

Pathways

*Growing
through
Giving*



WINSTON-SALEM STATE UNIVERSITY

A Message from Michelle Cook

Greetings and welcome to the inaugural issue of *Pathways*, a publication of the Division of University Advancement at Winston-Salem State University (WSSU).

University Advancement is defined as “the set of functions at an educational institution dedicated to the management of long-term relationships with key constituencies such as benefactors, alumni, current and prospective students, faculty and staff and community leaders.” The university’s standing in the region, state and nation, coupled with the relationships we have established over time, directly impact Winston-Salem State University’s ability to continue to fulfill its vision which is to develop graduates of distinction known for leadership and service in their professions who will compete successfully in the global economy. That’s our motto—“Enter to Learn... Depart to Serve.”

Since its founding in 1892, as Slater Industrial Academy, Winston-Salem State has been fortunate to have alumni, community partners and friends who came alongside to help make the university’s vision a reality. That is the story of *Pathways—Growing Through Giving*. Your investments in WSSU make a difference.

As our Chancellor, Donald Julian Reaves, reminded us in his conclusion to the university’s strategic plan, “From its early days as Slater Academy through the Teachers College era, to the more recent past, this university has been able to use its limited resources to accomplish remarkable feats.”

Truly, Winston-Salem State has done well both in raising money and garnering friends to ensure that our students have access to scholarships and other programs and services designed to help them have an enriching experience during their time at WSSU.

In this edition, we will introduce you to young alumni and learn of their experiences as students and how a WSSU education prepared them for post-graduation success. You’ll also meet members of the Winston-Salem State University Foundation Board of Directors who are helping us raise money and forge new relationships in support of the university’s strategic priorities.

Brian Davis, a 2009 Magna Cum Laude graduate in Management Information Systems, was a Dean’s Scholar for each of his

four years at Winston-Salem State. The financial investments of alumni and friends made that possible. Your support changed his life.

Tiffany Turner majored in molecular biology at WSSU. She graduated in 2007 and went on to Meharry Medical College where she is pursuing a Ph.D. in biomedical sciences with plans to conduct HIV/AIDS research. At WSSU, Tiffany received the Chancellors Incentive Scholarship and Science, Technology, Engineering and Mathematics (STEM) Scholarship. Your support changed her life.

Brian, Tiffany and other graduates you will meet in this edition are fortunate to have received scholarships at WSSU; however, they are but a few among many students for whom financial aid is a pathway to success.

As the demands to prepare our students to compete in this ever-changing global economy grow, the resources available to address those challenges must grow also. Recent data show that \$1,000 in financial aid improves a student’s chances of graduating by 20 percent.

Your investments in Winston-Salem State University will help us put our students on a path to success. That means more than improving retention and graduation rates. Whether they are on a path to a career in education, international relations, business or biomedical research, the success of our students will be measured by the university’s ability to equip them with the knowledge and skills they will need to survive—and thrive.

I hope you will check out our “Ways to Give” section and call me or one of my University Advancement colleagues to explore investment opportunities at Winston-Salem State. The university and our students need your help. We’re counting on you.



Vice Chancellor for University Advancement and
Executive Director of the WSSU Foundation



Research shows that for every \$1,000 in financial aid awarded to a student, the possibility of graduating increases about 20%.

“Your support
changed my life.”

A Look at the Return on Your Investment in WSSU Students

As an intelligent investor, the thought has surely crossed your mind as to what your investment renders when you contribute to WSSU scholarship programs.

Here, in the profiles of some recent graduates, are just a few examples of the life-changing results you are making possible.

by Rudy Anderson

BRIAN DAVIS

Brian Davis of Charlotte, NC, graduated Magna Cum Laude in 2009 with a Bachelor of Science in Management Information Systems (MIS). He was a Dean’s Scholar throughout his matriculation.

Today, Brian works for Altria Client Services in Richmond, VA. “I work in the Enterprise Information Management department, where I serve as a developer who helps maintain retail sales data in the Data Warehouse and prepares the information for business reporting needs,” said Davis. “Also, once a week I attend class at Strayer University, where I am working toward completing my MBA, with a concentration in Information Systems Management.”

Did your investment help him? He says emphatically yes. “WSSU has been instrumental in preparing

Brian Davis



me for the majority of what I face at work on a daily basis. I was nurtured from the beginning in the summer of 2005 as a member of the Honors Summer Advancement Program. This allowed me to have a smooth transition into college and gave me exposure to college level classes before the first semester started.”

In the School of Business and Economics, Davis was exposed to courses that were meaningful in his major. “My professors and members of the WSSU faculty were all helpful to me throughout my four years at school. From what I saw, they never catered to a particular set of students, but they were willing to work extra hard for all students who were serious about succeeding in and beyond school. Now I ‘Return to Serve’ as a member of the WSSU recruiting team. I am thankful for my WSSU education and I am truly proud to be a Ram!”

BYRON WASHINGTON

Byron Washington of Windsor, Conn., graduated from WSSU in 2005 with a Bachelor of Science in Business Administration and a concentration in financial services. He was a Chancellor's Scholar.

Today, Washington is an extremely busy man. He is an Enterprise Risk Consultant with Deloitte & Touche, LLP, a member firm of Deloitte LLP, which was recently ranked as the largest private professional services organization in the world. There, Washington works in the company's Federal Practice area, focusing on governance, regulatory and risk strategies.

Prior to joining Deloitte & Touche, Washington attended Princeton University on a full scholarship and graduated in 2007 with a Master's in Public Affairs with a concentration in international relations. He is also a published author (*Memos from the Master's Desk*), motivational speaker and ordained minister (www.byronwashington.com).

He is quite thankful for the support he received at WSSU in terms of financial scholarships and personal mentoring. "WSSU presented me with the opportunities necessary to be a leader in today's global economy," said Washington. "I studied abroad while at WSSU (Semester at Sea Program). I traveled to various conferences and was encouraged to think about the 'big picture.' The classes, the professors and the environment when I attended WSSU all had a continual undercurrent that encouraged students to see themselves as future leaders of the world.

"WSSU gave me the tools and—most important—the confidence to know that I could compete on any level academically and professionally."

TIFFANY TURNER and MIGNON TURNER

This success story is a tale of two sisters from Burlington, NC. Their histories at WSSU are similar in many ways. Both were outstanding students, outgoing and engaging, WSSU cheerleaders, student leaders, university queens and world travelers. Looking more closely, that's about where the similarities end.



Byron Washington

Meet Tiffany, the younger sister. She graduated Magna Cum Laude in 2007 as a Molecular Biology major and Chemistry minor. She was the recipient of the Chancellor Incentive Scholarship and Science, Technology, Engineering and Mathematics (STEM) Scholarship.

Following graduation, Tiffany studied at the Universidade Federal de Minas Gerais in Brazil, where she conducted melanoma cancer research.

Today, she is a graduate student at Meharry Medical College in Nashville, TN, pursuing a Ph.D. in Biomedical Sciences. She plans to conduct HIV/AIDS research.

"Winston-Salem State University provided me with a wealth of academic resources as well as support that serves to daily equip me with the tools and confidence needed to achieve my goals," said Tiffany. "My experiences at Winston-Salem State University have helped to prepare me for a career in novel research to target diseases that disproportionately affect the African American



Tiffany Turner

community. I look forward to being a strong representative for Winston-Salem State University because of its dedication to its students and the world."

Tiffany's older sister Mignon graduated Magna Cum Laude in 2004 from WSSU with a double major in Mass Communications and Spanish. She later earned her Master's in Urban Affairs and Public Policy with a concentration in Community and Economic Development from the University of Delaware in 2006.

She was a Dean's Scholar at WSSU. The question for her these days is not necessarily what she is doing, but where in the world she is doing it. You see, Mignon is a US Department of State Diplomat.

"As a Diplomat serving in US Embassies abroad, I am an advocate for American policy and culture," said Mignon. "Diplomats, sometimes referred to as Foreign Service officers, strengthen peace and support prosperity by promoting economic exchange, protecting American citizens, monitoring

and reporting on international policy and providing scholarships for study, research and professional development in the United States.”

She has also served as a Consular Officer in Guadalajara, Mexico, and as a Cultural Affairs Officer in Yaounde, Cameroon, Africa, which is her current diplomatic role. “In these roles, I am required to speak various languages, learn different customs, and change

countries every two to three years,” said Mignon. “In my current position as the Cultural Affairs officer in Cameroon, located in Central Africa, I recruit, interview and award students and faculty with Fulbright and Humphrey scholarships to obtain their Masters or Ph.D.s in the United States, along with other educational exchange opportunities.”

In addition, she promotes the U.S. mission objectives to invest in people, strengthen democracy and good governance, improve Cameroon’s business environment by organizing digital video conferences, presenting to universities and civic groups, and writing grants to bring American speakers and performers to Cameroon.

“In following President Obama and Secretary Clinton’s directives, we are focusing on young leaders in Africa and



Condoleezza Rice and Mignon Turner

working with them to build their capacity to lead in the next 50 years,” said Mignon. “Cameroon will be undergoing presidential elections in 2011 and for this reason, we are working with young leaders to promote respect and value for democratic principles and civic engagement.”

Clearly, this is no small task, and a WSSU grad is excelling at it. “The support I received and continue to receive from WSSU has been incredible,” said Mignon. “I remain proud of my university and all the resources it provides to students. I hope all students take advantage of the study abroad trips, internships and extracurricular programs during their tenure as a Ram.”



*Mignon Turner
in Obala*

In business, medical research, international diplomacy and a host of other endeavors, graduates of Winston-Salem State University are receiving accolades, succeeding, advancing, innovating and taking on leadership roles, thanks to the investments that have been made in them by alumni, foundations, corporations and other generous donors.

The ROI is clear—and so is the need to continue and expand that vital support.

Businesses, Corporations and Foundations Believe in WSSU

Corporate and foundation support is a vital part of many of the programs and projects that have increased WSSU's national prominence. University Advancement strives to direct prospective corporate and foundation donors to the giving opportunities that are best suited to their philanthropic objectives.

"Today, corporate and foundation support provides 65% of our fundraising efforts," said Dr. Kenneth W. Chandler, Director of Corporate and Foundation Relations. "These partnerships play an important role in supporting and advancing WSSU's teaching, research and service initiatives. The result is increased pedagogical innovation, revamped, refurbished and new facilities, support for research and exploration, and an improved institutional profile.

"We are fortunate to attract the support of a diverse and growing number of small businesses, corporations, and foundations across the nation."

With many worthy organizations vying for their attention and financial support, what leads a company or foundation to include WSSU as a beneficiary? Here are responses from several current supporters.

LETTIE PATE WHITEHEAD FOUNDATION

Winston-Salem businessman Lyons Gray serves as vice chairman of the board of trustees for the Lettie Pate Whitehead Foundation, an Atlanta-based organization that is focused on scholarships for women in nine southeastern states.

"This foundation was established in 1946 by Conkey Whitehead to honor his mother," said Gray. "The foundation's focus: to give financial support to underprivileged Christian women who were seeking advanced educations."

Reflecting an organization rooted in family, the board of trustees consists of descendants of the original board. "My father was asked to serve as one of three trustees in 1954 alongside Conkey Whitehead's lawyer and physician. In 1969, my brother took over the seat and passed the responsibility along to me in 1972."



The organization grants money for scholarships to a group of institutions that have been carefully selected through the years by the board of trustees. It took Lyons Gray fewer than five years to add Winston-Salem State University to the list of worthy institutions.

"I wanted a private institution as well as one of the constituents of the university system to have access to these funds," said Gray. "I selected Winston-Salem State University and St. Augustine's College that year. Primarily, I wanted to help those from families where they were the first to attend college."

There are now more than 200 institutions benefitting from the generosity of the Lettie Pate Whitehead Foundation, and Winston-Salem State University continues to be one of them.

THE WINSTON-SALEM FOUNDATION

The Winston-Salem Foundation was established in 1919 as the first charitable foundation in North Carolina and one of the first in the nation. It is distinctive in its structure as a community foundation. "We actually encompass more than 1,300 funds established by charitable individuals, families and businesses," explained Scott Wierman, president.

By the end of 2010, the Foundation had grown to approximately \$270 million in total custodial assets; grants totaled \$18 million, including \$1 million in student aid. "We support a wide range of issues in our community and elsewhere in the U.S.," said Wierman. "Emphasis is on grants to nonprofit organizations that reflect our values, and providing financial aid to college students."

Winston-Salem State University has been a long-time recipient of financial support from The Winston-Salem Foundation. "The Foundation has always recognized WSSU as a very important community resource, in terms of its positive economic impact, the positive social and intellectual impact of its educated faculty and student population, and its significant

contribution toward educating the future workforce of our community,” said Wierman. “Over the years, the Foundation’s student aid program has been able to support many local students who are attending WSSU, which reaffirms our respect for this educational institution.”

The Foundation has also supported WSSU for many years through its Community Grantmaking program. “Our largest



grant to WSSU, made in 2004, was a \$500,000 contribution, over five years, to the university’s capital campaign to help fund the valuable community development work of the Center for Public Safety. A few of the other Community Grants that the Foundation has made to WSSU include grants to help fund technology upgrades for O’Kelly Library in 2001, a full-time Executive Director for the Winston-Salem State University Foundation in 2002, and a Clergy and Community Coordinator for violence prevention and community building activities at the Center for Community Safety from 2001 to 2003.”

The Winston-Salem Foundation’s commitment to WSSU has made it possible for many students to have the education they dreamed of, and the longstanding relationship between these two institutions is a true testament to the strength and dedication they each possess.

ALTRIA GROUP, INC

Based in Richmond, VA, Altria Group is the parent company of Philip Morris USA, U.S. Smokeless Tobacco Company, John Middleton, Ste. Michelle Wine Estates and Philip Morris Capital Corporation. The subsidiaries of Altria Group, which provide a range of sales distribution, consumer marketing and professional services that support the family of companies,

are Altria Sales & Distribution, Altria Consumer Engagement Services and Altria Client Services.

One of Altria’s strategic goals is to invest in leadership by helping to develop tomorrow’s diverse and talented workforce through support of key events and educational programs at colleges and universities where a member of the family of companies actively recruits.

“The Altria family of companies has been actively recruiting at Winston-Salem State University for more than 15 years, and we are excited about the relationships we have established with campus stakeholders and the talent we have recruited over the years,” said Barbara Jones, Senior Information Technology Manager at Altria Client Services. “Within IT, we currently have 13 WSSU graduates, including our Senior Vice President & Chief Information Officer,

Joseph Amado (’78).

“Altria’s support to Winston-Salem State University reflects our



Altria

awareness of its academic standing among Historically Black Colleges and Universities and its commitment to strong support for its students. Altria has identified Winston-Salem State University as one of 26 focus colleges and universities where the company actively recruits for top talent. Altria has funds available to support recruitment strategies at our focus schools, which aligns with Altria’s commitment to developing tomorrow’s leaders.”

Altria’s commitment to WSSU has given students the opportunity to participate in on-campus activities and events such as career fairs, business etiquette dinners, skill-building workshops and leadership development seminars. “Simply put, our support to colleges and universities such as Winston-Salem State University is focused on developing this country’s future workforce.”



Businesses of all sizes provide important support to WSSU through sponsorships and in-kind support. Krispy Kreme Doughnut Corporation, for example, was among the corporate sponsors for WSSU’s 2010 Annual Golf Classic and Online Auction. Those events generated \$35,848 for the university’s general scholarship fund.



For information on event sponsorships at WSSU, contact Dr. Kenneth W. Chandler, Director of Corporate and Foundation Relations, (336) 750-3002 or chandlerkw@wssu.edu

WSSU Foundation Directors Provide Vital Guidance and Connections

The list is impressive. It includes CEOs, CFOs and other senior executives in major corporations, along with business owners, educators, attorneys and community leaders. Their addresses extend across North Carolina and the Southeast and as far away as New York City.

All have demanding schedules in their own spheres of responsibility, and they are in constant demand as speakers, mentors, corporate board members, industry and community association leaders, and volunteers. Yet these men and women have made the decision—and the commitment—to serve on the Board of Directors for the Winston-Salem State University Foundation.

Their experience and their credentials add invaluable insight and guidance to the foundation's strategic decision making. Their influence and connections lead others to notice, learn about, and support the university.

"We are blessed with a board that is diverse in its make-up, which gives us the benefit of multiple perspectives," says Michelle Cook, executive director of the Foundation. "At the same time, our board members are absolutely united in their belief in WSSU and their commitment to help shape its future. They are champions for us in the local community, across North Carolina and beyond."

Here, briefly, several current board members tell why they made the commitment to serve on the board of the WSSU Foundation.

James E. Martin, Current Board Chair
*President, Arbor Investment Advisors,
Winston-Salem, NC*

Jim Martin founded Arbor Investment Advisors in 1998. The fee-only investment advisory firm manages assets in excess of \$250 million. Previously he was Southeastern U.S. Regional Director with the Frank Russell Trust Company and prior to that was a senior vice president with Booke & Company (now Aon Consulting).



Jim is active in the community, serving on numerous boards and as chairman of Arbor Acres Retirement Community, Reynolda Rotary Club, Senior Services of Forsyth County, Southern Employee Benefits Conference, and Wake Forest University MBA Alumni Council. He holds an MBA from WFU's Babcock School of Management and an BA in Economics from the University of North Carolina at Chapel Hill.

"Winston Salem State has a distinguished history of serving the African American population, primarily as a teachers college in the early days. It has evolved to expand its mission to a wider constituency and broader curriculum, while retaining its character as an effective HBCU. The strategic plan developed by Chancellor Reaves and his team promises to deliver greater effectiveness through higher retention and graduation rates."

"In a nutshell, I am drawn to WSSU as a worthy institution because it changes lives. Giving students the skills and opportunity to succeed is a rewarding and noble mission. I believe we can continue to significantly improve the lives of our graduates while making a difference in our city, state and nation."

Arthur McClearin
*Principal, The Williams Capital
Group, L.P., New York, NY*

Arthur McClearin has over 25 years of commercial, investment banking and institutional experience. As a principal at Williams Capital he markets the firm's capabilities to corporations, local, state and national government agencies and institutional money managers. In 2004, he was named to the Hall of Fame for the National Association of Securities Professionals New York Chapter.



Before entering the securities business, he was a marketing officer at Bankers Trust Company of New York, marketing cash management services to international commercial banks, multinational corporations and foreign central banks in the Middle East and Africa. He received his BBA in Business Management from Texas A&M University-Commerce.

"First of all, let me point out that I am not an alumnus of WSSU and have never lived in North Carolina. I became aware of the school as a result of meeting Earl 'The Pearl' Monroe and have felt an affinity for it ever since."

"Much of my career focus and my life focus is on helping to build minority businesses and institutions. The more I have learned about WSSU, the more impressed I have been with the exciting transformation that is taking place under the current leadership. I consider WSSU a jewel, and while I find it has good support locally and from the state, it is not widely known outside the region and among corporate America. I'm pleased to be part of what is happening at Winston-Salem State and am personally committed to help spread the word and expand support."

Clifton Sparrow, Jr.

*Financial Consultant,
LPL Financial, Blacklick, OH*

A 1980 graduate of WSSU, Cliff Sparrow served in the US Navy before joining Merrill Lynch as a financial consultant in Columbia, S.C. in 1996. He later held positions with Citibank's Citicorp Investment Services in Washington, D.C., and with Fifth Third Securities. In 2007, he started his own branch office with LPL Financial, the nation's largest independent brokerage firm. Based in Ohio, he works closely with clients in over 12 states with special focus on retirement and college planning.

Active in community work with young people, he helps teach urban city students the importance of proper money management and investing.



"I first arrived on campus as a freshman in August 1976 by way of a Greyhound bus from Havelock, NC. From the time I arrived at WSSU until today, I have seen a 'meteoric' rise in students, programs, curriculums and buildings.

"I believe that our mission to increase the graduation rate will 'brand' this university as the talk of the global marketplace in providing a critical talent pool in a growing and demanding world. I support the WSSU Foundation board because scholarships and professorships are critical in continuing to fuel the growth of this great university."

Elliott Lemon

*Independent Financial Consultant,
Charlotte, NC*

A 1983 graduate of WSSU, Elliott Lemon received his MBA from Wake Forest University in 2005. He has more than 20 years of experience in the financial services industry.

He is a volunteer with Hands On Charlotte and an active member of WSSU's Charlotte alumni chapter. He recently conducted a money management seminar for alumni in the Charlotte region and anticipates providing additional alumni workshops in 2011.



"WSSU has provided students a strong foundation to meet the changes in today's workplace. The university's culture of caring and commitment to its students provides a unique hands-on experience that challenges students to excel in all aspects of life."

"I decided to serve as a member of the Foundation board to help build awareness of the school's many achievements and future goals that will enrich the lives of the students and the communities they serve. As alumni, we have an opportunity to tell our story to others, including members in the business community, so they have a direct attachment to the value provided from WSSU. Our efforts in the community and visual support of the university will help inspire others to support the continued development and success of the university."

Peggy Carter

*Vice President, Forsyth Medical Center
Foundation, Winston-Salem, NC*

Peggy Carter is responsible for Forsyth Medical Center Foundation's development programs. Previously she was vice president of Corporate Affairs for Sara Lee Corporation's Branded Apparel Line of Business, now Hanesbrands Inc., and a senior director in external relations for R.J. Reynolds. Carter earned a bachelor's degree from UNC-Chapel Hill and a master's from the University of Georgia. Active in community service, she chaired the Winston-Salem Chamber of Commerce in 2009. Current board service also includes the Winston-Salem Foundation and the UNC FPG Child Development Institute. Recognitions include the "Outstanding Woman" City of Winston-Salem Award/2005 and NAACP President's Award/2006.



"I was excited to be asked to rejoin the WSSU Foundation board after serving six years during the period when the Foundation helped facilitate building three new dormitories to house the increasing numbers of students choosing to study here. Over those years, board members watched the campus make dramatic changes physically and academically. Both the university and the community are stronger as a result and as we continue to partner to achieve mutual goals, we will be more competitive in the economic environment in which we find ourselves. For the fact is that today's competition no longer lives in the next county... it lives across oceans and continents. And just as Dr. Atkins taught for a changing world and way of life, so must we. As we stand on his shoulders, we are challenged to show the same courage and determination to prepare the next generation. It's an honor to be involved and to interact with young men and women with so much promise. Even more, it's a responsibility."

Walter McDowell

*Retired Executive, Wachovia
Corporation, Winston-Salem, NC*

Walter McDowell's career with Wachovia spanned more than three decades, from 1973 to 2007, and included senior management positions as chief executive officer of Carolinas/Virginia Banking, head of Wholesale Banking, and president and chief executive officer for North Carolina Banking. He joined Wachovia from the University of North Carolina at Chapel Hill, where he earned a bachelor's degree in economics.

He has held a variety of leadership roles in local and state organizations, including chair of United Way's general campaign in 1997. In addition to membership on the board of WSSU Foundation, he currently serves on the boards of the Winston-Salem Alliance, the Piedmont Triad Research Park, and the Research Triangle Foundation, and is chairman of the Community Education Collaborative.



"I have been impressed with Chancellor Reaves and the new Strategic Plan he is implementing. Rather than focusing on increased enrollment, the plan emphasizes student success."

"The university's economic impact is significant, exceeding \$350 million annually and encompassing some 6,500 jobs. It also is an important drawing card, attracting students, families and visitors to Winston-Salem."

Ways to Give

When you make a gift to Winston-Salem State University, you have tremendous flexibility in determining how the funds will be used, as well as many options for making your gift.

Unrestricted gifts are among the most valuable to WSSU, because they allow the university to allocate funds wherever the need is greatest, and to take advantage of unique opportunities as they arise. Your unrestricted contribution may be used to support costs associated with financial aid, innovations in student success, teaching, research, facilities, and much more.

Restricted gifts allow you to designate your gift to a specific school or program, or other priority area at the university. When you make a directed gift to WSSU, you enjoy the satisfaction of knowing you are supporting a program that is personally meaningful to you.

You also have the option of designating your gift for **current use** or for **endowment**. Current-use gifts provide funds and flexibility over the short term, whereas endowment gifts provide security over the long term by creating a predictable source of future income for such things as endowed faculty positions, student scholarships or fellowships, interdisciplinary research projects, or even entire academic programs.

TYPES OF GIFTS

Outright Gifts

When you make an outright gift to Winston-Salem State, your contribution can be put to work immediately—either providing funding for current programs or creating a reliable source of future income by expanding the university's endowment. An outright gift may be composed of almost any asset of value:

- **Cash gifts**—the simplest and easiest gifts you can make—can be made through credit/debit card transactions, outright cash, or personal checks, cashier's checks, or money orders made payable to the Winston-Salem State University Foundation. The university also has a wire account; please contact Donor Relations for details about making a wire transfer to WSSU.
- **Gift pledges**—WSSU also welcomes your gift through a pledge—a formal statement of intention to make a gift to the university. With a pledge, you may complete your gift by making regular payments over time. What is more, each payment on your pledge is eligible for an income-tax charitable deduction.
- **Gifts of appreciated securities, stocks and bonds** also provide considerable tax advantages when transferred to Winston-Salem State before they are sold. If you have held your securities for more than one year, you may find that your gift will provide a two-fold tax benefit, creating an income tax deduction as well as helping avoid the capital-gains tax that would have been due on their sale.

- If stocks are to be delivered by Depository Trust Company (DTC) to the university's bank, contact the Donor Relations Office to have delivery instructions faxed or e-mailed to your broker or financial advisor.
- **Gifts of real estate**—including personal residences, second homes, income property, and vacant land—offer a wide variety of tax and other benefits. Whereas most people give their entire interest away, it is also possible to give only a portion of the property (an undivided percentage interest) while retaining the rest for other purposes. All real property donations must be evaluated by legal counsel prior to acceptance. Contact Donor Relations to request an "Intent to Donate Real Property" form and instructions.
- **Gifts of personal property**—including rare books, works of art, valuable collectibles, and tangible items of demonstrable value—in some cases may enable you to make a significant gift to support WSSU with outstanding tax benefits to you.

Planned Gifts

Please contact our Director of Major and Planned Gifts to learn about deferred or planned gifts, including bequests, life-income plans, and other options for your estate—and for information about increasing your income, earning valuable income-tax deductions, and reducing your estate taxes.

YOU MIGHT ALSO CONSIDER

Matching Gifts

An easy way to double or even triple your donation to Winston-Salem State University is to find out if your company has a matching-gift program. Such programs typically match all or a percentage of employee contributions to charitable organizations, making the employer a partner in your personal philanthropy. Simply obtain a matching-gift form from your employer's human resources office, fill it out, and provide it to WSSU with your contribution. Visit our Matching Gift employer search page at <http://www.matchinggifts.com/wssu/>

Gifts in Honor or Memory

You can make a gift supporting any area of Winston-Salem State University in honor or memory of a relative, friend, or other significant person in your life. Making an honorary or memorial gift is a generous and thoughtful way to recognize a person's life and accomplishments.

When you make an honorary or memorial gift, the WSSU Foundation will (if requested) notify the honoree or family member, and will administer the gift as you direct.

For more information contact:

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