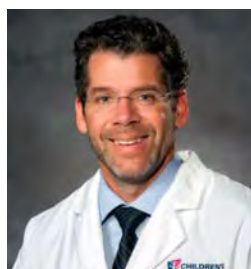


Carolina CORNERSTONE



Spring 2020



Former Student-Athlete/Donor Spotlight:

**DR. C.D. ANTHONY
— HERNDON —**

Ensuring his Mother's Legacy Lives on through Scholarship

Dr. C.D. Anthony Herndon '91, '95, Co-Surgeon-in-Chief, CHoR at VCU

As the Surgeon-In-Chief at Children's Hospital of Richmond at VCU, Dr. C.D. Anthony "Tony" Herndon is responsible for the day to day operations of running the operating rooms, developing strategies for growth and development, and faculty recruitment. He is also the Director of Pediatric Urologic Surgery which covers a wide array of developmental conditions in infants and children, some of which require surgical intervention. His operating room is very structured and as his patients have remarked, "Tony has an inner drive to do everything perfectly and makes his patients feel as if they are his top priority." That is one of the aspects of surgery to which he pays particular attention - the relationships he builds with patients' families. From where does the emphasis on structure, sacrifice and a commitment to helping others come? Tony would say it was passed on to him from his parents, especially his mother. Those qualities were also likely honed through his many years of participating in the sport of swimming.

Dr. Herndon started swimming at the age of 5 in High Point, NC and swam in college, competing in distance events. He was also an accomplished runner, earning All-State in high school in both the one and two-mile events. It's no coincidence that swimming and middle-distance running require many of the same skills - focus, discipline and the ability to get in the "zone." Swimming in particular requires a lot of repetition...and structure. Despite a brief stint of running track in the fall of his freshman year as well as swimming for the Heels (leading to then Head Carolina Swimming & Diving Coach Rich DeSelm to remark, "Tony was the fastest runner on the swim team and the fastest swimmer on the track team!"), Tony ultimately chose swimming after realizing it was too difficult to participate in both at the collegiate level while managing a rigorous academic load.

A typical day for a swimmer involves a 5:00AM workout, then classes, strength and conditioning, another workout in the pool, studying, a small amount of sleep, then repeat day after day! Reaching the point where an athlete is good enough to compete in college not only requires a commitment from the athlete, but also their family, and

In this Issue:

Former Student-Athlete/
Donor Spotlight:

Dr. C.D. Anthony Herndon –
Ensuring his Mother's Legacy
Lives on through Scholarship

Planned Giving Spotlight:

Terry Morgan –

Giving the Gift of Opportunity

2020 Winter Scholarship Dinner

2019 Fall Semester
Academic Results

The Campaign for Carolina
Athletics Update

Words from Associate
Executive Director –

Scholarship & Legacy Gifts

Upcoming Dates to Remember

SUE WALSH

*Associate Executive Director -
Scholarship and Legacy Gifts*

919.843.6413

SUE@RAMSCLUB.COM



THE RAMS CLUB

THE EDUCATIONAL FOUNDATION

RAMSCLUB.COM

in Tony's case, his mother Betty Herndon. During his pre-UNC career, Betty was the one who made sure that Tony was up at 4:30AM, and that he was well-fueled for the grueling workout ahead before driving him to and from practice. She was also the one who sat on the hard, wooden benches for hours at a time just to see him compete in an event that might last five minutes. Betty must have known that all that hard work, the ability to focus for long periods of time (while staring at a black line on the bottom of a pool lap after lap), and daily structure would serve her son well.

When it came time for Tony to decide where he would spend his college years, there was no real decision to be made. He had always dreamed of attending Carolina and following in his father's footsteps. Dr. Claude Herndon received his B.S. in Business Administration in 1960 and his DDS in 1965. After spending one summer working with his father as a Dental Assistant, Tony came to the conclusion that Dentistry was not in his future, but medicine was. Tony was accepted for admission to UNC and earned his Business Administration degree in 1991. When asked what his fondest Carolina memory was, Tony replied, "The day I received my acceptance to medical school for sure! I only applied to one school (UNC), so I had a lot on the line." Perhaps Betty Herndon understood what her son's future would hold when she helped Tony with his demanding swimming regimen. After four years of undergrad, he was now committing to four years of medical school, six years of residency and a two-year fellowship! According to Tony, the structure that suited him well as a student-athlete still does in the Operating Room today.

Another lesson that sports taught Tony was to trust the process. Just as he had to trust that all of his training in the pool would pay off when it came time to race, so, too, must he trust that his medical training and experience will translate into success in the operating room. "Details are very important, but you can't get caught up in them. Operating on someone else's child would be very stressful if you thought about it the entire time, but trusting your knowledge and skill allows your natural ability to dominate the narrative which translates to a good outcome for my patients."

Once an athlete, always an athlete. After his first year of residency, long after retiring from swimming, Tony began running the Boston Marathon every



Sam, Katie, Tony and Oliver Herndon

year to give him something to control outside of residency which involved about 100 hours per week. The structure that athletics provided him as a young athlete and as a surgical resident still plays an important role in Tony's life today. He continues to run to decompress after surgical cases and has also competed in the Ironman triathlon. Tony's love of competition was passed along to his three children as well. Sam and Oliver both swam at an early age, but gave up the sport for football and lacrosse. Oliver is a senior and Sam a freshman at Washington and Lee. Katie chose to carry on the Herndon family legacy and is a UNC freshman. She swam in high school overcoming injury to captain the state championship team as a senior. She, too, is considering a career in medicine.

Tony felt that he was indebted to the sport of swimming and to the University for the opportunities that his Carolina experience provided, thus he wanted a tangible way to give back. He made the decision to endow a scholarship, however, the impetus actually came well before he stepped foot onto campus. Unfortunately, when Tony was in high school, his mother was tragically killed in a car accident while driving home from one of Tony's swim meets. In order to honor her sacrifices and commitment to his career as a young athlete, Tony established the Betty Oliver Herndon Memorial Scholarship which is being recognized at UNC in Men's Swimming and Diving.

One has to imagine that Betty Herndon is very proud of her son. Because of the lessons she taught Tony about selflessness, it has become natural for him to echo back the same to his patients. And Betty Oliver Herndon's legacy will be remembered in perpetuity at The University of North Carolina because of Tony's generosity and commitment to others.



Terry Morgan with great nieces, Margaret and Katherine

Planned Giving Spotlight

TERRY MORGAN

Giving the Gift of Opportunity

Terry Morgan has been a Rams Club member for over 20 years -- and a Carolina fan for a lifetime. His consulting business takes him across the globe to serve clients on a regular basis; however, he still finds time to make the trip from his hometown of Salisbury, NC a few times a year to watch the Tar Heels in Chapel Hill at Kenan Stadium and the Dean E. Smith Center with his closest family and friends.

In early 2019, as Terry was putting plans in place for his future, he reached out to Sue Walsh, Associate Executive Director of Scholarship and Legacy Gifts, to discuss ways to accomplish his goals for the benefit of the Educational Foundation.

Terry, in partnership with Sue and his advisors, focused on strategy, efficiency, and impact throughout his planning. His gift strategy will: financially support student-athletes at Carolina, who he has supported from the bleachers for many years, honor his beloved niece, and allow him to diversify his income sources in a tax efficient manner through establishing a Charitable Remainder Unitrust.

Ultimately, Terry's planning will result in a scholarship established through The Educational Foundation Scholarship Endowment Trust. Terry decided to honor his niece, Ashley Dunham Parrott, by naming the scholarship in her honor. Terry described Ashley, a fellow Carolina alumnus and Morehead-Cain Scholar, as someone "who has continued to distinguish herself as a great scholar, professional, philanthropist, mother, wife, sister, daughter, and in my case, niece. I've worked with and known a lot of very successful people, and she is the most talented person I know. Even better, she is an absolutely great person to her core."

Together, Terry and Ashley decided they liked the idea of having the scholarship recognized in a women's sport. This decision helped the Educational Foundation with two of their funding priorities—scholarships for student-athletes and the FORevHER Tar Heel initiative, which champions Carolina's women student-athletes.

The Rams Club appreciates Terry's support of its mission to provide educational and athletic opportunities for Carolina's student-athletes and is thankful for his thoughtful planning. He is most definitely a Carolina fan for a lifetime, and beyond!

WHAT IS A CHARITABLE REMAINDER UNITRUST?

A charitable remainder unitrust ("unitrust") is a gift plan defined by federal tax law that allows you to provide payments to yourself or others while making a generous gift to the charitable organizations you care about, such as the Rams Club and Carolina. The payments may continue for the lifetimes of the beneficiaries you name, a fixed term of no more than 20 years, or a combination of the two.

As a unitrust donor, you irrevocably transfer assets—usually cash, securities, or real estate—to a trustee of your choice. The University of North Carolina at Chapel Hill Foundation, Inc. can serve as the trustee for Charitable Remainder Trusts. Bank trust departments can also provide these services. During the unitrust's term, the trustee invests the unitrust's assets. Each year, the trustee distributes a fixed percentage of the unitrust's current value, as revalued annually, to your beneficiaries. If the unitrust's value goes up from one year to the next, its payout increases proportionately. Likewise, if the unitrust's value goes down, the amount it distributes also goes down. For this reason, it may be to your advantage to choose a relatively low payout percentage so that the unitrust assets can grow, which in turn will allow the unitrust's yearly payments to grow.

When the unitrust term ends, the unitrust's principal passes to the UNC-Chapel Hill Foundation to be used for the purpose(s) you designate. You may also add funds to your unitrust whenever you like.

BENEFITS INCLUDE:

- 1) You will qualify for a federal income tax deduction for the portion of your contribution treated as a charitable gift as calculated pursuant to the Internal Revenue Code and the related Treasury Regulations.
- 2) The trust income beneficiaries receive annual payments for life or for the period you designate.
- 3) If you fund the trust with an appreciated long-term capital asset (one you have held for more than one year) and the trust sells it, there will be no immediate tax on the capital gain. If you were to sell such an asset yourself, you would owe tax on all the capital gain realized in the sale.
- 4) You will provide generous support to the organizations you care about once all income beneficiary payments have been made.
- 5) Where you choose the UNC Chapel Hill Foundation, Inc. as Trustee of your Charitable Remainder Unitrust, your gift will benefit from expert asset management, provided by the same professionals who manage the UNC-Chapel Hill Foundation's endowment.

To learn more about Charitable Remainder Trusts 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).

Endowed Scholarship Dinner

REINFORCES MESSAGE OF OPPORTUNITY



February 25, 2020 was the date of the winter endowed scholarship donor dinner held at the Loudermilk Center for Excellence. More than 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 former and current, was the same, "Scholarships provide the gift of opportunity." Former Carolina Football tight end Alge Crumpler '00, in particular, emphasized the transformational experience his scholarship provided and that he knew, even while a student-athlete, that he wanted to give back. He quoted Coach Mack Brown and encouraged student-athletes and donors to "Be the one." Not long after he graduated, Alge did just that, and established an endowed scholarship in football. It was clear why he was moved to do so. "I love this place."



Seated L-R - Erin Matsen, Sheila Groves, David Groves, Coach Grant Fulton
Standing L-R - Tina Cunningham, Amanda Hendry, Megan DuVernois, Karlign Goes, Bubba Cunningham



Seated L-R - Teresa Wooddell, Brittany Pickett, Nick del Rosso, Kristin del Rosso
Standing L-R - Katherine Wooddell, Rebecca Wooddell, Megan Dray, Hannah Nommensen, Zoe Goodman, Coach Donna Papa, Brittany West

"The support of our donors through the Rams Club is really appreciated by all of the athletes at Carolina. Their generosity has given both my brother and me the chance to attend North Carolina and we're thankful for the opportunity. We understand they don't have to contribute, but they choose to in order to give us a first-class experience at one of the best Universities in the world. This gives both Khafre and me the chance to be successful in life, while working to be the best athletes we can be, and we can't ask for much more than that."
- Dyami Brown, Sophomore Wide Receiver, Carolina Football

“The donors that choose to use their resources to help support our scholarships provide opportunities for people like me who might not have the financial means to attend college. They have given me the chance to attend this unbelievable University, grow as a person, pursue my football dreams, and prepare for a successful life once I’m finished with college. I can’t thank them enough for what they do. They are making a difference in a lot of lives.”

– Rontavius ‘Toe’ Groves, Junior Wide Receiver, Carolina Football



Seated L-R – Mary Lillie Wilkins, John Montgomery, Judy Wilkins, W.L. Pryor
 Standing L-R – Charles Wilkins, Sam Howell, William Barnes, Coach Mack Brown



Seated L-R – Rick Steinbacher, Jace Rider, Scott Edwards, Scott Edwards, Jr.
 Standing L-R – Hugh Hinton, Jean Rae Hinton, Beau Corrales, Jane Mann, Tom Mann



Former UNC Football Tight End Alge Crumpler,
 Former UNC Football Inside Linebacker
 Rick Steinbacher



National Champion Tennis Team



Seated L-R – Skylar Wine, Randy Myer, Sue Walsh
 Standing L-R - Raleigh Clark, Coach Mike Schall, Debbie Vetter, Skyy Howard



Seated L-R – David Clayton, Ginny Jones, Ed Jones, Carly Peck, Cheryl Williams, Ken Williams
 Standing L-R - Judy Clayton, Mia Fradenburg, Destiny Cox, Karena Wurl, Lee West, Dena West



Seated L-R – Bill Cameron, Mary Jo Cameron, Anson Dorrance, M'Liss Dorrance, Phil Lanning, Kim Lanning
 Standing L-R - Lotte Wubben-Moy, Rachel Jones, Debbie Reed, Alessia Russo, Gray Reed



Seated L-R – Austin Love, Andy Penry, Aaron Sabato, Harry Bryant
 Standing L-R - Brick Bryant, Caden O'Brien, Vaughn Moore, Alysén Nassif, Danny Serretti, Gianluca Dalatri, Clemente Inclán



National Champion Field Hockey Team

WHY WE ARE PROUD TO BE TAR HEELS

DURING THE 2019 FALL SEMESTER:

**20 STUDENT-ATHLETES
HAD A PERFECT 4.0.
WHILE ANOTHER 415
HAD A 3.0 OR HIGHER.**

**65% OF OUR
VARSITY
TEAMS HAD A
TEAM GPA OF
3.0 OR BETTER**

**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 CUMULATIVE
GPA FOR ALL
OF OF OUR
STUDENT-
ATHLETES
COMBINED
WAS 3.026!**

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):

Katie Hoeg (women's lacrosse)

Jackie Litynski (fencing)

Luke Peterson (men's track & field)

Liz Roberts (women's basketball)

Charlotte Smith (fencing)

Caroline Young (rowing)

ELITE 90 AWARD RECIPIENTS

(Student-Athlete with highest cumulative GPA at their respective Final Four):

Abby Pitcairn

(field hockey)

Natalie Chandler

(women's soccer)



THE RAMS CLUB

TEMPORARY RAMS CLUB OFFICE PROCEDURES IN RESPONSE TO COVID-19

In alignment with the University and its effort to mitigate the potential impact of the COVID-19 virus, The Rams Club offices are closing on-site until further notice. Rams Club staff are available to serve you in the best way possible via email and phone during our regular business hours of 8 a.m. to 5 p.m. Monday to Friday.

If you have general inquiries, please email our team at ramsclub@ramsclub.com. If you would like to speak to a team member, please consult the staff directory at RamsClub.com, or call the primary phone line at 919-843-2000. Please note that most calls will roll to voicemail since no one is physically in the office, but staff members are committed to returning your call as quickly as possible during business hours. As always, you can access your account or make a gift in support of Tar Heel student-athletes online at RamsClub.com.

Thank you to each of you for your continued care for and support of our Carolina student-athletes. We greatly appreciate the outpouring of concern for our student-athletes and the entire Tar Heel community! Please stay tuned for further information at RamsClub.com/covid-19. And through our social media channels (@TheRamsClub).

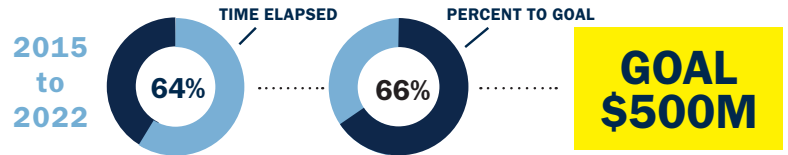
“Carolina has faced uncertainty throughout its history, and those who have walked this campus before us have always found ways to adapt, advance and thrive....There will likely be more challenges that will require more changes and more pivots, and this will prepare us to respond in the future....I’ve always believed that on the other side of every challenge is an opportunity.”

*Kevin M. Guskiewicz
Chancellor*

CAMPAIGN FOR CAROLINA ATHLETICS

Information accurate as of February 29, 2020

\$329.0M
TOTAL CAMPAIGN ACTIVITY



CAMPAIGN FUNDRAISING PROGRESS BY PRIORITY

SCHOLARSHIP ENDOWMENT – 47% OF \$200M GOAL



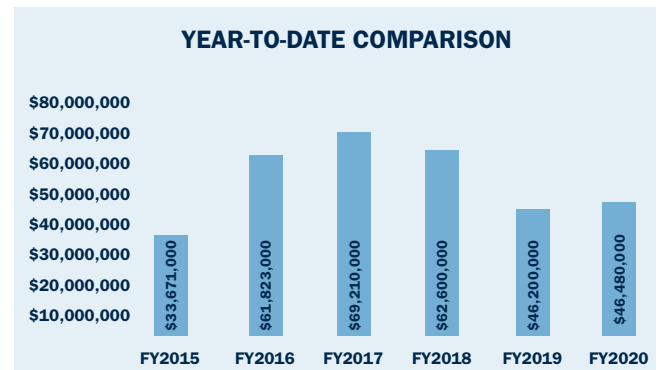
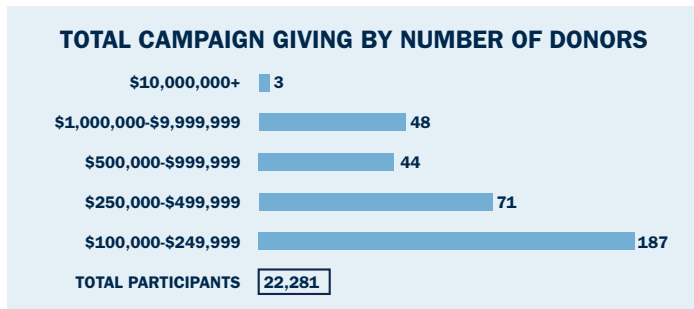
CAPITAL PROJECTS – 93% OF \$115M GOAL



TEAM SUPPORT – 72% OF \$65M GOAL



ANNUAL FUND – 67% OF \$120M GOAL



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

FY2020 TOTALS

	FY2020 GOAL	FY2020 RAISED TO DATE	PROGRESS TO GOAL
SCHOLARSHIP	\$21,000,000	\$6,100,000	29%
CAPITAL PROJECTS	\$24,500,000	\$24,200,000	99%
TEAM SUPPORT	\$2,500,000	\$7,000,000	280%
ANNUAL FUND	\$15,000,000	\$9,180,000	61%
TOTAL	\$63,000,000	\$46,480,000	74%

Dear Legacy Donors,

As most of you know, I have been a member of The Educational Foundation/Rams Club staff for a long, long time, 31 years to be exact! And although the first issue of the Carolina Cornerstone wasn't produced until 2010, if my memory serves me correctly, we started with an endowment newsletter in 2005. As such, I have been communicating with our legacy donors for the last 15 years and perhaps even longer. As I began to write this segment for the Cornerstone, I had to ask myself, "How do I deliver a message that is still meaningful after so many years?"

As I reviewed the issues of the Carolina Cornerstone for the last several years, I noticed that my message has consistently focused on three key topics: opportunities, scholarships and legacy.

The definition of opportunity is: a set of circumstances that makes it possible to do something.

Not surprisingly, the missions of both the Department of Athletics emphasize opportunities:

Carolina Athletics ~ to sponsor a broad-based athletic program that provides educational and athletic *opportunities* for young men and women to grow and develop...."

The Educational Foundation/Rams Club ~ committed to providing educational and athletic *opportunities* for Carolina student-athletes

Director of Athletics Bubba Cunningham has often remarked, "We strive each day to give our student-athletes the *opportunity* to succeed in the classroom, in competition and in their lives. We believe in educating and inspiring through athletics." For many of our student-athletes, the *opportunity* to succeed begins with a *scholarship*.

You have heard me say time and time again that the cost of providing *scholarships* to 500+ of the young women and men competing in Carolina Blue has risen dramatically over the years. In fact, the overall cost has increased 900% from Coach Mack Brown's first coaching stint here in Chapel Hill as compared to the 2019-20 academic year! Student-athletes such as Charlie Scott, Don McCauley, Phil Ford, and Mia Hamm as well as many, many others may not have had the *opportunity* to experience what it means to represent this great University if not for their *scholarship*. And I think you would agree that our Carolina Athletics' story would have been very different without these and other student-athletes, including former Tar Heel tennis player Camey Timberlake, who in 1974 became the first woman to be offered a *scholarship* here at UNC, the first *scholarship* offered to a female in the ACC. Less than 50 years later, our women's teams have won 37 national championships. Not many of these, if any, would have been possible without the *scholarship* support provided by Educational Foundation/Rams Club donors, in particular, *legacy* donors such as you.

Legacy, something that a person leaves behind to be remembered by. Whether you are a long-time donor, a *scholarship* donor, and/or someone who has named The Educational Foundation/Rams Club as the beneficiary of a deferred gift, you are all *legacy* donors. You are the foundation upon which the success of Carolina Athletics has been built. You will be remembered for many things, including the *opportunities* you provided to Carolina student-athletes through your generosity. I, for one, thank you for creating a *legacy* that has impacted my life in a multitude of wonderful ways.

GO HEELS!



Sue Walsh

Associate Executive Director – Scholarship & Legacy Gifts



THE EDUCATIONAL FOUNDATION, INC.
University of North Carolina
P.O. BOX 2446
CHAPEL HILL, NC 27515

NON-PROFIT ORG.
U.S. POSTAGE
PAID
DURHAM, NC
PERMIT #93

«CONT_ID» «GPB_ID» «ENDORSE»

«first»

«address»

«address2»

«city», «st» «zip»

«i m b a i c o d e »



2020 DATES TO REMEMBER

APRIL 30, 2020

Point Priority Deadline for Season
Football Tickets *

TBD

Fall Endowed Scholarship
Donor Dinner

SEPTEMBER 12, 2020

Carolina Football vs. Auburn
in Atlanta, GA

**for new donors and for those requesting a change in location or additional tickets*