



## Poised for Tomorrow

### Campaign Total Reaches 95% of Goal!

Keep in mind that planned giving takes time. So while you're considering the best gift possible for you and the university, you may want to sign a pledge that allows your gift to count toward the campaign total.

We will be happy to discuss your planned giving needs with you at any time. Just give us a call:

- Susan Warsaw, Executive Director of Development: (740) 351-3257
- Mandy Hart, Associate Director, Development for Major and Planned Gifts: (740) 351-3364
- Angela Henderson, Assistant Director, Development/ Alumni Affairs: (740) 351-3182

Welcome to 2008! It's hard to believe that we only have four more months left in the campaign. And as you will see from the campaign total on the back, we are now at **95%** of our goal!

The community response has been magnificent, and we are truly grateful. If you have not

yet taken part, we hope you will consider doing so before the campaign ends.

Of course, our overall goal is to see all of the campaign initiatives fulfilled. These initiatives will allow SSU to take its next steps as a university of excellence for the region, so we are excited about the possibilities they represent.

The seven initiatives are:

- Undergraduate Research
- Agenda for Technology
- Specialized Studies
- Faculty Development
- Scholarships
- Enhanced Clinical Experience
- Enhanced Quality of Life for the Region

### Walkers Boost Scholarships Initiative With Gift

A local couple has found a way to honor people who made a difference in their lives by making a difference in the lives of Shawnee State University and its students.

Dr. John Walker and his wife, Linda, have established three separate scholarships through a gift to *Poised for Tomorrow*.

Linda Walker said she and her husband wanted to keep their giving local to benefit their community and SSU was a perfect choice. "Shawnee State is the beacon and the hope in our community. My husband and I are both very much in favor of education, which is why we decided to do the scholarships."

The Dr. John Walker Allied Health Scholarship will be awarded to graduates of Portsmouth West High School pursuing an allied health degree at SSU. The Walkers established this scholarship to honor the memory of the teachers they

deeply respected.

"The teachers I had while taking science courses at Washington High School, which is now Portsmouth West High School, and the guidance counselor there were able to procure a four-year tuition scholarship for me to the University of Cincinnati which got me on my way in pre-med," Dr. Walker said. "This is a way of just giving back to any student at West High School who is interested in pursuing a career in the healthcare field."

The Mrs. Linda Bradshaw Walker Education Scholarship will be awarded to graduates of Portsmouth West High School pursuing a degree in education at SSU. This scholarship was established to show the Walkers' appreciation for the education they received at Portsmouth West.

The George Heller Memorial Basketball Scholarship will be awarded annually, alternating between a member of the

Shawnee State men's and women's basketball teams. This award was established in memory of longtime Portsmouth High School basketball coach George Heller, who, as a fan of both Shawnee State basketball teams, attended many games with Dr. Walker.

SSU President Rita Rice Morris expressed her appreciation for the Walkers' dedication to education. "John and Linda's devotion to the community runs deep and wide. The fact that they credit their teachers with giving them the tools to make them successful says volumes about their commitment to education. That they chose Shawnee State and the *Poised for Tomorrow* campaign as the vehicle to show that appreciation is so gratifying to us."

The Walkers' gift brings the number of new scholarships created through *Poised for Tomorrow* to 15 and counting.

Shawnee State University Development  
Foundation  
940 Second Street  
Portsmouth, Ohio 45662

Phone: 740-351-3284  
Fax: 740-351-3198  
E-mail: SSUDF@shawnee.edu

[www.shawnee.edu/campaign](http://www.shawnee.edu/campaign)

## 2008 Special Gift Planning Strategies

As you complete your 2007 tax filing, now is the time to look into **2008 Special Gift Planning Strategies** that may help you maximize your philanthropy as well as save income tax. Here are some tips on gift opportunities. Of course, your gift of cash is always welcome, and we truly appreciate your ongoing dedication and support.

- **Give securities instead of cash.** You can increase the benefits of your support by escaping capital gains tax while receiving a charitable income tax deduction.
- **Create a Life Income Plan.** Both a **Charitable Remainder Trust** and a **Charitable Gift Annuity** allow you to make a large

gift, receive a partial income tax deduction, and retain life income.

- **Make gifts from your business.** It may be more advantageous to give closely held stock or let the corporation make charitable gifts.
- **Make temporary gifts of income.** Through a charitable lead trust, you may let charity borrow income producing assets for a number of years, with the assets passing to children or grandchildren later.

To discuss any of these special gift planning opportunities, please call the development office at (740) 351-3364. We can help you maximize your philanthropy.

And the total  
is...

**\$11,395,223!**