



## Office of Planned Giving

Spring greetings from the Planned Giving team at the University of Arkansas!

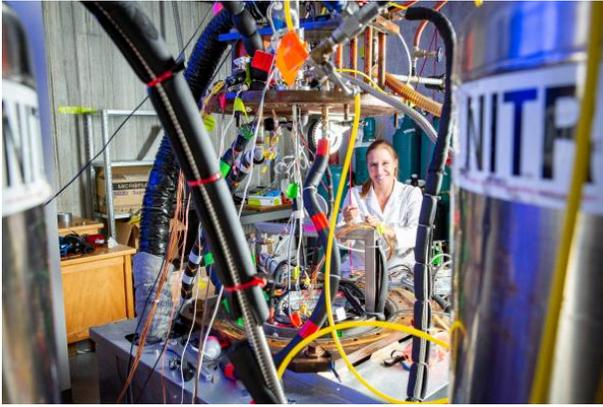
Spring Break is just one week away offering opportunities for a getaway or simply enjoying the seasonal changes. We wish you moments of relaxation and rejuvenation during the break.

Next month, a vast number of visitors will flock to the Natural State for the Great North American Eclipse. To witness the total eclipse, head to the narrow path of totality spanning Hot Springs, Little Rock, and Jonesboro. Don't miss this incredible event in Arkansas on Monday, April 8th!

Researchers at the U of A have long studied the solar system. Faculty and students at the **Arkansas Center for Space and Planetary Sciences** investigate everything from solar flares to the presence of liquid water on Mars. Remarkably, half of all graduates from the Center's programs have moved on to NASA or a NASA-related research facility.

### Research

Research in all fields is central to the University of Arkansas' mission and has fueled the impressive growth of the Northwest Arkansas region. The University contributes more than \$2 billion to Arkansas' economy through



entrepreneurship and job development, and the Carnegie Foundation classifies the U of A among U.S. universities with the highest level of research activity. Notably, the **Milken Institute** recently cited Northwest Arkansas as one of the “best-performing cities” in the country, highlighting

the area’s access to economic opportunities, tech influence and a strong labor market.

### Entrepreneurship

This innovative spirit has propelled the U of A’s graduate entrepreneurship program to a number one ranking in the SEC and Top 50 internationally. Additionally, for the past 22 years, the Walton College of Business has placed in the Top 30 of public business schools, as recognized by **U.S. News & World Report**.

Building on that success, the U of A’s **Office of Entrepreneurship and Innovation** (OEI) recently introduced a graduate certificate in entrepreneurship. Other pioneering initiatives include **Beta in Bentonville**, a new prototyping lab helping early-stage startups move from concept to reality, and the **Greenhouse Outdoor Recreation Program** (GORP), a business incubation program supporting outdoor recreation startups with workshop training and product development to help them scale globally.



Of course, strong leadership is essential to entrepreneurship and University of Arkansas graduates are well-prepared to assume executive roles. TIME magazine recently recognized the U of A as one of the **Best Colleges for Future Leaders**

in the United States. The publication analyzed resumes of 2,000 prominent leaders, including CEOs and politicians, and concluded U of A graduates possess the skills and acumen necessary for leadership and success.



While foundation support and grants help fund some of this innovation, progress would not be possible without the generous philanthropy of U of A alumni, their families, and friends. And planned gifts are a big part of the University's ability to advance in the areas of research and entrepreneurship.

### Donor Advised Fund

Making gifts through a donor-advised fund (DAF) is a popular option for savvy donors. DAFs are charitable giving vehicles managed by a public charity or financial institution. Donors contribute to a DAF and receive an immediate tax deduction, then recommend grants to their favorite charities, like the University of Arkansas. Over time, the assets in the fund grow tax-free, enabling individuals to provide even more support to the U of A.

DAFs are one of the easiest and most tax-advantageous ways to support the University of Arkansas and might be a great solution for your philanthropic goals. You can use a DAF to distribute gifts to numerous charities during your lifetime (and we suggest the University of Arkansas!). You may also plan recommendations on how the DAF should be distributed upon your passing, and even instruct your children or other heirs to carry on your legacy of giving.

While the University of Arkansas Foundation does not administer a DAF program, there are currently more than 1,000 DAF sponsor organizations in the U.S. If you have any questions about making a gift through a donor advised fund, please [contact us](#). We would be happy to assist you and answer any questions you might have.

### Impact Story

Charitable alumni continually strengthen the University of Arkansas through planned giving. Alumnus Paul Goodwin recently made a legacy gift with a \$250,000 endowment that will provide long-term support for the preservation of Special Collections at the University Libraries. A deep personal connection to

the University of Arkansas Libraries inspired Goodwin to establish the Dr. Clia M. Goodwin and Mr. Paul D. Goodwin Preservation Endowment for the University Libraries. Read more about this generous planned gift [here](#).



Planned giving helps maximize your legacy and supports students, faculty, and research at the U of A. For more information on making a planned gift of any size, please contact us by calling 479-575-7271 or emailing [legacy@uark.edu](mailto:legacy@uark.edu).

Don't forget to follow us on [Facebook](#) for timely news, updates, and information about campus events.

Thank you for your interest in planned giving and look for our next e-newsletter in May!

Office of Planned Giving

Rachel Krest, Executive Director

Tammy Knowles, Assistant Director

Thank you for your interest in planned giving. To access any of our resources, please go to our [website](#).



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