burden on our family. We loved our four years as student-athletes at UNC and we could not have asked for a better college experience – the lessons learned and the remarkable people we met along the way will forever have an impact on our lives." - Kelly McFarlane

Darcy also commented that her competitive fire "as Anson would call it" was her best quality. It didn't matter if she was going up against a bigger, faster, stronger or more skilled player, she would never accept being outworked or out-competed. In her Carolina bio, Anson also referred to Darcy as an exceptional leader, a quality that Darcy attributes largely to the core values Anson and his staff instill in their players. The most impactful leadership lesson Darcy feels she learned was through a quote from the core value "galvanizing" that describes Abraham Lincoln – "Not often in the story of mankind does a man arrive on earth who is both steel and velvet, who is as hard as rock and soft as drifting fog, who holds in his heart and mind the paradox of terrible storm and peace unspeakable and perfect."(Carl Sandburg). According to Anson, Kelly and Darcy personified the idea that leaders don't need to be liked, but they do need to be respected, "They both live my favorite description of what I consider the best qualities in elite female leadership. They were aggressive warriors on the field and gracious, caring human beings off the field." "Being able to balance the "hardness" and the "softness" of leadership is something I learned over time, and think I eventually

commitment to service, Kelly won the ACC Top 6 for Service Award her senior year, "It was one of the most meaningful acknowledgements I've ever received." Not to be outdone by her older sister, Darcy was also her team's Carolina Outreach representative. During her junior year she helped coordinate a relay among her team, where they each fundraised to run a segment of a 20-mile distance around Chapel Hill. They raised over \$5,000 for the Vs. Cancer Foundation. She also helped coordinate a Childhood Cancer Awareness game, where both the Carolina Women's Soccer team and the opposing team wore yellow wrist tape to raise awareness and fundraise for a charity, Alex's Lemonade Stand Foundation.

Both Kelly and Darcy played soccer professionally after graduating from UNC and are now on amazing trajectories. Kelly is in medical school at Harvard and was recently awarded a Knight-Hennessy scholarship that fully funds graduate-level work in any field at Stanford. She will take a year off from medical school to obtain her MBA in Palo Alto. Kelly received her B.S. in Public Health, majoring in Health Policy and Management and minoring in Chemistry. She wants to work clinically, perhaps as a pediatric surgeon, but

also hopes to utilize her business degree to work on inter-disciplinary teams to improve how we deliver healthcare in the US. Her goal? “To think differently and to make a difference in healthcare.” Darcy graduated with a B.S. in Business Administration in 2016 and played soccer in Europe post-graduation. She is now in her second year as a Brand Manager in Microsoft’s Cloud Marketing business, as part of a two-year marketing rotation program.

It’s no wonder the two have pursued their respective fields. Their father Craig is a firefighter and paramedic. His passion inspired Kelly to consider going into medicine. Their mother Marilou is the former CEO of Edufii (CoachNow) and was North America President of STATS Sports, both sports technology companies. She is now a consultant in the sports tech industry and leads a nonprofit she founded, Women in Tech Sports. According to Darcy, Marilou inspired her because of her drive, commitment and ability to lead. “The “galvanizing” leadership quality I mentioned earlier, is perfectly embodied by her, as she makes everyone she meets feel heard, and valued, while never faltering in her values and in what she believes.”

From the sounds of things, Carolina and Anson Dorrance were the perfect fit for Kelly and Darcy McFarlane. The lessons they learned from their head coach mirrored those that they were taught at home. According to Darcy, Anson simply codified them and paired them with quotes that brought them to life, giving his players a way to articulate them and apply them more directly in their daily lives.

One final lesson they most certainly learned through their parents and their experience at Carolina is that of gratitude as expressed by Kelly, “I am so grateful to the Rams Club for enabling Darcy and me to attend Carolina with little financial burden on our family. We loved our four years as student-athletes at UNC and we could not have asked for a better college experience – the lessons learned and the remarkable people we met along the way will forever have an impact on our lives. My scholarship donor and I have stayed in touch to this day. He continues to check in and offers to help me in any way he can. I cannot say enough how much I appreciate his support in enabling me to attend Carolina and his continued support today.”



2019 DATES TO REMEMBER

APRIL 30

Point Priority Deadline for Season Football Tickets

APRIL 30-MAY 23

Tar Heel Tour events

April 30	Charlotte
May 1	Winston-Salem
May 3	Chapel Hill Hickory
May 6	Greensboro
May 7	Greenville, NC
May 8	Atlanta
May 9	Raleigh
May 23	Wilmington

AUGUST 31

Football Season Opener vs South Carolina in Charlotte

SEPTEMBER 20

Fall Endowed Scholarship Donor Dinner

Donors whose endowed scholarships are recognized in the following sports will receive an invitation to attend this event: men’s and women’s basketball, men’s and women’s cross country, men’s and women’s fencing, gymnastics, men’s and women’s lacrosse, men’s and women’s tennis, men’s and women’s swimming & diving, men’s and women’s track & field and wrestling (note: women’s golf will be scheduled to attend the winter dinner).

2019 Winter Scholarship Dinner

SCHOLARSHIPS=OPPORTUNITIES



January 2015, 2019 was the date of the winter endowed scholarship donor dinner held at the Loudermilk Center for Excellence. Nearly 250 scholarship donors enjoyed meeting their scholarship assignees for the first time, or perhaps spending time with them for the last time in the case of the graduating seniors. The message that was shared by the student-athlete speakers, both current and former, was the same, "Scholarships provide the gift of opportunity." The comments below were presented by Marissa Creatore, a rising senior on the field hockey team.

Good evening and on behalf of the 2018 NCAA National Championship field hockey team, welcome! My name is Marissa Creatore and I am honored to share my story with all of you tonight.

I remember the exact moment that I became a Tar Heel. In fact, I'm sure we all remember that moment. Whether it was receiving your letter of admission or stepping foot on campus for the first time, there was a moment for each of us when Carolina became home.

My moment took place in second grade. I was the new girl, having just moved to Chapel Hill from a small town in Ohio. Things were going well, and I was starting to enjoy my new school.

But, on what I thought was an ordinary February day, a day that I now know is the hottest rivalry in college hoops, I was met with looks of confusion and concern when I walked into class wearing yellow amidst a sea of blues. My new classmates asked, "UNC OR DUKE?" I could tell this wasn't one of those situations where you could shrug your shoulders and say "I love them both!" or "I'm an Ohio State fan." So, naturally, I looked around the room at all the shades of blue and made the obvious choice. The prettier blue. "UNC." I said. "I'm a huge UNC fan."

Well, little did I know that one little split second decision I made in second grade would become the best decision of my life. From that day forward, Chapel Hill was home and UNC was my team. So when Coach Shelton agreed to take a chance on a little hometown girl with a big dream, I was just ecstatic to be able to represent my home and wear a Carolina jersey.

I had no idea that a few years later, I'd be hoisting a national championship trophy in the air or stepping foot into a brand new state of the art facility. I had no idea about the sense of pride I'd feel when wrapping my arms around my teammates and singing the alma mater with a swarm of Carolina fans. And I had no idea that my teammates



would become my best friends and that my team would have a bond that will last for the rest of our lives. But I did know one thing; that I love this place. And that everyone that is a part of the University of North Carolina loves this place, too. And that feeling....is pretty special.

Thank you for all you do and for giving my team, along with many others, the opportunity to experience this beautiful place and call Carolina home forever.



Front Row L-R: Gene Anderson, Susie Prevette, Coach Brian Kalbas, Alle Sanford, Tom Chewing
Back Row L-R: Jessie Aney, Choloe Oullet-Pizer, Sophia Patel, Cameron Morra, Tim Smith



Front Row L-R: Raleigh Clark, Diane Aldridge, Coach Joe Sagula, Rusty & Randy Myer
Back Row L-R: Cheryl & Ken Williams, Destiny Cox, Skylar Wine, Katharine Easterly



Front Row L-R: Gary Burns, Carol Grizzard, Vernon Grizzard, Louise Sloan, John Sloan
Back Row L-R: Raul Aguilera, Jeremy Kelly



Front Row L-R: Vaughn Moore, Coach Mike Fox, Austin Bergner, Debbie & Steve Vetter
 Back Row L-R: Danny Serretti, Joey Lancellotti, Caleb Roberts, Blair Barker, Kelli Holmes, Michael Busch



Front Row L-R: Greg Ellison, Jennie Ellison, Leah Murray, Sierra Parkinson, Hannah Nommenson, David Green
 Back Row L-R: Destiny DeBerry, Brittany Pickett, Hannah George, Katie Grace Olinger



Front Row L-R: Laura Naylor, Abby Hudspeth, Harriett Herring, Susan Gaca, Sally Stanley
 Back Row L-R: Charlotte Melgard, Cassandra Weatherford, Allen Hammonds, Caleigh Sewell, Coach Haney, Beth MacKethan

WHY WE ARE PROUD TO BE TAR HEELS

DURING THE 2018 FALL SEMESTER:

19 CAROLINA STUDENT-ATHLETES HAD A PERFECT 4.0 GPA, WHILE ANOTHER 403 HAD A 3.0 OR HIGHER.

188 STUDENT-ATHLETES MADE THE DEAN'S LIST

(Students must have a 3.5 GPA or higher with at least 12 credits of graded coursework.)

The following student-athletes were inducted into **Phi Beta Kappa**, the nation's oldest liberal arts and sciences honorary society (The quality point average of the graded liberal arts and sciences coursework must be at least 3.75):

Jamie DeCicco (Gymnastics)

Morgan Goetz (Field Hockey)

Ashley Smith (Women's Cross Country)

Lauren Weisel (Gymnastics)



MORE THAN HALF OF OUR VARSITY TEAMS HAD A TEAM GPA OF 3.0 OR BETTER

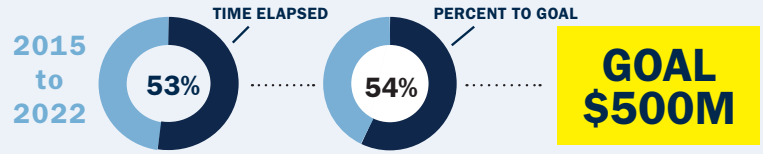
THE CUMULATIVE GPA FOR ALL OF OF OUR STUDENT-ATHLETES COMBINED WAS
2.96



CAMPAIGN FOR CAROLINA ATHLETICS

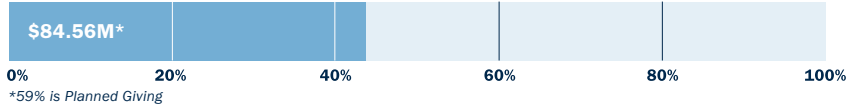
Information accurate as of March 31, 2019

\$272.4M
TOTAL CAMPAIGN ACTIVITY



CAMPAIGN FUNDRAISING PROGRESS BY PRIORITY

SCHOLARSHIP ENDOWMENT – 42% OF \$200M GOAL



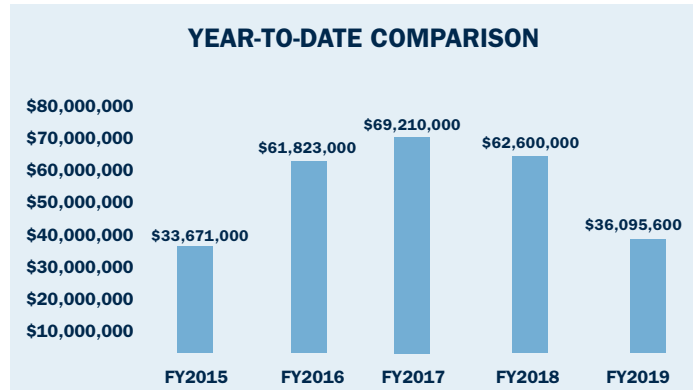
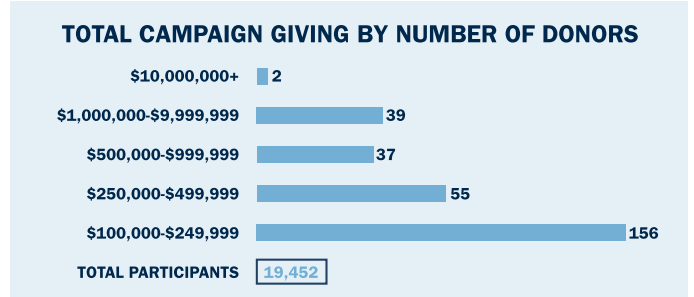
CAPITAL PROJECTS – 71% OF \$115M GOAL



TEAM SUPPORT – 58% OF \$65M GOAL



ANNUAL FUND – 57% OF \$120M GOAL



*Gifts in the amount of \$9M were grandfathered into this campaign period.

FY2019 TOTALS

	FY2019 GOAL	FY2019 RAISED TO DATE	PROGRESS TO GOAL
SCHOLARSHIP	\$25,000,000	\$10,300,000	41%
CAPITAL PROJECTS	\$24,700,000	\$9,800,000	40%
TEAM SUPPORT	\$2,500,000	\$5,065,000	203%
ANNUAL FUND	\$14,800,000	\$10,930,600	74%
TOTAL	\$67,000,000	\$36,095,600	54%

Dear Legacy Donors,

It's difficult to imagine that I am in my 30th year as a member of The Educational Foundation/Rams Club staff.

Some things are no different than when I first started; others have changed dramatically. I still work at the best University in the country, that boasts one of the best Division I collegiate athletic programs in the nation, and I am still focused on ensuring that our current student-athletes and those we have yet to recruit will have the same opportunities as I did.

But what is different is the number of sports for which we offer scholarships, the number of scholarships that we provide, and the cost. Now that "Mack is Back", I thought it might be interesting to see how the costs differ today from when Coach Brown first arrived in Chapel Hill in 1988.

At that time, the cost of an in-state scholarship was about \$4,500 while an out-of-state scholarship was approximately \$8,100. The total cost for all scholarships? A mere \$2.1M. For the current academic year those costs have risen to approximately \$25,200 for an in-state grant and nearly \$52,500 for out-of-state. The total cost has risen more than 800% to \$17.5M.

We added women's lacrosse and rowing, as well as increased the number of scholarships in a number of different sports. We are providing athletic scholarship support to approximately 120 more student-athletes today than we did when Coach Brown was in his first year, the first time.

Although it's a testament to the generosity of our donors, we simply can't continue at this pace without additional support. Donors, we are at the halfway point of the University's Campaign for Carolina. Scholarships remain our top priority with a goal of \$200M. We are 40% of the way there. I'm too competitive of a person to be satisfied with being 40% toward our goal when 50% of the campaign is behind us.

We need your help. All of you are legacy donors, whether you endowed a scholarship, named The Educational Foundation as the beneficiary of a deferred gift and/or have been members for 25 years or more, and there are many ways you can add to that legacy.

If you are an endowed scholarship donor, I would like to personally ask that you consider adding to your scholarship. Many of you already have, thank you! You can do so not only by an outright gift, but also by a deferred gift such as a bequest. If you aren't, you can still have an impact on our scholarship gap by making a gift, in any amount, to the Campaign Endowment Fund. Simply contact any one of our Educational Foundation/Rams Club staff members or me for assistance.

This is one of the best investments you can make. You are providing an education to a young person. In many cases that education is being provided to someone who wouldn't otherwise have had the chance to go to college.

If you haven't heard it enough, let me say it again, "Donors, what you do truly changes lives." Thank you!



GO HEELS!



Sue Walsh

Associate Executive Director – Scholarship & Legacy Gifts



Note: Contributions to the Scholarship Trust will be rewarded with a 40% point bonus during the campaign.



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Front Row L-R: Charles & Mary Lillie Wilkins, WL Pryor, Judy Wilkins

Back Row L-R: Billy Dee Greenwood, Sue Myers, Jean Rae Hinton, Beau Corrales, Hugh Hinton, Dan Myers