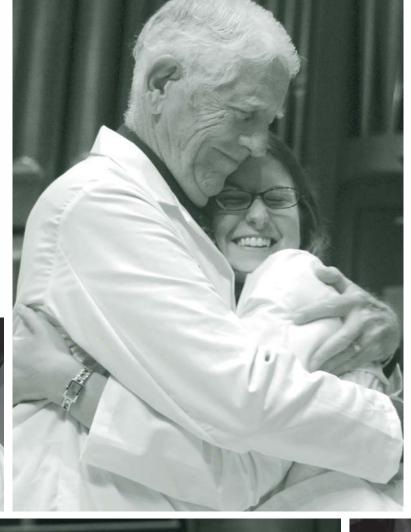


# White Coat Ceremony







More than 50 years after he graduated medical school, Ted Rayhill, MD '54, coated his granddaughter, Melissa.

Phil Morey, MD '62, coating Ashley Wentworth, The Colleen C. and Philip D. Morey, M.D. Scholar

Anita Herbert, MD '63, and Charlie Tirone, MD '63, pictured with Sara Hwyla, the Charles S. Tirone and Anne Reilly Tirone, MA '94, Scholar.

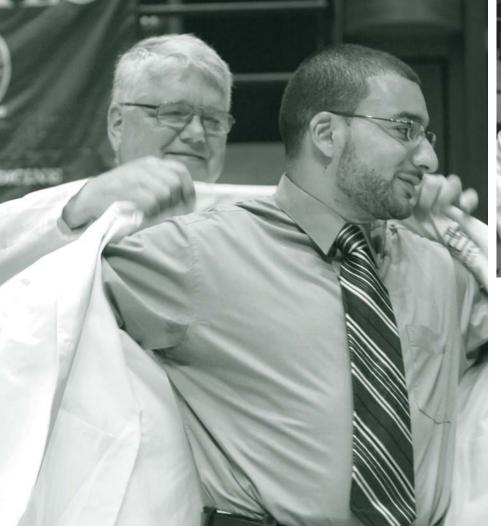
ON AUGUST 11, 2006, members of the Class of 2010 topped off their orientation week and took their first step toward becoming physicians by participating in the White Coat Ceremony held in Slee Hall on UB's North Campus.

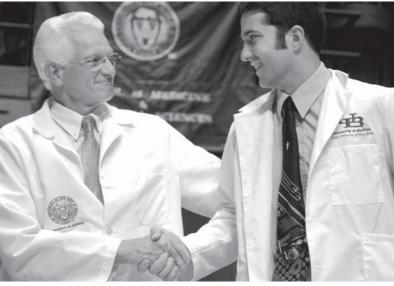
A relatively new tradition in the United States, the White Coat Ceremony is a formal rite of passage marking students' entrance into medical school.

Developed by the Arnold P. Gold Foundation and now in place at more than 90 percent of medical schools in the United States, the ceremony involves incoming students being formally "robed" in white coats and their reciting of an oath affirming their commitment to the highest standards of ethics and patient care.

Thomas Guttuso, MD '60, was instrumental in bringing the ceremony to UB medical school in 1997.

A special highlight at this year's ceremony involved donors coating students for whom they had provided scholarships.





Thomas Guttuso, MD '60, coating Timothy Buckley, the Dr. Thomas J. and Barbara L. Guttuso Scholar.

Art Mruczek, MD '73, coating Jason Feliberti, the Class of 1973 Scholar.

A conversation with Kathleen

Wiater, associate dean and

senior director for advancement

and constituent relations.



# D O N O R S A S

# Stakeholders

however—particularly those in the high six-figure range—help lift an institution to the next level of achievement. And larger major

gifts, those in the multimillion dollar range, start to approach what we call "transformative gifts"—gifts that make possible an extraordinary leap in quality at all levels, in student and faculty recruitment, breadth of research, top-quality physical facilities, national and international rankings, and so on. A small liberal arts college in New York State recently received a \$43 million gift designated for a new music building and significant increases to student scholarship. Now, that was a transformative gift. The medical school has never received a transformative gift.

# Q. What is a major gift?

A. A "major gift" is typically \$25,000 or more and is usually (but not always) designated for a specific purpose. It can be given at once or over a defined time period that is negotiated with the donor. Because of the amount involved in major gifts, donors think carefully about how they want to see their gift used and work with development officers to make their vision a reality.

## • How are major gifts different from annual gifts?

A. There are several differences: the size of the gift, certainly. Although the medical school does have donors who consistently give \$5,000 or even \$10,000 every year, these are rare (but we are slowly building this gift level). The average annual gift is smaller, but annual gifts—as the name indicates—are very regular, yearly contributions. Donors who give annually to the organizations they care about make giving a habit—they receive their annual solicitation, and they respond with their solid gift of, say, \$1,000 or \$2,000. When a donor begins to contemplate a major gift, however, giving is not out of habit—it's more deliberate, and donors think about what they want to achieve with their gift. We see, for example, donors who want to affect scholarships the school offers, or they imagine a lectureship series, or they are interested in helping the school recruit top faculty and talk to us about endowing a professorship or a chair.

Annual gifts enable an institution to maintain the quality work it is doing and to make modest upgrades within the scope of its mission. Major gifts,

# The University at Buffalo is a state university—shouldn't state funding make possible greater achievement and transformation?

A. The University at Buffalo is a "state-assisted" university. It no longer is "state supported"—indeed, only 14 percent of our funding comes from New York State. Most, if not all, state-university systems have experienced a decline in funding over the years, but donors nationwide—and internationally—have responded with gifts that provide the resources for academic excellence to continue. Major gifts allow the university to enhance and broaden its strongest research, education and outreach programs. Major donors can significantly affect these important aspects of the university, both now and into the future, with the endowments they create.

# • What is an endowment and why is it important to the medical school?

**A.** An endowment is that part of an institution's resources that is invested in perpetuity, growing as the market grows over time and generating interest income. The interest is expended according to the wishes of the donor; generally, this equates to roughly 4 to 5 percent of the endowment principal.

The nation's most highly-ranked universities are also the country's best endowed universities—financially strong, able to make strategic investments in people and programs and to undertake important new initiatives and opportunities. Endowed gifts, by producing expendable income in perpetuity, are essential for the future of nonprofit institutions, including colleges and universities.

Endowment figures have become key indicators for students and faculty considering an institution for their academic careers; the savviest look up endowment figures or research endowment rankings before they apply for positions or interview. An endowment figure is a marker of an institution's financial health, an important part of an institution's standing in the eyes of the public. Like it or not, to some extent the worth of alumni degrees is equated in the minds of some people to the endowment ranking of the degree-granting institution and to the academic reputation it enjoys as a result of its well-endowed funds. With major and transformative gifts, schools and universities get press. The reality is that nothing captures the imagination and attention of the world like significant amounts of money focused in one place. That kind of attention would be wonderful for the medical school and for UB.

# $igl( igl)_{f a}$ Do donors choose between giving a major and an annual gift?

**A.** Ideally, donors will not give an either/or gift and will continue their annual giving while considering a major gift. The

THE NATION'S MOST HIGHLYRANKED UNIVERSITIES ARE
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annual fund is the lifeblood of every nonprofit institution in the world—it must succeed every year. It can be challenging, however, to get word out to donors that their annual gifts are essential, even while they consider a major gift. A very good scenario for the school and its students is one where donors give annually without skipping a beat, and from time to time consider a major gift. Major gifts can be given over several years, but it helps the school greatly when major donors do not interrupt their annual gifts while paying on a major gift commitment.

# How do development staff members play a role in securing major gifts?

**A.** Development staff meet with alumni and friends to encourage support of UB, matching donor interest with the gift opportunities at the medical school. Development officers facilitate relationships on behalf of the medical school and the university, securing support of existing endowments and/or helping donors create new endowments.

Major gifts are usually placed in endowments, but they may also be designated for "current use"—e.g., for capital projects such as the Clinical Competency Center or for equipment or even for scholarship. Major gifts used to endow funds at the medical school have been created for scholarships, chairs, professorships, lectures and broadly defined research projects.

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## **U.** What are the benefits to the donor of making a major gift?

**A.** In my experience, the prime benefit to donors is the extreme satisfaction they receive from seeing the effects of their gift and imagining the impact well into the future, beyond the span of their lives. The most gratifying aspect of being a development professional is the privilege of bearing witness to the joy a donor experiences throughout the gift process. It is exciting to work with a donor who wants to "give back": my best memories of donors are their conversations about what their education has made possible for them and their families and what they want to make possible for future generations. I especially enjoy working with donors who are in mid-life and beyond. It is in these stages of life that individuals think about their legacies. Often, donors know they want to make a difference, but they don't know how. We work with donors to help them realize their visions and also to navigate the many options they have to make a major gift.

# **U.** What do you mean by that?

A. It can be a bit daunting to donors to think about the financial gates that are open to them. We talk to donors about whether they want to make an outright gift or a deferred gift, for example. Outright gifts are gifts given during the course of the donor's lifetime and can be made with gifts of cash or credit cards, or with appreciated securities such as stock or property. Gifts of appreciated assets such as stock or securities are very common; we find that the end of the calendar year is a popular time for giving stock. The process of transferring stock to UB is very simple, and our donors find this a convenient method for giving.

Other donors have chosen to make deferred gifts or other future gifts, known as planned gifts. These gifts are committed in the present but received by UB in the future. When we meet with potential donors we find that many are unaware of the benefits of making a planned gift. For instance, gifts that provide income for the donor are a popular option. Other donors have elected to put UB in their will; the medical school will realize their gift upon their death.

## What should donors expect when making a major gift?

**A.** Donors should expect that a development officer will work closely with them to understand what they would like to do with their gift and, in many instances, to foster conversation between the donor and the dean, faculty, the UB Foundation staff and/or

other stakeholders in the school and at UB. They also provide guidance on the wording of endowment agreements. Since endowments will outlast the donors and development staff who create them, it's essential that endowment agreements stand the test of time. It's important to note that development officers are not financial advisors; donors should rely on their personal financial advisors for the best way to make a gift. Staff, however, will work with donors to create a payment schedule that suits the donor's finances, tax implications, and convenience.

Development staff will take care of administrative details and ensure that the gift is properly credited to the donor. As the gift matures through university investment, donors will receive yearly endowment reports reflecting the growth of the endowment and what has been expended. This allows donors to see how their gift has been used, although development staff may provide stewardship in other ways too (e.g., arranging for donors to meet their scholarship students).

Finally, donors should expect that in some instances development staff will talk to them about announcing their gift, possibly through Buffalo Physician. Donors typically enjoy this, and the visibility of gifts greatly helps to encourage giving by others. I recently asked one of our alumni for a major gift, and the first

> I recently asked one of our RANGE HAS THE SCHOOL RECEIVED?' LENT QUESTION: PEOPLE WANT TO PHILANTHROPY—AND THAT THEY'RE NOT THE ONLY ONES SUPPORTING

question he posed was, "What other gifts in this range has the school received?" I thought it was an excellent question; people want to feel there is a giving community—what we call a "culture of philanthropy"—and that they're not the only ones supporting the school. The more donors allow us to talk about their gifts, the more support the school and its students will receive.

# Often we read about colleges and universities forming volunteer development committees. Does the medical school have volunteers who ask for major gifts?

**A.** We don't, but it would be wonderful to have such a group. Although development officers can ask for gifts, an alumnus/a asking a classmate or colleague for a gift is much more powerful. Alumni have the shared experience of medical school, and it is through this connection—and the passion they often share for medicine and their alma mater—that philanthropy emerges. We do have a campaign chair for the Practice Giving scholarship campaign; John Bodkin II, MD '76, has made a big difference in our ability to reach out to alumni. In the absence of a volunteer development committee, however, alumni and friends of the school who make major gifts can still have impact simply by talking about their giving. I wish more alumni would encourage classmates to give, particularly during reunions. An opportunity is lost when donors do not ask others to consider giving. My goal is to foster a culture where our alumni provide this encouragement to one another, something that is commonplace at other medical schools.

### You mention bequests. Is this a good way to give a major gift?

A. It's an excellent choice for many donors. We encourage donors to think about making annual and major gifts in their lifetime and also to consider a bequest or other planned gift. An ideal situation for donors once they have reached a comfortable financial stage in life is for them to make annual leadership gifts, punctuated over time by special major gifts, and to consider adding a bequest gift as an ultimate and final gift to the school.

## **0.** What's the best motivation you've heard from someone who gave a major gift to the medical school?

A: One of the most powerful statements is something a major donor shared with me recently. He said, "I want to make a difference. How many first-class trips can I make? How many houses can I own? I don't care about that anymore. I want to make a difference in someone's life." I loved his attitude and the strength with which he conveyed his message. In the world of major gift philanthropy and donors, it just doesn't get any better than that.

Interested in making a gift? Call us at 716-829-2773 or toll-free at 877-826-3246. Or, visit us. We're on the south campus in the Biomedical Education Building, Ground Floor, Room 35.

# New law provides unique opportunity to support charitable giving

#### THE RECENTLY ENACTED Pension

**Protection Act of 2006 allows** individuals age 70 1/2 or older to transfer up to \$100,000 a year from a traditional or Roth Individual Retirement Account (IRA) to taxexempt charitable organizations such as the University at Buffalo. The amount transferred from qualified IRAs to eligible charities in 2006 and 2007 will not be subject to federal income tax.

#### YOU MAY PARTICULARLY BE INTERESTED IN THIS LEGISLATION IF YOU:

- . Would like to complete an outstanding pledge to the medical school by taking advantage of this tax savings opportunity
- Would like to make your annual James Platt White Society gifts for 2006 and 2007 with an IRA rollover
- Have named the school in your will but would like to make a gift now in order to see the impact of your gift during your lifetime
- · Have created an endowed fund and would like to add to it
- · Have been thinking of making a gift and would like to take advantage of the tax savings provided by the Act

If you are interested in exploring this gift opportunity or would like to receive additional information, please call the medical school's advancement office at 716-829-2773 or toll free at 877-826-3246 and ask to speak to one of the school's development officers: Bill Pritchard, David Draper, or Kathleen Wiater.

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# JAMES PLATT WHITE SOCIETY

# Donor Recognition Dinner

t was an evening for medical students and donors as the medical school celebrated the 20th anniversary of the James Platt White Society, the recognition society for donors who give \$1,000 or more to the school during the academic year (see listing on following pages).



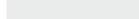
Interim Dean Frederick C. Morin III, MD, thanked donors and emphasized the importance of private philanthropy, especially in meeting the goal of recruiting a talented student body. While discussing this topic, he shared the news that the success of the Practice Giving campaign to date allowed the medical school to enroll its best incoming class in over a decade in terms of MCAT scores.

The program also featured Charles Bauer, MD '46 and Kelly Berchou, Class of 2009, the first recipient of the Dr. Charles D. and Mrs. Mary A. Bauer Scholarship. Bauer spoke about the importance of timing when making a gift, encouraging donors to give during their lifetime in order to experience the impact of their philanthropy.

Berchou thanked Dr. and Mrs. Bauer for their generous scholarship support that enabled her to attend medical school. "I knew two things throughout my undergraduate tenure at Canisius College: that I wanted to go to medical school and that I wanted to go to medical school in Buffalo," said Berchou. "Paying for medical school, I soon learned, would be no small feat, however. I was planning on my student loan balance equating to the gross national product of several small nations. I calculated that I'd be out of debt by the time I retired!"

The dinner was held on August 10, 2006, at Shanghai Red's on Buffalo's Waterfront.

Charles D. Bauer, MD '46, left, and student scholar Kelly Berchou, Class of 2009, and Bauer Scholar.





Left to right: Herbert Joyce, MD '45, William McIntosh, MD '45, and Mrs. Ruth Joyce.



Left to right: Janet Sung, MD, Mr. John Sung, and Stephanie Chow, Class of 2009, and Sung Scholar.







Left to right; Gerald Sufrin, MD, chair of urology; Steven Dubovsky, MD, chair of psychiatry; James Reynolds, MD '78, chair of ophthalmology; Mark Lema, MD, chair of anesthesiology; and John Yeh, MD, chair of gynecology-obstetrics.





# JAMES PLATT WHITE SOCIETY

Members of the James Platt White Society give gifts of \$1,000 or more annually to the School of Medicine and Biomedical Sciences. This special group of donors may choose to support a variety of options: student scholarships; seed funding for groundbreaking basic and clinical research; the Dean's Excellence Fund, which provides the dean flexibility to take advantage of unanticipated opportunities that arise mid-year; or established school funds that have special meaning for donors, such as memorial funds.

This past year, many donors chose to support scholarship and the *Practice Giving* campaign to benefit the Medical Alumni Endowed Scholarship Fund. As a result, philanthropic gifts in support of scholarship allowed UB to enroll an outstanding first-year class this past August. The academic standing of the Class of 2010 is the highest in over a decade with an average MCAT score of 30.

Special thanks to the following alumni and friends of

#### \$1 Million +

Dr. Elizabeth Pierce Olmsted Ross '39

Buffalo, NY

## \$250,000-\$499,000

Dr. Ralph T. Behling '43 and Mrs. Eileen Behling

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