



OFFICE OF PLANNED GIVING

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Bridges Newsletter Summer 2014



A GIFT-PLANNING RESOURCE FOR USD ALUMNI AND FRIENDS

University of San Diego Career Destinations

During Memorial Day weekend, 1,914 students of the Class of 2014 received undergraduate degrees from USD!

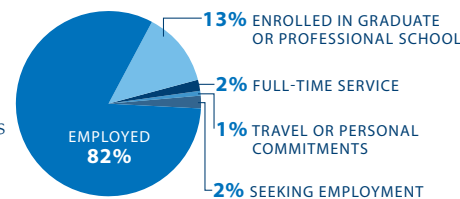
Last year's graduating class has shared where they are now. The following data, gathered from multiple sources, reflects the initial career destination for 71% of students who graduated between August 2012 and May 2013.



Current Status

95%

of 2012-13 respondents are employed or are in graduate school.



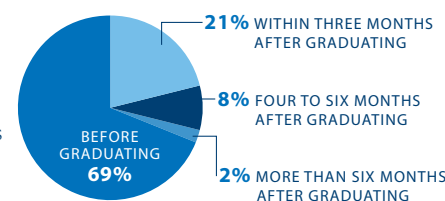
Participated in an internship while a student at USD

85%

First Job Offer

69%

of 2012-13 respondents received their first job offer before graduating.



Employers of USD Graduates

- | | |
|---------------------------|-----------------------------|
| Apple Inc. | Jesuit Volunteer Corps |
| CareFusion | KPMG LLP |
| Catholic Charities | LPL Financial |
| The Coca-Cola Company | McGladrey LLP |
| Deloitte LLP | Oracle |
| E&J Gallo Winery | PricewaterhouseCoopers |
| Ernst & Young | Qualcomm Inc. |
| Frank, Rimerman + Co. LLP | Sempra Energy |
| General Atomics | Solar Turbines Incorporated |
| Google | Target Corporation |
| Grant Thornton LLP | Teach for America |
| Illumina | University of San Diego |
| Intuit | United States Navy |

The Moral of the Ben Franklin Legacy

A story of interest as we celebrate Independence Day

This humble American gentleman — a printer-publisher, writer, statesman, scientist and eternal optimist — was also among our earliest philanthropists.

Benjamin Franklin's estate plan was extraordinary, even by today's standards. We may all learn from it.

Franklin bequeathed 2,000 pounds of sterling (worth about \$4,400 at that time): half to his hometown Boston and half to his adopted city of Philadelphia. In his will, he wrote, "I have considered that, among artisans, good apprentices are most likely to make good citizens."

Then noting that the kindness of two friends who helped set him up in business had been the basis of his fortune, he continued: "I wish to be useful even after my death ... in forming and advancing other young

Ultimately, that money helped form the Franklin Institute in Philadelphia and the Franklin Institute of Boston, technical schools now called the Benjamin Franklin Institute of Technology.



Benjamin Franklin didn't invent the endowment, and his bequest certainly was not the largest of his day, but no one had ever taken such an optimistic 200-year view of an endowment's potential to meet the needs of a new and rather tenuous nation.

Benjamin Franklin's story has two key messages

men that may be serviceable to their country." Both cities were required to place the funds in endowments, and for the first 100 years, the interest would be used for 5-percent-interest loans for young married tradesmen while the principal was allowed to grow over time. Due to his own experience, Franklin believed that these funds would grow over time.

that are still applicable today. First, he knew the value of compound interest. Endowments at USD distribute 4 percent annually for their intended purpose. Excess earnings and growth are added to the principal. Second, he demonstrated the impact you can have over time with even a modest bequest. At USD, endowments can be created with only \$50,000 and can go on in perpetuity.

His instructions stated that for the second 100 years, one-quarter of the funds would be held in principal to continue the apprentice loan program, while the balance of the funds should be used for public works projects in the cities of Boston and Philadelphia.

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Contact Us

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Golden Toreros Baseball Event a Smash Hit

On May 4, the Golden Toreros enjoyed our first “signature event,” a baseball game in Fowler Park! Twenty-five Golden Toreros from the classes of 1956 to 1963 came to cheer on the Torero athletes from the best seats in the house, the state-of-the-art skybox suite. It was a joyful gathering of former classmates and lifelong friends. To top off the festivities, six alumni from the College for Men were inducted at the event and all received their Golden Toreros medals. The event was so popular, that attendees demanded we make it an annual event! We are looking forward to seeing these alumni and other Golden Toreros at the induction dinner during Homecoming Weekend on Saturday, Oct. 11. The Class of 1964 will join the ranks of Golden Toreros, and all alumni from the classes of 1953 to 1963 are invited to receive their medals if they have not done so already.

Throughout the summer, there will be opportunities to come to campus to volunteer in the University Archives and put your memories to work identifying people in photographs. Please contact University Archivist Diane Maher at (619) 260-2492 for more information.



The information in this publication is not intended as legal advice. Any prospective donor should seek the advice of a qualified estate and/or tax professional to determine the consequences of his or her gift.

Legacy Gifts are on the Rise at USD

In the past few years, legacy gifts (those received by USD from a person's estate) have been on the rise. These acts of kindness have come from families named Curley, Johnson, Nudd, Walsh, Cole, McGee and others. Legacy gifts have changed the lives of USD students. They are vitally important for several reasons.

- Legacy gifts send a clear message that the person who has passed on truly believed in the University of San Diego and wanted to provide support beyond their lifetime.
- All of these legacy gifts were restricted by the donors for use as scholarships. The highest fundraising priority at USD is the growth of scholarship funds. Most students graduate with significant debt that must be paid off, and scholarships can reduce or alleviate this financial burden. Donors often stipulate that a permanent fund be established in their family name (minimum bequest of \$50,000). In this way, the giving that they did during their lifetime continues even after they are gone and, as Benjamin Franklin said, is “Useful even after my death.”
- Legacy gifts at USD are often the largest received in any given year. Of course, the larger the gift, the greater the impact on the lives of our students.
- Legacy gifts are starting to come to USD with more regularity. We received or were notified of more than five such gifts in the past year. These gifts are valued at anywhere from \$60,000 to several millions.

There are many different ways to create a legacy gift: through a will or living trust, or more simply, by naming USD as a beneficiary of a life insurance policy, an Individual Retirement Account or a 401(k) or 403(b) plan.

In future issues of *Bridges*, we will share the stories of these legacy gifts and the individuals who created them.

Bridges Academy Honor Roll of Donors

JANUARY 1, 2013-DECEMBER 31, 2013

William '72 and Joan '71 Ames
 Frederick and Alice Andrus
 William and Ellen Bach
 Josephine Balestrieri
 Barbara Bartosik
 Al Braun
 Marta Brown
 Roosevelt Brown
 Patricia Centurione '91
 George and Martha Copeland
 Ken and Anne Denbow
 Robert and Patricia Dyar
 Lois Gubitosi
 Carol Harlow
 Thomas and Kathleen Hines
 Lois Hodik
 Eylon Hollaender
 Kathleen Hughart '00
 Robert and Ginger '81 Infantino
 Dorothy Jenison

Dolores Juditz
 Bennie and Leona Ketchum
 Kathleen Kish
 Marirose Kozak
 Patricia McGann '65
 Jean McGrory
 Thomas and Claire McNamara
 Robert and Patrice Moran
 Tom and Jane Niemeier
 Frances Rambo
 Jeannette Rigby
 Irma Rooney
 Olga Santich-Casey
 Sushila Selness
 Mary Wagner
 Agnes West-Kohler '65

For more information about the many ways you can support the Bridges Scholarship Fund or other scholarships at USD, please contact the Office of Planned Giving at (619) 260-4523.



Upcoming Events

Please mark your calendars and plan to join us for the following events.

BRIDGES ACADEMY LECTURE SERIES

Wednesday, Sept. 17
 Tuesday, Sept. 23
 Wednesday, Oct. 1
 Wednesday, Oct. 22
 Wednesday, Nov. 5
 Wednesday, Nov. 12

HOMECOMING AND FAMILY WEEKEND

Oct. 10-12



Bridges Scholarship Corner

Scholarship gifts, no matter the size, help to make a substantial impact on the lives of USD students. The Bridges Academy Endowed Scholarship has grown over the years with the support of generous attendees of the Bridges Academy Lecture Series. The endowment's growth has allowed the Office of Planned Giving to award larger scholarships to the student recipients year after year. We would like to thank each and every one of our Bridges Academy participants who have made a gift in the past year. We hope our donors can take great pride in the amazing accomplishments of the students they help to support. Thank you again!

Save the Date!
 HOMECOMING AND FAMILY WEEKEND
OCTOBER 10-12, 2014
 For information, go to www.sandiego.edu/hfw