LETTER FROM THE SENIOR VICE PRESIDENT
INSTITUTIONAL ADVANCEMENT & PHILANTHROPY

It is with great pleasure that I welcome you to our new online newsletter. Wonderful things have been happening at Downstate over the past five years. Our new Incubator is in Phase Two; the Accelerated Bachelor of Science degree program in Nursing is up and running; and the Master of Public Health program graduated its first class in May 2004. The scope and quality of these programs alone will provide immeasurable benefits to Downstate, its patients and the larger Brooklyn community for years to come.

The past months have seen many exciting events here at Downstate, from the inception of our Giving Tree campaign to benefit the Medical Research Library of Brooklyn to the development of the Ali A. Kawi, M.D. Scholarship Fund. At this time, the Department of Institutional Advancement and Philanthropy is embarking on a new and exciting page in the history of Downstate. We know that in the coming months and years Downstate will see both great achievements and challenging monetary demands, and we are confident that with the generosity and concern of our Downstate community and the community of Brooklyn we will meet those needs.

We are very excited about our new website, which will tell you more about us and the wonderful giving opportunities here at SUNY Downstate. You can now give to your favorite Downstate program online by going to [http://www.downstate.edu/giving](http://www.downstate.edu/giving). What could be easier? With generous contributions from you – our medical professionals, staff, patients and members of the community – Downstate Medical Center will maintain its place as a center of excellence in education, research and health care delivery in Brooklyn.

It has been said that giving – whether time, talent or money – is something that enriches both the giver and the receiver, and has a positive impact lasting far beyond the moment. Let us show you how you can make a lasting and meaningful contribution to Downstate and your community. Build a Bridge to the Future with SUNY Downstate Medical Center by making a contribution now.

I hope you enjoy this newsletter, and I hope you will visit us at our website [http://www.downstate.edu/giving](http://www.downstate.edu/giving) to learn more about ways to give to Downstate. It will be a worthwhile visit.

JoAnn Bradley, Ed.D
MAKING THE MOST OF CHARITABLE GIVING: A Strategic Approach to Philanthropy

INTRODUCTION
Charitable giving may exceed $50 trillion in combined lifetime giving and charitable bequests in the next fifty years. Yet a large proportion of that total is being deployed through an ad-hoc approach to giving often referred to as “checkbook philanthropy.” By designing a clearly defined charitable planning strategy, individuals and charitable organizations alike can maximize the financial and personal benefits of charitable giving.

WHY HAVE A PLAN?
Charitable planning employs techniques designed to maximize the dollar amount of a gift given to a charity, while also benefitting the donor – in other words, it creates a “win-win” situation. For example, a gift of appreciated securities (securities whose market value has risen since the time of purchase) saves the donor on capital gains taxes, which, in turn, leaves more assets to the charity. Other benefits of charitable planning include providing a legacy, giving in a manner that aligns with the donor’s personal values, minimizing estate taxes, and influencing how one’s wealth is utilized after death.

Why, then, don’t more individuals use a planned approach to giving? For many, it can seem like a complex and time-consuming process. Some fear that by giving to a charity through an estate plan, they’ll be leaving less to their heirs. And many individuals resist what they fear will be a loss of control over their assets. But the truth is that a charitable planning strategy can be designed to meet the needs and the comfort levels of virtually any individual.

WHAT ARE MY OPTIONS?
To get started, ask yourself some basic questions. What are my values? What kind of legacy do I want to leave? How much income do I need? How much do I want to be able to leave to my heirs? Would I want to give to a medical center, such as SUNY Downstate, or to an educational or religious institution? Exploring these and other issues will put you on the right track to align your financial resources with your values and form the basis of your charitable planning strategy.

Once you are ready to put your assets to work, you have many options for implementation – from bequests made through wills, to trusts, to donor advised funds and community foundations. Review the pros and cons of some of these structures with a trusted financial advisor to determine which is right for you given your philanthropic goals and personal financial situation.

Below is a high-level overview of some of the more popular approaches to charitable giving:

I Writing a Check: Perhaps the simplest direct giving approach, a cash gift is easy to implement and is immediately tax-deductible for the donor. Some disadvantages include the fact that it requires the donor to track receipts each time a gift is made and that it does not create a philanthropic legacy.

II Gifting Appreciated Securities: When a donor contributes appreciated securities to a charity, the donor avoids paying capital gains on those securities, leaving more of the assets available to the charity. While offering advantages over simply writing a check, this approach also can be ad hoc in its implementation and does not create a legacy of giving.
The assets distributed to non-charitable beneficiaries (typically the donor’s heirs) upon death. While this approach offers tax benefits for the donor and charity alike and does provide for assets to be distributed to heirs, it provides only a temporary philanthropic gift. And although both CRTs and CLTs are not overly cumbersome or costly to establish, they do require an attorney to set up.

V Private Foundations: A popular choice when objectives include a legacy of giving and/or the perpetuation of the family name, private foundations offer flexibility, tax efficiency, and control for the individuals or families who establish them. Private foundations do entail a significant amount of time and expense to establish, however, and as such are typically suited to individuals who are able to make contributions in excess of $1-$2 million.

In some cases, the power of these solutions lies in their combination. For instance, a family foundation can be set up to be the remainder beneficiary of a CRT. Alternatively, an individual can use a portion of his or her income from a CRT to purchase a life insurance policy within a trust structure (known as a wealth replacement trust.) If heirs are named as beneficiaries through the life insurance policy, the donor is able to both give to charity and preserve a portion of his or her wealth for the next generation.

As the old adage goes, “Failing to plan is planning to fail.” And while any act of charitable giving confers benefits to both donors and charities, to truly maximize those benefits, you should consider developing a thoughtful charitable planning strategy.

Disclosure. This information should not be construed as tax or legal advice. Speak to your tax advisor or attorney for specific advice or recommendations.

How Can I Learn More?

To learn more about how a strategic approach to charitable planning can help you and your family achieve your financial and philanthropic goals, please contact Gregg S. Fisher, CFA, CFP® President & CEO, Gerstein, Fisher & Associates, Inc. at (212) 968-0707.

Gerstein Fisher is an independent financial advisory firm that proactively helps individuals and families build and preserve wealth. We have a team of experts that work together on behalf of each client to provide a full spectrum of financial advice, planning, and management, such as asset allocation, estate planning, charitable giving, and retirement planning. Based in New York City’s financial district, we have strong, long-term relationships with diverse clients from across the country, including corporate executives, medical professionals, business owners, educators, endowments, and foundations.

Check future issues of this newsletter for more information about charitable giving.
A $50,000 gift from the Carl and Lily Pforzheimer Foundation is funding the Ali A. Kawi, M.D., Scholarship Fund for Medical Students and Residents. The fund will help medical students and residents who are encountering difficulties in their lives that interfere with their ability to pursue their educational objectives.

“Both medical students and residents experience high levels of stress,” says Dr. Ali Kawi, professor of psychiatry at SUNY Downstate, for whom the fund is named. “Our goal in establishing it is to provide help in cases where a small financial grant can make a difference.” Dr. Kawi, a specialist in adult as well as child and adolescent psychiatry, has served on the faculty of SUNY Downstate for over 40 years.

Examples of a situation that would qualify a student or resident for a Kawi Scholarship would be a student's having difficulties focusing on studying because he cannot afford the cost of travel to visit a terminally ill parent, or a resident who is considering dropping out of her program because she is a single parent and has a financial emergency connected to child-care costs.

“Dr. Kawi and the Pforzheimer Foundation deserve a great deal of thanks,” says George Frangos, director of Graduate Medical Education. “There is clearly a need for this type of assistance, but as a state-funded school, our ability to help students in these situations is limited. My hope is that the Kawi Scholarship Fund will encourage others to give for this purpose.”

Dr. Kawi is an authority on psychiatric health issues and a leader in developing the discipline of academic psychiatry. At Downstate, his principal responsibility has been the education and training of medical students, psychiatric residents, and fellows in child psychiatry. Dr. Kawi is a graduate of Johns Hopkins University, the State University of New York Downstate Medical Center, and New York University. In addition to the M.D., he holds a Master’s and Doctorate in Public Health in Mental Health, a Doctor of Medical Science in Research in Psychiatry, and Certificates of Psychoanalytic Training in both Adult and Child Psychoanalysis.

Dr. Kawi has served as the president of the American
Association of Directors of Psychiatric Education and on the editorial board of the Journal of Psychiatric Education. He has also served on the American Psychiatric Association’s Steering Committee on Education and Development and The National Institutes of Health’s Committee on Manpower Training and Development. Locally, he is a member and has played an active role in The Psychoanalytic Association of New York and the New York Academy of Science. Internationally, Dr. Kawi has served as a member of the International Psychoanalytic Association.

"This is such a wonderful idea," said one medical student who applied to the fund. "So many people just don't know or understand how hard it can be to get through school when you have a problem. Dr. Kawi's thoughtfulness is really appreciated."

“We are extremely pleased that the Pforzheimer Foundation chose to honor Dr. Kawi by making a gift to Downstate.”

— John C. LaRosa
President
SUNY Downstate

A GIVING TREE GROWS IN BROOKLYN

The Medical Research Library of Brooklyn is embarking on a three-year fundraising project to increase the library’s endowments. As part of the project, the “Giving Tree” sculpture will soon take root in the Atrium at the entrance to the library.

“Library costs — from books and journals to information technology — have risen sharply,” advises Dr. Richard Winant, Dean and Director of Libraries. “With journal subscriptions ranging from $100 per year to $25,000 and above, we need to endow journals or books to ensure that our information needs are met. This is particularly true as technology changes the way that information is accessed and preserved.”

Gifts of $100 or over will be recognized on the Giving Tree, with leaves, acorns, and paving stones denoting different levels of giving, according to the size of the gift. Donors who give $1,000 will be inscribed on silver leaves, while those giving more than $5,000 will be etched on gold.

“A gift can be made in celebration of an event such as a marriage or graduation,” notes Dr. JoAnn Bradley, Senior Vice President for Institutional Advancement and Philanthropy. “It can help keep the memory of a loved one alive, or be a concrete way to share one’s joy in being able to help.”

The Library welcomes gifts of any size. Donations of as little as $25 will help the library expand its book collection. Gifts at this level are inscribed in a book of memorials that is open for all to view.

There are also a number of naming opportunities for donors interested in making a major contribution. At the top of the wish list? "A $5 million dollar gift would enable us to name the library for a donor," says Dr. Bradley. "But it’s not the size of the gift that counts. It’s the thought and the care and the well wishes that come with it that we cherish."

* The first donor to this project is Dr. Albert P. Rosen, ’43, who donated $21,000 to fund a pediatric journal.
A little more than a year after the $3.5 million campaign for the Richard C. Troutman, M.D., Distinguished Chair in Ophthalmology and Ophthalmic Microsurgery Endowment Fund was formally announced, the Fund is getting close to reaching its halfway mark. The Troutman Endowment fund was kicked off with a million dollar gift from the Microsurgical Research Foundation; Dr. Troutman is funding a $500,000 challenge grant to match additional contributions.

The Troutman Endowment Fund is dedicated to expanding knowledge through research and improving surgical outcomes through innovation. It will support faculty in cornea and refractive surgery (the special interest of Dr. Troutman) and pediatric ophthalmology and strabismus (the subspecialty of his wife, Dr. Suzanne Veronneau-Troutman.)

The endowment will also support glaucoma research, a special interest of Kevin C. Greenidge, M.D., M.P.H., who has been invested as the first holder of the Troutman Chair in Ophthalmology.

"The leadership gift of Dr. Troutman and Dr. Veronneau-Troutman will help us bridge compassion with research," says Dr. JoAnn Bradley, Senior Vice President for Institutional Advancement and Philanthropy.

"It will help us expand our efforts to reach out to those in need."

At Downstate, Dr. Greenidge has introduced programs to ensure that individuals with complex problems have access to the advanced care that only an academic medical center and its teaching affiliates can provide.

"Glaucoma is the leading cause of blindness in African Americans, yet the mechanism of the disease process in minority populations is not well understood," noted Dr. Greenidge. "The Troutman Chair will help us develop SUNY Downstate into a major center for ophthalmic research."

Dr. Kevin Greenidge being congratulated by Dr. John C. LaRosa, upon being invested as the first holder of the Troutman Chair in Ophthalmology.

Drs. Richard Troutman and Suzanne Veroneau-Troutman.
“My hope is that we’ll be able to introduce new treatments to prevent blindness. I am deeply grateful to Dr. Troutman for his support.”

Dr. Troutman, who served as head of ophthalmology at Downstate from 1955 to 1983, is a world-renowned expert in corneal and refractive surgery. Now professor emeritus at SUNY Downstate, Dr. Troutman pioneered microsurgery of the eye in the United States, introducing instrumentation and techniques that had a transforming effect on the field of ophthalmology.

These include, in the 1950s, adapting the surgical microscope to accommodate surgery of the anterior segment of the eye and, in the 1960s, creating the first zoom magnification surgical microscope – now the instrument of choice for microsurgery.

With the greater precision made possible by magnification, Dr. Troutman developed innovative surgical techniques for corneal and cataract surgery, performing the first surgeries in the United States for the correction of corneal astigmatism after penetrating keratoplasty and, in 1977, the first lamellar refractive surgeries.

In his academic career, both at SUNY Downstate and at other distinguished teaching institutes, Dr. Troutman has been responsible for the postgraduate training of more than 250 ophthalmologists, for the fellowship training of 21 subspecialists in corneal and refractive surgery, and has written three textbooks which are considered definitive. He has received numerous honors, including the prestigious Lifetime Achievement Award of the American Academy of Ophthalmology.

“We are honored to be the recipient of the Richard C. Troutman Chair in Ophthalmology and Ophthalmic Microsurgery,” says SUNY Downstate President John C. LaRosa. “Dr. Troutman’s gift is helping us reach out to the community in new ways. Equally important, it is ensuring that we can target the vision problems of this community – and that we can attract the best scientists and clinicians to study them.”
THE CLASS OF ‘91 BOWLS FOR DOWNSTATE

Members of the College of Medicine Class of ‘91 bowled a perfect 300 with their second Bowl-a-thon to benefit the Department of Pediatrics’ Child Life Program. Fellow classmates Dr. Howard Shaw and Dr. Anthony Petrosini, with their wives Jennifer and Patty, organized the event in 2003 and again in 2004. It was held at a popular bowling lane in Greenwich Village. Fellow alumni, friends and Downstate faculty joined in the fun.

“We wanted to do something to help, and the Bowl-a-thon was a way to have fun at the same time,” notes Jennifer Shaw. Her husband agrees. “Now that we have established ourselves as members of the medical community, we think it is time to give back to the school that helped us get to where we are today,” he says. Dr. Shaw has proposed that the Class of ‘91 adopt the Child Life Program, and he and Dr. Petrosini hope to host additional fundraising events in the future.

The Child Life Program at SUNY Downstate Medical Center has been helping children overcome their fears through therapeutic play activities for over 30 years. Founded by Ruth Plimpton, while her husband Calvin Plimpton, M.D., was president of Downstate, it was one of the first hospital-based pediatric programs to promote healing through play. The Child Life Program provides a child-centered environment, where youngsters can recover from illnesses both physically and emotionally.

“The Child Life Program is an essential service,” says Stanley Fisher, M.D., chairman of the Department of Pediatrics. “It offers the emotional support and release that youngsters with acute and chronic illnesses need. The program is the very expression of what a hospital for children represents.”

Funds raised by the Bowl-a-Thon last year helped purchase toys and games for the Playroom, the core of the Child Life Center. Designed for children of all ages, the Playroom is divided into special areas: a secure space for infants and toddlers, a housekeeping and dress-up area for older youngsters, a place for those who like quiet play, and a central activity area. This year’s event raised enough funds to keep the Playroom open on weekends – since children’s need to play doesn’t end on Friday afternoon.

“Children need a safe haven, where they and their parents can relax in a stress-free environment,” says Laurel Whitaker, Child Life Program Director. “On behalf of all of our children, I would like to extend a huge ‘Thank You’ to Jennifer, Howie, Patty, and Anthony, and to the entire Class of ‘91.”
Along with all the other exciting happenings at SUNY Downstate, the past year has seen the continuing development of Alumni Associations for the College of Graduate Studies, the College of Health Related Professions, the College of Nursing, and for the Residents and Fellows. With these Alumni Associations, we will be better prepared to meet the many demands that the future will bring – and we look forward to this challenge.

JoAnn Bradley, Ed.D., the Senior Vice President for Institutional Advancement and Philanthropy, who provided the impetus to develop these associations into vibrant and viable assets for SUNY Downstate, is delighted with this new phase in Downstate’s alumni history. She has said of this development: “Our Alumni Associations will allow us to keep in touch with our graduates and let them know about their alma mater, as well as supporting our existing students and contributing to the betterment of the Colleges and Downstate as a whole.”

In this issue we bring you a short article about the School of Graduate Studies Alumni Association. In future issues we will tell you more about the others.

In 2006, the School of Graduate Studies (SGS) will be 40 years old, and the recent establishment of its Alumni Association (AASGS) couldn’t have come at a better time. The Alumni Association will spearhead the anniversary celebrations in the spring of 2006 and use these events to mark it’s official debut.

This is an exciting time in the history of the SGS, and its new Alumni Association is part of the excitement. Although it has a large presence in terms of education and groundbreaking research, the SGS has always been a small school in terms of student numbers. Faculty and administration had long wanted an alumni association, but it was only recently, with the alumni count approaching 500 that it reached, in the words of Dean Susan Schwartz-Giblin, “the critical mass needed for a viable alumni association.”

The timing fit perfectly with Dr. JoAnn Bradley’s plan to develop active and productive alumni associations for each college (see inset at left). “A dynamic, visionary Alumni Association with a clear mission will benefit the SGS students and faculty, the alumni themselves, and the Downstate campus,” said Dr. Bradley. “I look forward to seeing these benefits come to pass in years ahead.”

She appointed Ina Lancman, M.S., a member of her staff, to head the effort as Director of Alumni Relations and Development. “I’ve spent most of my professional career in research, and this will add a new challenging aspect to my involvement with the research community,” said Ms Lancman, who holds a M.Sc. Degree in Chemistry.

The first challenge – a daunting task – was to identify the current addresses for all alumni, most of whom had been out of touch for a number of years. When it was done there was a core list, representing over 75% all alumni, with updated contact information. A survey of these alumni resulted in the formation of the Executive board.

The first meeting of the board was held on our campus in April of 2004. In October of 2004, the board met again in San Diego, during the annual conference of the Society for Neuroscience. Taking advantage of the attendance of a substantial number of SGS alumni at the conference, the Alumni Association and the School jointly held a lively reception for students, post-doc fellows, faculty, alumni and friends of the School. There were emotional
reunions and many new contacts were established for the college.

Ms Lancman has been delighted by the feedback she has received from alumni: many have told her that they are really thrilled that “we finally have an association.” “The alumni,” Ms Lancman said, “really welcome this opportunity to network with their former classmates and to participate again in the life of the college.”

In the year since its inception, the Alumni Association has, among other things, established a number of committees, launched a website, and will soon release the first edition of its e-newsletter. But the real work is just beginning: the preparations for the Association’s first big event in the spring of 2006 – the School’s 40th anniversary celebration, complete with a reunion, and a Distinguished Alumni Award ceremony. The success of this event will be proof that the Alumni Association of the School of Graduate Studies is doing well and is here to stay,” says Ms. Lancman.

You can learn more about the AASGS by going to its website: www.downstate.edu/AASGS.

In this economically challenging climate when our departments are faced with increased costs and stable or decreased funding from the state, SUNY Downstate – like other public and private universities and non-profit organizations – is looking to fundraising as a way of augmenting revenue. Since retirees tend to be active both as volunteers and donors, we in Institutional Advancement & Philanthropy, decided to reach out to Downstate retirees.

Accordingly, in July 2004 we planned a fundraising campaign targeting retired employees called Remember Downstate. Armed with nearly a thousand names and addresses of retired employees going back almost 15 years, we soon discovered our first and biggest challenge: the lack of current addresses. While addresses were accurate when people retired, we knew that many people relocate after retirement – often more than once.

We investigated several options for updating and verifying addresses that would be cost effective but not require turning over the names and addresses of retirees to a third party; the privacy of former employees’ personal information is very important to us. The fee-based services were either prohibitively expensive, required us to turn over personal data, or both. The free services were tested by using known addresses, and although there was no outlay of funds and no data was turned over, the results were questionable – only a third of the tested addresses could be verified.

As a result, we tested a randomized subset of the mailing list. One hundred received the mailing with no address checking, and 100 received the mailing after address verification with a combination of the best of the free on-line services. In the end, there were no statistical differences in the rate of returned mail, number or amount of donations between the two groups. However, it was clear from the number of returned envelopes, that we could have reached more people if we had sent the mailing dur-
ing the U.S. Postal Service’s 13-month forwarding window. Undaunted, we plan to do another mailing in 2005, but targeting those who left Downstate in 2004. That way, we’ll have the U.S. Postal Service working for us, forwarding the mailing to those who moved in the past year. The most important thing is to be able to build an accurate database of names and addresses, and to do that we need to start with those whose addresses we know – the most recent retirees – growing the list over time. In just a few short years, we’ll have an ample, accurate donor base.

Fundraising is fundamental to today’s fiscal reality. While there is no substitute for the major donors, not everyone can fund a five-million dollar endowment. It’s the many smaller donors who give $20, $50, or $100, who support the day-to-day activities of many non-profit organizations. By Remembering Downstate with a tax deductible gift, that’s exactly what our retirees and other donors are doing

In the October, 2004 issue of *Forbes* magazine, there was an editorial entitled “When Are You Seriously Rich?” by Paul Johnson, eminent British historian and author. In it, Johnson concludes, “My idea of being rich - or at least of feeling rich - is to have no debts, mortgage or overdraft and to be able to pay all bills by return post.” Whether or not we can achieve this totally, it’s certainly a worthwhile goal. And we would add one thing to the mix – giving something to a worthy cause such as Downstate Medical Center. It can make all the difference.