



State News Alumni Association Centennial Fund Frequently Asked Questions

What's the Centennial Fund?

The State News Alumni Association has created a special giving opportunity for alumni *in recognition of the 100th anniversary of The State News*. We're celebrating the first century and formally marking the beginning of the next 100 years of excellence for Michigan State University's student newspaper.

Gifts to this newly created annual fund are an easy way to show your pride and to support programs that honor and connect students and alumni.

Be first. Be a leader. Become a charter member of the Centennial Fund and help the State News Alumni Association make a difference in your life, in the lives of your alumni friends and in the lives of the generations of State News students who follow our proud tradition.

I pay membership dues. So what's the point of the Fund?

Your membership dues are a separate commitment in exchange for which you receive a newsletter and other alumni benefits and services. Donations to the Centennial Fund are freely given without any expectation of a return of goods or services. You know that successful organizations don't operate within a vacuum. Funding from alumni and other supporters has become increasingly important in a budget conscious environment where every dollar counts.

Your gift to the Centennial Fund is an investment in the future of our Alumni Association. Collectively, your annual gift and those of your peers reveals the depth of commitment and support for the Association's mission. It also sends an important signal to businesses, corporations, foundations, and others from whom financial assistance may be sought for Association programs or special events.

Where exactly do Centennial Fund dollars go?

Unless otherwise designated, your unrestricted gift will help provide additional funds and operating assistance for programs, activities, and other priorities that might not receive regular designated support.

Your gift, regardless of dollar amount, helps foster the mission of the State News Alumni Association:

The State News Alumni Association will draw upon the skills, spirit and camaraderie of former staffers to help make The State News the best student newspaper in the country. Through networking, fund raising and professional development, we will bolster the prestige, the facilities and the educational value of MSU's independent voice. We will honor the successes of fellow alumni, encourage hiring and promotion of State News students, and remain close to one another as colleagues and friends. By recognizing those who have gone before and lending a hand to those who follow, we will ennoble the newspaper profession for all.

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(Centennial Fund FAQs continued)

Can I designate my Centennial gift to something specific?

Although the Association prefers to receive unrestricted gifts that can be used for the most important and pressing budgetary needs, some donors may prefer that their *Centennial gift* go toward something more specific. If you decide, for example, that you want your gift to go exclusively toward our scholarship program, then we have an obligation to honor and abide by your wishes. Just indicate your specific preference on your donation form and your gift will be applied as directed.

Are there any tax benefits of giving to the Centennial Fund?

The State News Alumni Association is recognized by the Internal Revenue Service as a 501(c)3 organization. That means gifts to the Association are tax-deductible to the extent provided by law. Have you ever given thought to making a donation of stock, insurance or real estate? Have you considered including the State News Alumni Association in your will or estate planning? Always seek the assistance of your accountant or financial planner for gifts like these, but when you're ready to tell us about your plans, contact the Association at (517) 432-3000.

What about matching gifts?

Many employers of alumni (as well as the employers of alumni spouses) will match your gift. Some may even offer a higher than 1-to-1 match. The only way to know if your company matches is to check with your employer's Human Resources department. Not sure? Pressed for time? Then just go ahead and mail your donation to the State News Alumni Association and we'll help with the follow up.

How can I make a gift to the Centennial Fund?

- ✓ **Online:** Go to <http://snaa.stateneews.com> and make your gift using our online donation form.
- ✓ **By phone:** Call the Association at (517) 432-3000.
- ✓ **By mail:** Fill out the enclosed gift card and mail directly to the State News Alumni Association Centennial Fund, 435 E. Grand River Ave., East Lansing, MI 48823.

I have some questions. Who can I contact for more information?

Please feel free to contact Jeremy Steele, president of the State News Alumni Association, at (517) 214-2434 or alum@stateneews.com, or Jeanette Asher, the Association's new development officer, at (810) 772-6286 or jasher.snaa@gmail.com.



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