



OFFICE OF PLANNED GIVING

Hello from the Planned Giving team at the University of Arkansas! Spring Break is just around the corner, providing a perfect chance for a getaway—or simply enjoying the seasonal changes.

Looking for a reason to visit campus? Spring semester is a wonderful opportunity to catch a concert, dive into a thought-provoking lecture, or cheer on the Hogs at an athletic event. The **Campus Calendar of Events** may have just what you're looking for!

Keep reading to learn about Chancellor Robinson's contract extension, the U of A's impact on our state's outdoor economy, and some exciting giving opportunities to help you achieve your philanthropic goals.

Chancellor Charles Robinson's Contract Extended Through 2027

Chancellor Charles F. Robinson, Ph.D., has extended his employment agreement with the University of Arkansas through Dec. 31, 2027, following a unanimous Board of Trustees vote. Under Robinson's leadership, the university has achieved record highs in enrollment, scholarships, retention, and graduation rates. Research expenditures hit \$221.5 million in 2023, and \$122 million has been raised for the **Land of Opportunity Scholarship** endowment to support high-achieving Arkansas students in need.

University of Arkansas to Host Giving Day: One Day, One U of A

Next month, the U of A will launch "One Day, One U of A," an inaugural 24-hour crowdfunding giving day, set for Thursday, April 10, 2025. This groundbreaking event will empower the Razorback community to support grassroots-led projects addressing needs across campus and throughout the state of Arkansas. Learn more about this extraordinary giving event [here](#).



Discover RED: Growing Our Outdoor Economy

Arkansas' outdoor economy generates over \$4.5 billion and employs more than 40,000 people. The university's Office of Entrepreneurship and Innovation supports this sector through the [Greenhouse Outdoor Recreation Program](#), an



incubator providing startups with funding, training, and mentorship. Expanding this commitment, the [Entrepreneurial Law Project](#) (ELP) was launched in 2023 to offer legal support to founders while giving law students hands-on experience. Approaching its two-year anniversary, ELP has assisted over 75 entrepreneurs across Arkansas, fostering a

strong entrepreneurial ecosystem in cities like Mena, Little Rock, Helena, and Fayetteville. Learn more about these programs [here](#).

Oliver and April Sims Land of Opportunity Scholarship Endowment

A \$100,000 planned gift from University of Arkansas alumnus Oliver Sims and his wife April will establish The Oliver and April Sims Land of Opportunity Scholarship Endowment. Their generous contribution will impact students' access to education by addressing critical funding gaps often limiting those opportunities. Read more about the Sims' planned gift [here](#).



Empowering Philanthropy: Specific and Residual Bequests

Leaving a bequest to the University of Arkansas is a meaningful way to create your legacy while supporting the university's mission to build a better world. A

bequest is a revocable gift, meaning it can be changed or modified at any time. This flexible giving option lets you designate your contribution toward a general purpose or a specific initiative, ensuring your generosity is used as intended.

As one of the simplest planned giving options, a bequest does not impact your current financial resources, allowing you to maintain control of your assets during your lifetime while making a profound impact on future generations. A bequest to the U of A can take various forms, helping tailor your giving to your specific intentions. A specific bequest allows you to leave a designated dollar amount or a particular asset, such as real estate or stocks, ensuring that a precise portion of your estate benefits the University.

Alternatively, a residual bequest enables you to allocate a percentage of your estate's remainder after other distributions have been made. You can also name the university as a beneficiary of certain assets, such as retirement accounts or life insurance policies, further extending your philanthropic reach beyond traditional estate planning. Creating a charitable bequest is a simple and flexible way to support the University of Arkansas while maintaining control of your assets during your lifetime.

With the help of a financial advisor, you can craft a bequest that fits your vision, whether it's a specific gift, a residual amount, or a beneficiary designation. Your gift—no matter the size—will enhance research initiatives, improve campus facilities, and provide scholarships for future students. The Office of Planned Giving is available for confidential assistance, helping you structure a bequest that aligns with your philanthropic vision and maximizes your impact on the areas of campus you are most passionate about.


For further questions about a beneficiary designation, or about making a planned gift of any size, please contact us by calling **479-575-7271** or emailing legacy@uark.edu. We're here to help.

As you think about your philanthropic goals, please consider supporting our Land of Opportunity Scholarship campaign. This three-year initiative aims to expand educational access from all 75 counties in Arkansas, boost graduation rates, foster two-way engagement between the university and businesses across the state, and fulfill our land-grant mission to uplift Arkansas. Stay informed about the campaign by visiting landofopportunity.uark.edu.

Remember to follow us on **Facebook** for timely news, updates, and information about campus events.

We look forward to staying connected in the year ahead. Thank you for being an essential part of the University of Arkansas community and look for our next e-newsletter in May 2025!

Office of Planned Giving



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FREE ESTATE PLANNING GUIDE

It's never too late to plan for the people and causes you care about. Our easy-to-use estate planning guide can help you gather the information you need before meeting with your attorney.



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