



BUILDING *for the* FUTURE

GIFT PLANNING OPPORTUNITIES AT THE UNIVERSITY OF CHICAGO | SPRING 2009



Tsuen-hsui Tsien and Mary Tsien Dunkel | Photo by Dan Dry

A Legacy of Devotion

When Tsuen-hsui Tsien, AM'52, PhD'57, came to the University of Chicago in 1947, there was no way he could have known that his decision would create a University connection spanning three generations of his family. As a professor in East Asian Languages and Civilizations and curator of the University's Far Eastern Library, Tsien made major scholarly contributions at Chicago. Now, 62 years after his arrival, Tsien continues to honor and provide for his family through his thoughtful support of the University.

As an exchange scholar from China, Tsien came to work in the Far Eastern Library, which has since been renamed the East Asian Collection, and attend classes at the Graduate Library School. During this time Tsien worked 16 hours each day to accommodate his job and a demanding course load. "This schedule has become a habit in my life even today at age 99," says Tsien.

After two years he was joined by his wife, Wen-ching, and their three daughters: Ginger, Gloria, and Mary. Soon the entire family was immersed in the Hyde Park and University communities. Wen-ching started with a job at the Library and later became a lecturer in the Department of Oriental Languages and Literatures. All three daughters eventually attended the University. "Altogether ten members of my family studied or worked at the University," says Tsien, including his niece and her two daughters.

Besides his own, the closest association is that of Ginger Tsien, who received her SB in 1961 and spent her career working in the otolaryngology (ear, nose, and throat) department of the University of Chicago Hospitals. She received many accolades during her 30-year career and spent her spare time teaching Sunday school at the Hyde Park Christian Reformed

Church. "Her entire adult life was connected with the University: first, as a student receiving a first-rate education, and second, as an employee who gave back from this education by assisting in research," says Tsien. Ginger dedicated her life to medicine, family, and church until she lost her battle against the autoimmune disorder myasthenia gravis and died in 2008.

This year Tsien continued his generous support of the University by establishing his fourth charitable gift annuity. His youngest daughter, Mary, who received two degrees from the University and taught at the Laboratory Schools for nine years, is the sole annuitant. The residual from the annuity will benefit research on myasthenia gravis in the Department of Neurology, in honor of Ginger. "It is our hope that these gifts will perpetuate the memories of those whom we are honoring and perpetuate the outstanding education and research the University of Chicago provides," says Mary Tsien Dunkel, AB'65, MAT'67.

Since his retirement from the University in 1978, Tsien has maintained his active writing and publishing career. His publications now include some 160 books and articles, many of which, such as *Written on Bamboo and Silk* (University of Chicago Press, 1962) are considered classics in Asian studies. His memoirs were recently published in Chinese, and an English translation is in progress.

Tsuen-hsui Tsien and his family eagerly await the celebration of his 100th birthday next winter, which fittingly will be marked by the publication of *Collected Writings on Chinese Cultural History*, a Festschrift compiled by a group of his former students at the University.



Marea and Gordon McKeague | Photo by Dan Dry

Bound Together by Books

Glance around the family room of Gordon and Marea McKeague's rural Galena, Illinois, home, and it's easy to spot where their passions lie. Books fill up just about every square inch of space and cover scores of subjects. Eager to share the story behind why books play such an important role for generations of his family, Gordon, PhD'50, SB'56, MBA'56, explains how his mother loved to read.

"During the 1920s, when my parents were fairly successful financially, my dad would pick out a first-edition book that he thought was interesting, and my mother would look to see if the illustrator was worthwhile." It wasn't long before they had amassed a collection totaling more than 8,000 volumes, including works by fantasy-fiction writer James Branch Cabell and English novelist D.H. Lawrence, as well as classics like *The Time Machine* and *The Adventures of Tom Sawyer*.

Following their parents' deaths, Gordon and his brothers, Bob and John, contacted Robert Rosenthal, AM'55, then curator of Special Collections at the Regenstein Library, and sent him a partial list of the family books. Within minutes of receiving the list, Rosenthal called Gordon and made plans for a visit. Shortly thereafter, the McKeagues donated over half of the

collection to the Library and made an additional gift to establish the Robert and Mary Clark McKeague Memorial Fund, an endowed fund to honor their parents and their love of books.

"My husband and I have given to the University of Chicago for more than 40 years and started giving to the Library about 20 years ago," Marea says. During that time, the McKeagues have structured several planned gifts to support the Library's endowed fund, including a charitable remainder trust and a gift annuity. "The annuity that we have put in place provides income to our oldest daughter, Kathleen, as retirement looms in her future," Gordon says. The couple will fund a new gift annuity each year.

Ties to Chicago began early in the McKeague family. Both of Gordon's parents attended the University for several years, and his late brother Bob, PhD'47, graduated from the College. Gordon's first personal association with the University was a pre-induction military training course, which he enrolled in during high school, before serving in WWII. English professor Norman Maclean, PhD'40, was the faculty adviser and witnessed Gordon's progression from active learner to senior instructor. "One day Norm walked up to me and handed me a book

he had coauthored with Everett Olson called *Manual for Instruction in Military Mapping and Aerial Photography*. In it he had handwritten, 'To Gordon, a man among men,' a play on the fact that I was the youngest senior instructor there." Maclean and the course left Gordon with good thoughts of the U of C. "I still have that book within 15 feet of me," he says.

After returning from service, Gordon contacted Marea, a former classmate from Hyde Park High School. "We both knew of one another but hadn't shared classes or activities," Marea says. They began to date and went on to wed in May 1948. When Gordon enrolled in classes at the University, the couple and their first child settled into a two-bedroom prefab in a veterans' housing community located where the Law School stands today. While Gordon attended classes and worked in a research lab at Billings Hospital, Marea raised Kathleen and was active in their new community, befriending many of their neighbors.

In 1957, Gordon joined Amoco, which eventually relocated him and his family, now grown to six, to Oklahoma for a decade. There he earned a master's degree in earth sciences from the University of Tulsa, and Marea pursued a degree in English. The McKeagues returned to Illinois, and after nearly 34 years with Amoco, Gordon retired.

The McKeagues now lead a quiet life that includes breakfasts with friends, yard work on their 40 acres of land, board meetings with the local historical society, and lively discussions about current affairs.

"One of the things you bump into through life is that material presented in the media and elsewhere is sort of pitched as 'this is it,'" Gordon says. "Partly because of my nature and my U of C experience, all throughout my career I questioned, 'Isn't there a better way to do this?'" He credits his Chicago education for giving him a framework for lifetime learning. "It showed me that we have much to learn and that conventional wisdom isn't always right."

A Rare Breed of Generosity

Charles Serns, AB'50, grew up in a Wisconsin farming community where the high school's graduating class numbered just 39. It was in that small town that Charles learned the importance of community and civic involvement—lessons that would shape his personal and professional life for years to come.

One of the most significant people Serns recalls from his close-knit hometown is the high school teacher who introduced him to the University of Chicago and perhaps set the stage for his future as an educator. “I don't think I would have gone to college, certainly not the University of Chicago, were it not for one teacher. He got me to Chicago, I had an interview, and I attended class. That class was a revelation,” Serns says. The memories of his first trip to campus and that life-changing class have never left him.

Since his undergraduate studies, life has led Serns to Yale Law School, jobs on Capitol Hill, Harvard for a PhD, and then into a career as a professor, but he credits his experience at Chicago with shaping the rest of his encounters. “The task of the University was not to stuff

facts into a student but get that student to think so that he could handle new situations and new opportunities. That, in the long run, is what I appreciate and what has helped me most both at other institutions and in the classroom,” says Serns. In his three decades as a professor, he says, he modeled his teaching methods after the education he received at Chicago.

Serns has retired from academia and now lives on a small island off the coast of Maine, where he continues to cultivate his interests in Asian art and classical music and is very involved in the community affairs. The range of his activities echoes both his commitment to education and a strong love for animals, from tutoring students in the local schools to rescuing stray cats.

The University of Chicago plays a central role in his philanthropic efforts. In recognition of the financial aid he received when he was a student, Serns has funded two charitable gift annuities for the benefit of the endowed undergraduate scholarship fund. “If I can help a few students, it's some way of thanking the University for what they did for me,” says Serns, whose generosity doesn't end there.

Serns has found a unique use for the payments he receives from his annuities—her name is Cruz. Cruz is a 17-year-old mare who was destined for the slaughterhouse. Trampled and left for dead, she had been miraculously saved by Mountain Equine Rescue in Union, Maine. Because of her injuries, even after years of rehabilitation, Cruz will never be fit for life in a new home, but she will live out her remaining days happily at Mountain Equine under the sponsorship of Serns. “Thanks to the University annuity payment, I have adopted her,” he says, “and that annuity is going to take care of her.”

As Serns demonstrates, a single gift can touch many lives, and during difficult economic periods an annuity is one way to have a greater impact. Through his gift to the University, Serns is able to contribute to two causes very dear to his heart. “I don't know, in these economic times, of a charity, human-oriented or animal-oriented, that doesn't need money,” says Serns, “but the University of Chicago has a mission—it's a unique university—so my advice would be to give just as much as you can, any way that you can.”

Charles Serns and Cruz | Photo by Dan Dry



We'd Like to Hear from You

I am interested in receiving more information about:

- Ways I can give while receiving income or retaining an interest during my life.
Please send me information based on the following birthdate(s):

- Ways to include the University as a beneficiary of a retirement account.
 Ways to include the University in my estate plan.
 Ways to make a tax-free charitable gift to the University from my IRA.

I have provided for the University in one of the following ways but have not previously notified the University of my intentions:

- I have included a bequest to the University in my will or living trust.
 I have named the University as a beneficiary of an outside trust arrangement.
 I have named the University as a beneficiary of a retirement account or life insurance policy.

Other requests, comments, or suggestions:

Fold and return this form by mail. If you prefer, you may call the Office of Gift Planning at 866-241-9802. You may also contact us by e-mail at giftplan@uchicago.edu. *All replies will be held in confidence.*

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The Right Time

In a low-interest-rate environment, several types of planned gifts provide enhanced income, gift, and estate tax benefits.

The charitable lead annuity trust (CLAT) offers a benefit for everyone involved: donors, heirs, and the University. With a CLAT, an annual income is paid to the University for a specified period of years. The value of the remainder gift is fixed using assumed interest rates at the time the trust is established. Upon the termination of the trust term, the principal of the trust passes gift tax-free to the heirs.

Another gift arrangement, known as a retained life estate, allows you to make a gift of your personal residence, farm, or second home and still have full use of the property for your lifetime. Such a gift provides both income tax and estate tax advantages and allows you to have the satisfaction of making a considerable gift. With IRS discount rates at record lows, the charitable deduction for this type of gift is at an all-time high. You are responsible for all maintenance expenses, insurance, and property taxes. If you decide to move, you can sell it in cooperation with the University. Upon your death, the property passes directly to the University without the need for probate.

For more information on these or other planned gifts, contact the Office of Gift Planning at 866-241-9802.

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African American Firsts at Chicago

The inauguration of Barack Obama marked a historic event as the nation saw the first African American sworn in as president of the United States. It was an especially proud moment for the University of Chicago as we witnessed a member of our community ascend to the country's highest office. President Obama joins a growing list of Chicago's African American faculty and alumni who have made landmark achievements:

Benjamin Davis Jr., X'33, became the first African American general of the Air Force in 1954. He was also the commander of the Tuskegee Airmen.

Carol Moseley-Braun, JD'72, served as the first African American woman elected to the U.S. Senate in 1992.

James B. Parsons, AM'46, PhD'49, served as the first African American federal district court judge (1991-92).

Eileen Southern, AB'40, AM'41, was the first African American woman to receive a tenured professorship at Harvard University (1974).

IN MEMORIAM

John Hope Franklin, former chair of the Department of History, died March 25. He was a recipient of the Presidential Medal of Freedom, a renowned scholar of African American history, and an active participant in the civil rights movement.

These are just a few of Chicago's many notable African American alumni and faculty.



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Tools You Can Use

Are you interested in exploring a planned gift but would like to know more about what your rate of payment and charitable deduction would be? Our online gift planning calculator can provide you with the information you need to accomplish your financial, estate, and charitable planning goals. Simply visit <http://giftplanning.uchicago.edu>, scroll down and click on the calculator image, and choose from a variety of planned gift options. Enter in basic information about yourself and experiment with sample gift figures and other available options to produce different scenarios. Within seconds, calculated answers tailored to your specific circumstances will reveal how you might benefit from a life income arrangement or retained life estate. Please know that the information you enter is completely secure and without obligation. For more information and to receive a customized gift illustration, you may also contact the Office of Gift Planning directly at giftplan@uchicago.edu or toll-free at 866-241-9802.

This newsletter is intended to provide general information that we hope will be helpful to you in your tax, estate, and charitable planning. It is not intended as legal advice and should not be relied upon as legal advice. Figures, calculations, and tax information are based on federal tax laws, regulations, rulings, and rates applicable at the time such information was prepared. Individual state laws may have an impact on the availability of gift annuities. For advice or assistance with your particular situation, you should consult an attorney or other professional adviser.

A New Look

The Office of Gift Planning's Web presence will receive a face-lift when the new Alumni and Friends Web site is launched late this spring. A pleasant and efficient way for you to connect to the University and fellow alumni and friends, the site will offer a personalized interface that will allow you to customize your settings, so you can keep up to date with information that matches your interests. Among the many expanded features will be a user-friendly volunteer function and the ability to directly update personal contact and profile information. Look for more details to be announced shortly.

In This Issue

We focused on donors who are using planned gifts to maximize their philanthropic impact by including other charities or family members as beneficiaries with the University. In a difficult economic period, we hope these stories will inspire you to think creatively about ways to give.



Office of Gift Planning Staff

(Pictured left to right)

Brenda Lee Johnson

Marketing Manager

David L. Crabb

Associate Director

Heather R. McClean

Associate Director

Barbara E. Pitts

Senior Director

Denise Chan Gans

Senior Associate Director

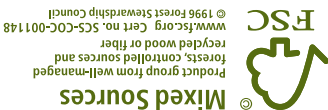
Erica L. Krutsch

(not pictured)

Development & Marketing Associate

We welcome the opportunity to discuss gift planning opportunities with you. We can be reached at 866-241-9802 or giftplan@uchicago.edu, or you may write using the attached reply card.

MAKE YOUR MARK. PLAN A GIFT. LEAVE A LEGACY.



OFFICE OF GIFT PLANNING



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