HELP STUDENTS EXPERIENCE PENN’S EXCELLENCE WITH A PLANNED GIFT

Penn’s commitment to financial aid and need-blind admissions means that every Penn undergraduate student is accepted without regard to that student’s ability to pay the costs of attending. The University has further advanced this commitment by substituting grants for loans in all financial aid packages for undergraduate students, to minimize students’ burden of debt. The University similarly recognized the compelling need to increase graduate and professional student aid to advance scholarship at the highest levels. These policies represent a revolutionary promise in the world of higher education.

Gifts to support scholarships can be made in a number of ways. Gifts using cash, as well as other assets such as securities, real estate, and personal property, may be top of mind. But did you know that future commitments in the form of a planned gift can also be used to supplement existing cash and individual scholarships or create new individual endowed scholarships?

Penn alumni and friends can designate a bequest, charitable gift annuity, trust, or retirement plan to benefit a specific scholarship or the University’s general scholarship endowment at the undergraduate and graduate levels. These planned gifts ensure the University’s ability to attract the best students both now and in the future. Donors benefit from good estate planning by using an asset that could otherwise be highly taxed (up to 70% in some cases) to support their passion for undergraduate or graduate scholarships. And in many cases, students who have received scholarship support repay their gratitude by becoming scholarship donors themselves, continuing and expanding the circle of philanthropy for future generations of Penn students. Some donors choose to utilize more than one planned giving option, for example: a charitable gift annuity to provide themselves stable payments during retirement in combination with a bequest or beneficiary designation directly to a scholarship fund.

Creating access through financial aid continues to be one of Penn’s highest priorities, and there will be a need for such support through the close of the University’s Making History campaign on December 31, 2012 and well beyond. Contact the Office of Gift Planning to learn more.

OCCUPRTEITIES FOR LEARNING… PENN TO OFFER ONLINE CLASSES

The internet has changed the way we read the news, connect with friends, and buy new products. Now, web-based courses are pioneering a new model for higher learning, one that could potentially give everyone in the world access to a top-level educational experience.

As part of this new model, Penn is partnering with Princeton University, Stanford University, and the University of Michigan as part of an online education platform called Coursera, designed to make web-based courses available for free and improve teaching on campuses.

These courses include video lectures with quizzes, interactive assignments, and collaborative online forums. Penn faculty will provide courses in medicine, business, music, literature, mathematics, and computer science, among others.

Twelve Penn faculty members are currently slated to offer courses, which will roll out over the next few months.

For detailed information on what courses are being offered, please visit www.coursera.org.
Welcome New Harrison Society Members!

Penn’s Office of Gift Planning is pleased to welcome new members of the Charles Custis Harrison Society. Over 900 alumni, parents, and friends have been enrolled as new Harrison Society members since the start of the Making History Campaign. Gifts from Harrison Society members have changed the face of the University—whether creating scholarships and professorships, establishing research funds, or contributing to the quality of campus life, these gifts make a tremendous difference and leave a lasting legacy.

The University extends its deepest gratitude and appreciation to all Harrison Society members for their outstanding generosity, which helps in the continuation of Penn’s tradition of academic excellence. Your participation in Making History through a planned gift will take Penn to new heights.

Lawrence J. Schoenberg, C’53, WG’57, and Barbara Brizdle Schoenberg

When Lawrence Schoenberg, C’53, WG’57, was a teenager in the ’40s, he studied election handbills archived in the New York Public Library. Through the simplistic, polyglot design and language, he learned first-hand how fractured the city’s politics were in the early 20th Century. It was a story not told in the history books, and the discovery, using original historical artifacts, turned him into a lifelong collector.

“The overarching reason why I collect,” Mr. Schoenberg explains, “is the opportunity it affords me to understand the history of human intellectual activity and exchange of knowledge. Giving my Collection to Penn affords students and scholars the opportunity to engage in their own intellectual pursuits, which is exciting and equally rewarding.”

Now Lawrence Schoenberg and his wife, Barbara Brizdle Schoenberg, longtime Penn Libraries benefactors and board members, have donated their collection of over 285 Medieval and Renaissance manuscripts, valued at over $20 million, to the University. The Penn Libraries will create the Schoenberg Institute for Manuscript Studies to promote the use of this and all other manuscript holdings at the University.

This collection will come to Penn Libraries through a combination of an outright gift, as well as a bequest from the Schoenbergs’ estate.