1-1-2011

Young alum recognizes the importance of planned giving

Furman University

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Recommended Citation

University, Furman (2011) "Young alum recognizes the importance of planned giving," Furman Magazine: Vol. 53 : Iss. 4 , Article 11. Available at: https://scholarexchange.furman.edu/furman-magazine/vol53/iss4/11

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Designating gifts allows donors to support specific areas of interest

MAKING THE DECISION to support Furman is, for that matter, any nonprofit organization has taken on new significance in today’s economic climate. But despite the current financial uncertainty, you can ensure that your gift to Furman will have the impact you desire on the program of your choice.

When you make a donation to the university, Furman offers you the choice of one of the following designations:
- Areas of greatest need (most popular)
- Scholarship support
- Paladin Club (athletic scholarships)
- Undergraduate research/scholarships
- Study away
- Sustainability
- Performing and fine arts
- Student leadership
- Service learning
- Specific academic department
- Furman United, a special two-year effort to raise $800,000 to provide support to students who are facing increased financial challenges due to the current economic conditions.

Two examples of how designated gifts have impacted students:

**For McPhee, donation’s impact exceeds dollar value**

**WHILE MAJORING IN ASIAN STUDIES and history at Furman, Michael McPhee**

“it was involved in a host of extracurricular activities — volunteering with Habitat for Humanity, cleaning Homecoming, working as a RA (resident advisor), and serving as a programming director for WLFS radio. He was also president of Beta Theta Pi fraternity.

His role with the fraternity opened doors for him to attend several of the national organization’s leadership programs — and ultimately resulted in a position with the national staff as a leadership consultant.

Based out of Oxford, Ohio, he works with fraternity chapters and university officials in such areas as scholarship, recruitment, risk management and alumni relations.

McPhee says that traveling the country and visiting college campuses has helped deepen his appreciation for Furman. “Other than my formal education, Furman taught me how to live in community and what it is like to really be a participant in our community,” he says. “Having been actively involved at Furman, I’m acutely aware that those opportunities are possible only through various means of support, one of them being alumni giving.”

McPhee says the combination of his college and work experiences has helped motivate him to establish an early pattern of giving to Furman. “Frequently people say that when they become more financially stable they will gladly give back to their alma mater, their church, the United Way, or other causes,” he says. “But I think we always have the means to give back. While the amount may vary at times, the impact does not.

“Choosing to give to Furman makes a much bigger statement than my 401(k) account contribution. It says I believe in what the institution is doing and want to support what it is trying to do. Furman constantly challenges you not only to think critically, but to act. Giving now and in the future is one way I can do that.”

**For McPhee, donation’s impact exceeds dollar value**

**Young alum recognizes importance of planned giving**

**SOME FOLKS THINK that the subject of wills and estate planning is solely for the ‘retirement crowd’.”**

Then there’s Kaleb McMichen ’05.

Although as director of alumni relations and planned giving at Walker School in Marietta, Ga., he probably knows more about the topic than most graduates his age, he also understands the importance of estate planning not only for the individuals involved, but for those who will benefit from their generosity.

He recently explained his reasons for including Furman in his will in a letter to Steve Perry, the university’s director of planned giving.

McMichen writes, “I’ve been mindful of needing to make commitments to those organizations and institutions which have meant and continue to mean a great deal to me. As such, I have named Furman as a co-beneficiary of a 401(k) account that I hold.

“Being all of 28, it is very likely that this provision will change over the course of what I hope will be a very long life, but it motivated me to make you aware of this provision and tell you that as my estate plans evolve I always expect to have Furman included in some way in those plans.”

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**Corporate executive seizes opportunity to ‘Step Up’**

**AS PRESIDENT OF The Broshe Group, an international company that provides advice, coaching and mentoring to help businesses boost production and performance, Melissa Evans ’94 has established a thriving career as a consultant, speaker and author.**

Evans, who majored in health and physical education and business at Furman, holds a master’s degree in healthcare policy and administration from Mercer University’s Stetson School of Business and has experience in a host of areas, from healthcare to banking, manufacturing and non-profits. In addition to her business success, she has written two books: Fall Crown, for entrepreneurs looking to improve their management style, and It’s Not Your Daddy’s Store, designed to help employers learn to stand out and move up in their companies.

Evans, who lives in Detroit, has also established a way to remain close to the university and make a difference for today’s students. She recently joined Furman’s Young Benefactors — alumni who graduated in the last 20 years and contribute $1,000 or more annually to the university — and has become part of the “Step Up” program, through which alumni make a commitment to double their pledge to the university over a three-year period. Funds committed through “Step Up” go toward scholarships.

Of her days at Furman, Evans says, “I did not have many means, but I had a good mind, and Furman gave me the opportunity to learn how to think and be a great problem solver. Now, in times like these, I want other students to have the same opportunities that were afforded me.”

Because of Furman’s contribution to her career success, Evans says she understands the value of giving back. She hopes her gifts will provide financial security for a worthy student who will realize that, by maximizing their opportunities, “They will be in a great position to make a huge difference in the world.”

Visit www.broshegroup.com for more on Evans’ work. To learn about the “Step Up” program, contact john.kemp@furman.edu.

**For McPhee, donation’s impact exceeds dollar value**