# Carolina CARNERSTONE CORNERSTONE Fall 2019

"WE CERTAINLY THINK ABOUT THE
8CHOLARSHIPS. THERE'S ALSO AN
OPPORTUNITY, I THINK, TO FUND
THE EXTRA THINGS THAT
SOMETIMES MAKE A DIFFERENCE
BETWEEN A GOOD PROGRAM AND
AN OUSTANDING PROGRAM."

CLAUDE '76 & SARAH '04 SNOW
RAMS CLUB MEMBERS

FOURTHER

TAR HEELS

# Donor Spotlight

# CLAUDE AND SARAH SNOW

FORevHER Tar Heels

Sarah and Claude Snow love the Tar Heels. And they love that, through their gifts, they can give a deserving young woman the chance to come to Carolina and compete. Recently, the Snows named The University of North Carolina and The Rams Club as the beneficiaries of a very generous deferred gift through their estate. Not only will their \$2.6 million bequest benefit Carolina's libraries and its School of Information and Library Science, but also the recently launched FORevHER Tar Heels women's athletics initiative.

Long-time supporters of the University, this is the fifth consecutive fundraising campaign in which Sarah and Claude have actively participated dating back to the Carolina Challenge Campaign in the 1970s. Not only are the Snows enthusiastic about giving back, but they love the University and all it has to offer, so much so that they moved to Chapel Hill from Atlanta 20 years ago. "We were coming here four to five times a year, not counting football and basketball," Sarah said. "We kind of laughed and said, 'Why are we doing this? Let's just move to Chapel Hill.' And here we are."

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#### SUE WALSH

Associate Executive Director -Scholarship and Legacy Gifts

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Claude and Sarah began supporting Carolina Athletics nearly four decades ago and have generously given to numerous initiatives including: the renovation of Boshamer Stadium, the recently renovated gymnastics practice facility, the Ernie Williamson Athletics Center and the Eddie Smith Indoor Practice Facility. But it appears that bricks and mortar aren't the only areas of interest for the Snows, as they endowed a half-scholarship just before moving closer to the place they love. Although their first major gift to The Educational Foundation was a football scholarship, as the years progressed they realized that athletics has a tremendous impact on the student athletes who participate in Carolina's 15 women's sports and thought about how they could be involved even more.

The Snows feel strongly about the importance of supporting athletics, even though they weren't varsity student-athletes themselves. "We very much believe in Carolina's athletic approach" Claude said. "We're pleased with the direction UNC Athletics has taken, teaching teamwork and emphasizing academics." And not only do they support The Rams Club financially, but Sarah has served on its Board of Advisors since 2017. Perhaps that is what planted the seed for their support of the FORevHER Tar Heels initiative.

When asked why they made the decision to support the initiative in such a big way, Sarah replied without hesitation, "I think about that high school girl or that junior high girl who wants to go to college, and maybe is growing up in an environment where her family cannot afford to send her to a place like Carolina. But she wants to go. If we don't support scholarships for women's athletics, we're going to lose more of those women."

"We certainly think about the scholarships (when we give)," said Claude. "But there's also an opportunity to fund the extra things that sometimes make a difference between a good program and an outstanding program." Those are things that aren't always available through the athletic budget or other sources. Being able to give funds that allow a coach to do the extra things that might help differentiate their program is important."

And that's the mission of the FORevHER Tar Heels initiative: to build and inspire a Carolina community that champions and empowers our women student-athletes by providing additional resources for scholarships, capital facilities, leadership development, and new mentoring and career-networking programming. It's about providing opportunities that will launch our female student-athletes into the world and into meaningful and successful careers.

Generous donors like Sarah and Claude make numerous opportunities available to women at Carolina. The impact is positively felt by each of the young women who benefit from their support. It's felt by the University as

well. In Claude's opinion, "Carolina Athletics cannot be successful without a highly viable successful women's athletic program." Since awarding the first athletic scholarship to a female in the Atlantic Coast Conference in 1974, Carolina's women's athletic teams have been immensely successful. Of the 49 collegiate national championships won by all of Carolina's varsity athletic teams combined (including ITA championships, AIAW and the 1929 men's basketball championship), 35 have been won by our women's teams. That's more than 70 percent.

"People forget that there are athletes on our campus — notably female athletes — who don't necessarily go on to play professional sports," Sarah said. "And for many, their athletic ability allows them to leave this University with less college debt, and we believe in supporting that kind of initiative."

Coach Mack Brown couldn't agree more with Claude and Sarah. "Women's athletics is critical to the University of North Carolina. I have two daughters and I wanted them to have every opportunity available to anyone else. That's what The University of North Carolina does. We're trying to win championships at the highest level with the smartest and best and highest character student-athletes." And that's exactly what the FORevHER Tar Heels initiative aims to do with the financial support of donors like Claude and Sarah Snow.

Despite splitting their gift among three of their University interests, the Snows indicated that UNC's Development Office and Rams Club staff collaborated to help them codify their philanthropic intentions into a gift that matched the priorities of the current University campaign. "We found that the University Development staff and The Educational Foundation work very well together in supporting gifts to UNC that span both academics and athletics. If you want to give to UNC, then outline your desires and they will get translated very seamlessly into the needed giving structure."

The Rams Club and Carolina Athletics are extremely grateful for Claude and Sarah's generosity and their thoughtful planning. Through their vision, generosity and understanding of the important role athletics play in the development of young women, the Snows have made the dream of wearing Carolina Blue a reality for the next generation of women student-athletes—women who will go on to become surgeons, CFOs, CEOs, teachers, pilots, coaches and much more. Thank you, Sarah and Claude, on behalf of the 400 women student-athletes here at Carolina today and the thousands that will follow! You are most certainly. FORevHER Tar Heels!

Note: Credit for some quotes and content in this article goes to Angela Harwood, Associate Director of Marketing Content UNC Office of Development.

# Endowed Scholarship Dinner

## REINFORCES MESSAGE OF OPPORTUNITY



The following is an excerpt from Men's Basketball player Shea Rush's comments about his Carolina Athletic experience (shared at the 2019 fall scholarship dinner)

I'd love to be able to share about my experience here. People throw around the words "life changing" so casually as in "That steak at (whatever restaurant) was "life changing". But playing basketball at UNC, THAT is "life changing". And I'm sure that everyone who has represented Carolina in any sport feels the same way.

Being a Tar Heel extends beyond ANYTHING that I could've imagined. Being a Tar Heel is not being typical. Everything about being a Tar Heel is different. It's smarter; it's harder; it's kinder; it's more rewarding; it's more inclusive and it's more generous. For all that it is, it is certainly not typical. For me, it's extraordinary.

Every student-athlete here, knows the power of playing together. We can only win as a team. And until I came here, I never really knew what it felt like to have the power of others, such as The Rams Club, behind me. As players, we don't always get the chance to say this, maybe on senior night, but we know that everyone in the Rams Club is an impact player on our team. Unfortunately, we can't win all the time, but we can never win at all without you.

Basketball at UNC has brought me life changing opportunities, bigger than any I could've imagined. For example, I'm an only child and now I have 16 brothers sitting before me that I would do anything for. I also found my work passion. I've been interested in business since my 13th birthday. My family gave me a book on investing and in college I've had the wonderful

opportunity to be mentored by this amazing community and found a direction. I want to be able to help people, especially young professional athletes, to have financial literacy to manage their money so that their families and they can be secure, but most of all so they can invest in their communities just as you all have in us.

Basketball has helped show me a path forward and as you heard I'm proud that I will be an advisor for Merrill Lynch next year so I can continue to pursue my goal. But one lesson that I've learned from playing basketball here is really the foundation for everything else and it is this...when you think you can't do anymore, you actually can. Our training is BRUTAL! We just finished preseason conditioning and a lot of the guys were falling out including me; we were all struggling. But why do we do this? Why are we pushed to the absolute limit? Yes, to be in shape, but even more, to build mental muscle. Coach wants us to know that when we think we are at our limit, we can go just a little bit more. This is the single most important lesson in athletics. I know now that when I think I've done the most that I can, I can actually do just a little bit more. I can push past what once seemed like my limit. I plan to carry that lesson into every aspect of my life. And I'm sure that all of you have learned yourselves in your own endeavors, that same thing. For your sake I hope you didn't learn it running hills in 100-degree weather in Chapel Hill! But you wouldn't be here tonight if you didn't know how to push yourselves to reach a little further in the things you do. You certainly reach further for us players and for the program and for the University. And we are so grateful for your enthusiasm and your generosity that stretches for us. I'm so glad to be invited here tonight so I can say this to you in person. You are helping make my dreams and the dreams of all student-athletes here come true. So, thank you. I'm proud to be a Tar Heel. And I'm thankful that you all are too.



Front - Debbie Vetter, Steve Vetter, Christian Keeling, Tom Chewning, Nancy Chewning
Back - Cheryl Williams, Ken Williams, KJ Smith, Anthony Harris, Shea Rush, Tina Cunningham, Bubba Cunningham



Front - Kayla Wood, Claire Nappi, Jane Mann, Tom Mann, Dale Strickland Back - Kara Cannizzaro, Paula Noell, Palmer Page, Katie Hoeg, Dawn McPherson, Emily Nalls



Front - Nicky Solomon, Diane Griffin, Joe Griffin, Will Bowen, Clay Lanham Back - Joe Breschi, Jacob Kelly, Chris Gray, Elizabeth Teal, Ralph Teal, Tim Smith



Front – Sheila Groves, David Groves, Garrison Brooks, Cole Anthony, Tom Kearns, Jr. Back – Eric Hoots, Tom Kearns III, Sophia Kearns, Michele Kearns, Carolina Kearns Schernecker, Eric Montross



Front – Liz Sanchez, Dale Alton, Marlowe Schenk, Connor Schenk
Back – Greg Sanchez, Ned Jones, Eli Coan, Santos Villalon, Jeff Schenk, Dimitris Dimitriou, Chris Thames



Front – Ellie Van Note, Tom Grady, Mary Lillie Wilkins, Charles Wilkins, Caroline Hauder Back – Heidi Lowe, Josh Tilley, Karrie Tilley, Mark Gangloff, Allie Reiter, Sue Walsh



Alicia Chen, Wells Fargo Post-Graduate Scholarship Recipient
Mike Golden, Wells Fargo

## Former Student-Athlete Spotlight:

# BERNADETTE MCGLADE, NCAA TRAILBLAZER



It wasn't until we began exploring the careers of our former female student-athletes that we began to truly appreciate how accomplished they are and how they have impacted the world beyond Chapel Hill. In fact, Carolina's women student-athletes continually demonstrate

that their accomplishments in competition are just the beginning of their successes. We have neurosurgeons, CEOs of major companies, Navy pilots, authors, teachers, police officers, a legal coordinator for Major League Baseball, and most recently, the President of the PGA. And, we have athletic conference commissioners such as Bernadette McGlade. One of the most experienced and well-respected leaders in Division I athletics, Bernadette is in her 12th year as the Commissioner of the Atlantic 10 Conference.

Bernie's love for athletics began well before her time in Chapel Hill where she became the All-time leading rebounder in UNC basketball history, for men OR women! The ninth of ten children, she grew up playing basketball with her siblings as well as anyone who knew about McGlade Court. Her father built the family's own half-court basketball court in the late 60s. Rumors have it that he did so in order that he'd always know where the kids were! As a high school student in Gloucester, New Jersey, she found herself playing multiple sports because her community encouraged participation by girls, even in its elementary schools, despite opportunities being limited for women in most parts of the country at that time.

Because Title IX had not yet been passed, two of Bernie's sisters, Agnus and Mickie, found that their only opportunity to continue playing the game they loved was to play in Europe right after high school. Thankfully for Bernie, the possibility of playing in college and receiving a scholarship became a reality, when Title IX legislation passed in 1973. She was offered a scholarship to play for The University of North Carolina by then coach Angela Lumpkin and

had the unique chance to play with her two sisters at the same time. They, too, were offered a scholarship to play for the Heels so they left Europe and came to Chapel Hill with Bernie, all three as freshmen! This opportunity was extremely important to Bernie and the rest of her family as her father passed away just before she entered high school and her mother was left raising Bernie and her siblings. Bernie noted, "Unless I earned that scholarship, my sisters and I most likely could not have gone away to college."

Bernie excelled and thrived at UNC and her accomplishments were ultimately recognized by numerous awards and Hall of Fame inductions. She was selected to the Atlantic Coast Conference Women's Basketball 50th Anniversary team, as well as named an ACC Legend as a player by her alma mater in 2010 and as a coach by Georgia Tech in 2012, the first person selected as a Legend as both a student-athlete and as a coach.

Although her father jokingly told his children that they'd never have a career in basketball and thus they should "pick up a tennis racquet or golf club," Bernie smiles as she certainly has made a career in the sport she loves, and a very successful one at that. She serves as a great role model for women and men alike who know what they want and take advantage of the opportunities that present themselves. It seems as if plenty of opportunities have presented themselves to Bernie and at just the right times. Her whole life she has been "recruited," first as a basketball player by The University of North Carolina, then as a coach and an administrator by former Georgia Tech AD Homer Rice, next as a Senior Associate Commissioner of the ACC by John Swofford and eventually as a Conference Commissioner by the Atlantic 10. Perhaps each recognized her ability to build consensus, identify efficiencies, take advantage of opportunities and create a vision for how things can be.

While coaching the women's basketball team, Bernie was asked to take on some administrative duties at Georgia Tech and, as the only female on the athletic staff, she was offered the position as the Coordinator of Women's Athletics. Because of the respect she gained, Homer Rice asked her to move into full-time

administrative duties and she began overseeing football and men's basketball. Although she always knew she wanted to be a coach, she didn't necessarily actively pursue a position in administration, however, Bernie remarked, "I have learned that if you do your work well and stay committed to excellence, opportunities will become available; your experience will lead you in the direction of your passion!"

Leadership has been Bernie's strong suit. She served as the Tournament Director for the Women's Basketball Final Four in 1993 and considers this the highlight of her career. She successfully created a marketing strategy that led to the first advance sellout of the Women's Final Four. She also served as the chair of the NCAA Women's Basketball Selection Committee in 1999 and 2000 and still today, continues to impress all of college basketball having recently been selected to serve a five-year term on the NCAA Men's Basketball Committee.

What was it that she learned from her many years as an athlete, a coach and now as an administrator that has allowed Bernie to gain the respect of not only her female counterparts, but that of men? Don't put limitations on yourself. Don't be afraid to ask for help. Be a team player, but make sure your voice is heard. And don't listen to anyone who says you shouldn't apply for jobs in which you are interested despite your qualifications! After serving as a graduate assistant, Bernie applied for several assistant coaching positions while simultaneously completing her coursework toward a master's degree in education. Although she was not offered any of those positions, she was, however, hired as the Head Women's Basketball Coach at Georgia Tech at the age of 23 by Athletic Director Homer Rice! With her hire, she became the first fulltime female head coach for the Yellow Jackets and one of the youngest head women's basketball coaches in the country. Long-time UNC Athletics Senior Woman Administrator Dr. Beth Miller remarked," Bernie was well-qualified to serve as their head women's basketball coach. She was young, but far more mature than her age. She had collegiate playing experience, was a student of the game, was a good communicator and an outstanding leader. I feel sure Homer Rice, as an astute athletic director, recognized these qualifications, as well as others, when he hired Bernie."

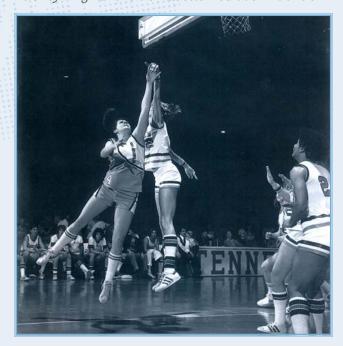
Because of the encouraging environment that her parents created at home, Bernie learned not to place limitations on her dreams. And because of Title IX and the generosity of Rams Club donors, not only did she

experience what it means to wear Carolina Blue, and to do so along with two of her sisters, but she and her siblings became first-generation college graduates. Bernie continues to impact the world of college athletics with the humility, integrity, confidence, resiliency, collaborative attitude and keen sense of vision that she learned from playing the game of basketball. "Participating in athletics and team sports are the greatest classroom a person could ever experience. Every day I use the lessons I was taught growing up with my parents, and family, and what I learned from my coaches, teammates, professors and beyond."

Bernie would like scholarship donors to know that what they do makes a difference, "The opportunity you afford students matriculating and participating in Carolina Athletics allows for future leaders of this country to learn, develop and mature within the environment of a world-class educational institution. You may never know who is receiving your generous contribution to the scholarship fund, but collectively you have made a person and the world better!"

Without her scholarship, Bernadette McGlade's life after Chapel Hill would have looked much different and the opportunities being offered to women today in college athletics certainly would not have been the same, absent her impact. She is a true inspiration to all those blazing a trail of their own and she will FORevHER be a Tar Heel!

Fun Fact: Of the 32 NCAA Division I Commissioners, three are UNC graduates: John Swofford - ACC, Jim Delaney - Big Ten and Bernadette McGlade – Atlantic 10



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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# WHY WE ARE PROUD TO BE TAR HEELS

# **DURING THE 2019 SPRING SEMESTER:**

# 19 STUDENT-ATHLETES HAD A PERFECT 4.0.

# 193 STUDENT-ATHLETES MADE THE DEAN'S LIST

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

Nine student-athletes were inducted into the Phi Beta Kappa honor society:

Jamie Antinori (Gymnastics)

Kate Boyer (Women's Swimming & Diving)

Jamie DeCicco (Gymnastics)

Morgan Goetz (Field Hockey)

A.J. Rechenmacher (Wrestling)

Ashley Smith (Women's Cross Country)

Lauren Weisel (Gymnastics)

Kelly Williams (Rowing)

**Caroline Young** (Rowing)

18 OF OUR 28 TEAMS HAD A TEAM GPA OF 3.0 OR HIGHER

GPA FOR ALL OF OF OUR STUDENT-ATHLETES COMBINED WAS OVER A 3.0!

A SCHOOL-RECORD 405
STUDENT-ATHLETES
WERE NAMED TO THE
ACC HONOR ROLL
THIS PAST SPRING
(THAT'S HALF OF OUR
STUDENT-ATHLETES!)

#### Dear Legacy Donors,

As I thought about what our scholarship donors do, I kept coming back to the word opportunity. I truly believe that the best student-athletes in the country are wearing Carolina Blue. And they are here because they were given an opportunity to be a part of something bigger than themselves, an opportunity to be a part of the Carolina Athletics Family. That opportunity begins with a scholarship.

The Carolina experience is made possible for our student-athletes because of people just like you. Yes, their hard work and talents earned them the chance to be a Tar Heel, but the generosity of our donors, especially legacy donors like you, provided the means to make that happen.

As most of you know, The Educational Foundation has been funding scholarships for a long time, more than eighty-one years in fact. Over 50 years ago, our leadership had the foresight to create a scholarship endowment trust with the hopes of one day fully funding all athletic scholarships. Today, that challenge still remains.

As legacy donors, you are the foundation upon which the success of Carolina Athletics has been built. What you do changes lives and it creates pathways for bright futures. And as Coach Mack Brown has said, "It's not a four-year decision, it's a 40-year decision." When a student-athlete decides to attend The University of North Carolina, what our donors do doesn't just impact them while they are here on campus, but for their lifetimes. I understand that first-hand. As someone whose life was changed in such an amazing way because of your generosity, I personally want to thank you for the opportunities I have been given, and encourage you to do all you can to make sure all those who want to know what it's like to wear Carolina Blue, have the chance to do so.

As you are hopefully aware, this past year we saw the opening of four new facilities in which our student-athletes compete and last month we launched an exciting new initiative to champion our female student-athletes and celebrate their incredible successes. The mission of the initiative, appropriately named FORevHER Tar Heels, is to build and inspire a Carolina Community that champions and empowers our women student-athletes. It is one of the first of its kind in the country, building upon Carolina's legacy as a pioneer in women's athletics.

Since offering the first athletic scholarship to a female student-athlete in the ACC in 1974, Carolina's women's programs have won 35 national team championships and our Tar Heel women have won 31 individual collegiate national titles. I encourage you to visit **forevhertarheels.com** to learn about the many ways you can be involved in the development of our women student-athletes, including scholarship support, and help provide the opportunities that will launch our women student-athletes into the world and into meaningful and successful careers. They certainly deserve to be celebrated and championed in new ways. Wouldn't you agree?

#### WE ARE ALL FORevHER TAR HEELS!

Sue Walsh

Associate Executive Director - Scholarship & Legacy Gifts

Note: Contributions to the Scholarship Trust will be awarded a 40% point bonus during the campaign. Donors can choose to waive priority points to preserve the tax deductibility of their gift.

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# 2020 DATES TO REMEMBER

### **JANUARY 15, 2020**

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

#### **FEBRUARY 24, 2020**

Winter Endowed Scholarship Donor Dinner (1)

### **APRIL 15, 2020**

Point Priority Deadline for Season Football Tickets (2)

- (1) Donors whose endowed scholarships are recognized in the following sports will receive an invitation to attend this event: baseball, field hockey, football, men's golf, women's golf, rowing, men's soccer, women's soccer, softball, women's tennis and volleyball
- (2) For new members and for those donors who are requesting a change in location