



Spring's arrival is more than welcomed. Now all that remains is for the weather man to take note of the calendar.

*"Jim's generosity speaks volumes about the kind of person he is. He cares deeply about this community and he wants to see it continue to grow and prosper"—SSU President Rita Rice Morris about Jim Kricker*

With the coming of Spring and the emergence of sunshine, flowers, and uplifted spirits comes a rededication by the *Poised for Tomorrow* team to ensure the campaign's success. With little more than a year to go, we are working hard to reach our \$12,000,000 goal.

## Kricker Leaves a Legacy at Shawnee State

Retired businessman Jim Kricker has pledged \$1.25 million to Shawnee State University's *Poised for Tomorrow* capital campaign. This gift is in addition to the \$1.8 million Kricker donated in 1996, cementing his status as the largest individual donor in SSU history.

Kricker said his reasons for continuing to support Shawnee State are obvious. "The University is really so great for our community and area. It promotes educational opportunities for people who otherwise wouldn't have the chance to go to college."

He also wanted to leave a legacy so that the Kricker name will always be a part of the community that has been so good to his family. "Shawnee

State is educating people for the kind of jobs we need for economic expansion. With this gift, I can help educate those students."

Kricker has chosen a variety of gift options for his philanthropy to Shawnee State. His first major gift was in the form of a charitable remainder trust, a vehicle which allows donors to receive payments during their lifetime, leaving Shawnee State the ultimate beneficiary of the funds. His gift to *Poised for Tomorrow* comes in the form of a pledge, which he plans to fulfill by making SSU the beneficiary of various retirement accounts. Both of these strategies allow Kricker to continue enjoying the benefits of his assets and provide substantial tax saving opportunities.

Kricker said he believes that it is important for people to give back. "If we are fortunate in our talents, we are obliged to share them. By the same token, if we are blessed with the capacity, we have a moral obligation to be generous."

And Kricker adds that giving is truly better than receiving. "The real pleasure is in the giver. It makes me happier than anyone else."

### Pacesetter Team

The volunteers working hard to ensure success include those on the Pacesetter Team. They are: Gerald and Cynthia Jenkins, co-chairs, and members Cheryl Albrecht, Will and Barbara Burke, Jim Kricker, Ron LeMaster, William McKinley, Scott Schmidt and Bob Smith, along with campaign co-chairs, Frank and Janis Waller.

## What's it all for?

*Poised for Tomorrow*, the campaign for Shawnee State University, is far more than a quest for funds. Although it is true that our financial goal of \$12,000,000 is ever present in our minds, the program and activities that we seek to fund are "the rest of the story," and the most important part, at that.

A successful campaign will support new programs, construct vital facilities, increase scholarship funds, and assure faculty distinction. Here's a closer look at two of the campaign initiatives: undergraduate research and

faculty development.

### Undergraduate Research

When we think of the research being carried on at our nation's universities, we normally picture Ph.D. students at large research institutions with even larger budgets searching for a cure for cancer or developing newer and smaller computer chips. But did you know that at SSU our undergraduate students participate in research too?

Shawnee State fosters and encourages students and faculty to work together on research projects. This signature experience allows students a

unique opportunity for growth and helps assure them a place in graduate school of a position in a work situation of their choosing.

### Faculty Development

Shawnee State's dedicated faculty make research only a part of what they do. They come to SSU primarily as teachers, playing the central role in the lives of our students. The Faculty Development component of our campaign will help enhance the center dedicated to it. The center, the university's hub of pedagogy, faculty mentoring and resources will continue to help the university attract talented and caring academicians.

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## Gifts from your estate help ensure our future

A gift from your estate helps us tomorrow and allows you to continue enjoying your assets today. You can provide now for a future gift by naming Shawnee State University in a bequest through your will or living trust. If long-term planning is more important to you than an immediate income tax deduction and you want the flexibility of a gift commitment that does not affect your current income, then a bequest may be the best strategy for you. There is no upper limit on

the estate tax deduction that can be taken for your charitable estate gifts. Your bequests help ensure that we will continue the work you supported during your lifetime, and carry on your legacy when you are gone.

For more information on estate gifts for SSU, please contact Mandy Hart in the Development Foundation at 351-3364.



*Make A Difference In The Lives That Follow*