Planned gifts provide bright future

Furman University

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Planned gifts provide bright future

The early and transformational gift of $15 million from the estate of John Hollingsworth ’39 gave the University confidence it could reach the ambitious $400 million goal of Because Furman Matters, which, at the time, was one of the largest campaigns ever envisioned for a liberal arts university in the United States.

The bequest also proved to be a stimulus for significant growth in the University's planned giving program during the campaign, which realized a total of $83.3 million in deferred gifts, up 15 percent from the $72.2 million from the Forever Furman campaign of the 1990s.

The commitments came from 450 loyal donors, 201 of whom made bequests of less than $25,000 and 67 of whom were age 45 or younger.

"Those trends are encouraging," said Steve Perry ’77, director of Planned Giving. "People are realizing that they have the potential to make a much greater impact on the future life of the University through a planned gift."