

LIGHT THE WAY  
THE CAMPAIGN FOR BERKELEY

# CAL FUTURES

PHILANTHROPIC, FINANCIAL, AND ESTATE PLANNING NEWS  
FOR UC BERKELEY ALUMNI AND FRIENDS

SPRING 2022

**GO BEARS,  
GO GREEN!**

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Who was the first  
Berkeley professor to win a  
Nobel Prize?

—  
Answer inside.

Photo: Keegan Houser

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Office of Gift Planning  
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Berkeley, CA 94704



## A Note from the Executive Director



Welcome to the Spring 2022 issue of *Cal Futures*! As we all continue to ride the wave of both national and international events, we are leaning into the importance of the work we do to ensure a bright future for UC Berkeley — and we remain as optimistic and busy as ever.

In exciting campus news, four UC Berkeley faculty members have been awarded the Bakar Fellows Program's 2022 Bakar Prize. Now in its 10th year, the program aims to catalyze commercialization of innovative research by supporting aspiring faculty entrepreneurs and their research teams to develop real-world solutions for real-world problems. Find out who the awardees are at [bakarfellows.berkeley.edu](https://bakarfellows.berkeley.edu).

In other news, groundbreaking took place this winter for a 772-bed, donor-developed housing project for UC Berkeley transfer students. The Helen Diller Foundation will donate the building in time for the 2024-25 academic year. The Helen Diller Anchor House reinvents the transfer-student housing experience (transfer students make up 21% of all undergraduates) to create a unique sense of community and to prepare students for academic and professional success.

Lastly, on a personal note, after 17 wonderful years at UC Berkeley, I have decided that I am ready for a new chapter and will retire at the end of May. It has been my very great pleasure and privilege to work with Berkeley's amazing alumni, faculty, staff, and friends, and I have cherished my time with you all. We'll communicate more about the leadership transition plans for the Office of Gift Planning in the coming months.

You can reach us at (800) 200-0575 or [ogp@berkeley.edu](mailto:ogp@berkeley.edu). We look forward to hearing from you. Fiat Lux!

### Randi B. Silverman, J.D.

Executive Director  
Office of Gift Planning  
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## A capital idea

*Loyal alumna's estate gift opens doors to Washington, D.C., and a Berkeley education*

By Abby Cohn



Elizabeth "Betsy" Keenan '71

Representing the third generation of her family to attend Cal, Elizabeth "Betsy" Keenan '71 leaves no doubt about where her devotion lies. Betsy has attended nearly every Big Game since 1976, rolls up her sleeves for the Cal Alumni Club of Washington, D.C., and works to promote the success of the Cal in the Capital (CITC) program in the nation's capital.

When asked to explain the origin of her deep passion, the D.C.-area resident has a simple reply: "I love my school."

Betsy's commitment to Berkeley now includes an enduring legacy. In her recently finalized estate plan, **she added a gift that will provide generous support for her favorite campus causes: CITC and The Achievement Award Program (TAAP)**, which grants scholarships to talented students from low-income backgrounds.

"I think Berkeley is one of the best places to invest in," says Betsy. "It's just an incredible institution, and it has done so much for so many people."

Betsy and her relatives are among those who have benefitted from a Cal education. Her grandmother, Elizabeth Kelley, studied at Berkeley early in the last century and Betsy's parents, Elizabeth Kelley Bauer '41, M.A. '43 and Frederick William Bauer '43, met while studying at Cal. Elizabeth Bauer even taught history at Berkeley for a time. (And yes, there's a family tradition of naming women Elizabeth that extends to Betsy's daughter.)

Growing up in Berkeley, Betsy says Cal was "always part of my family's life," so it was a foregone conclusion that Betsy would want to follow in their academic footsteps. Studying sociology at Berkeley, with a focus in race and ethnic relations, inspired her to pursue a career in civil rights with the U.S. government.

Sociology was "the perfect major," says Betsy, who also holds a master's degree from Sacramento State University. **"I was**

doing something I really, really cared about and felt I was making a contribution to our country and to people.”

At the U.S. Department of Justice (DOJ)’s Civil Rights Division and other agencies, Betsy conducted and supervised investigations of alleged discrimination complaints lodged against schools, cities, law enforcement agencies, prisons, and other federally funded entities. One of her high-profile cases involved investigating former Maricopa County, Arizona, Sheriff Joseph Arpaio for his agency’s practices targeting Latinos.

Along the way, Betsy never lost touch with Berkeley. Active with D.C.’s alumni club since moving to the capital in 1985, she served several terms as its president, as well as one term on the Cal Alumni Association’s board of directors.

Betsy also became a champion of CITC. Founded in 1965, the celebrated program has placed some 4,000 Cal students in summer internships in government offices, nonprofits, and other settings, launching many political, legal, and public-service careers in the process. While at the DOJ, Betsy routinely recruited CITC interns to work in her office, and today she serves as a year-round alumni liaison to the program. “They’re fabulous ambassadors for the university,” she says. “It’s very common for students to say this was a life-changing experience for them.”

But because most of the internships are unpaid and living costs in D.C. are steep, the program can prove financially prohibitive. That’s where Betsy’s philanthropy comes in. Her planned gift will support the CITC 50th Anniversary Endowment, which she created with D.C. alumni club president Vicky Brademan ’73, J.D. ’80 to help defray students’ living expenses. Her gift will also establish a TAAP scholarship.

Betsy is committed to making CITC — and Berkeley overall — more accessible to first-generation college students and others from underserved groups. “These kids deserve to be going to Cal,” she says. “That’s where the future of this country is, in including everyone.”

With her charitable planning goals now in place, Betsy feels a profound sense of satisfaction. “It was definitely a relief to have it written down,” she says. ■

## WILL/LIVING TRUST

### How it works



Cash



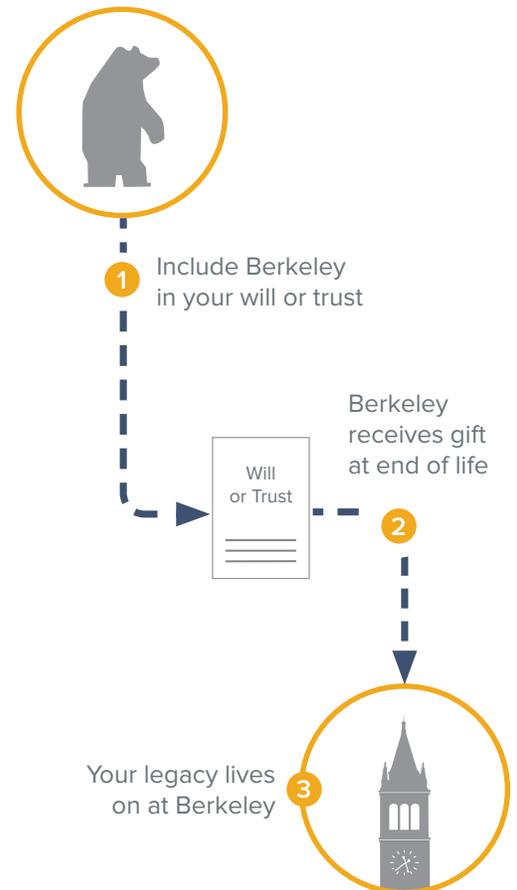
Stocks  
and/or Bonds



Real Estate



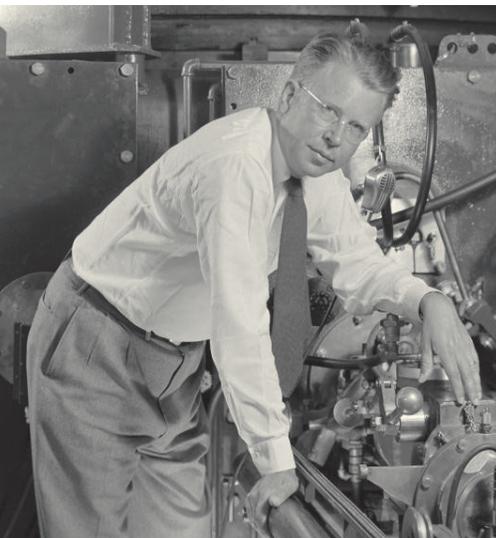
Tangible  
Property



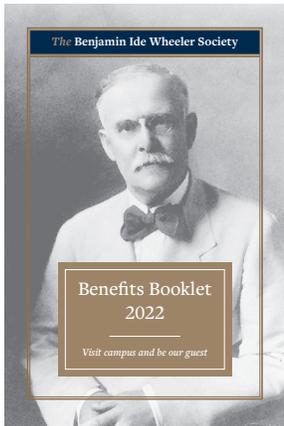
### Who was the first Berkeley professor to win a Nobel Prize?

**Answer:** Ernest O. Lawrence

**Ernest O. Lawrence** received the Nobel Prize in Physics in 1939 — the first of 26 Nobel Prizes to be awarded to a Berkeley faculty member and the first given to a professor at a public university. Ten years earlier at Berkeley, Lawrence developed the cyclotron, an apparatus using electrical and magnetic fields to accelerate protons to high velocities in a spiral-shaped path before they collide with their target. The campus’s Lawrence Hall of Science was established in 1968 to honor the physicist. ■



# The Benjamin Ide Wheeler Society



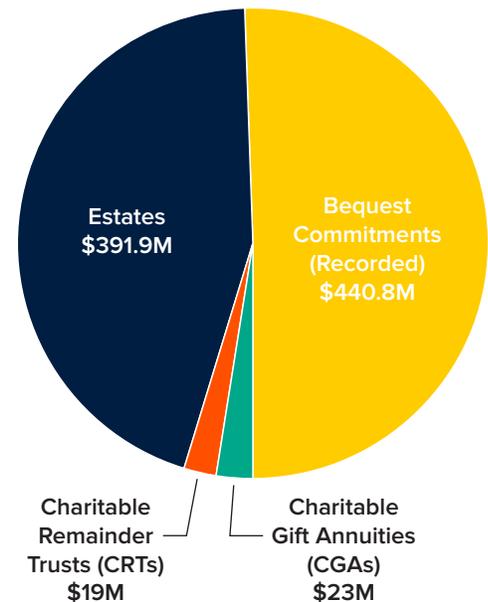
We hope that all 2,900+ Wheeler members received their 2022 *Wheeler Society Benefits Booklet* in the mail. Inside the booklet are complimentary passes to visit campus museums/exhibits as well as exclusive discounts. We know that many of you are not within an easy drive to campus, so please know that **these benefits are transferable to any family and friends** who may be closer! Please call or email us if you would like to make a transfer.

We have also set the date for the **2022 Annual Wheeler Lecture and Luncheon: Thursday, July 14**, from 11 a.m. until 1:30 p.m. Please mark your calendars and make travel arrangements as necessary. The Office of Gift Planning and Chancellor Christ are looking forward to seeing Wheeler members in person once again! Please be on the lookout for the formal invitation, which will be mailed in May. ■

## Planned gifts help to Light the Way!

Private philanthropy in the form of planned gifts has made up a significant portion of Berkeley's campaign totals. As of December 31, 2021, our gift planning donors have contributed more than \$875 million toward the \$6 billion goal of **Light the Way: The Campaign for Berkeley**. That's **more than 17 percent of the total dollars** raised so far through estate and life income gifts (CRTs and CGAs) and recorded bequest commitments. And that doesn't even include significant outright gifts of real estate and non-publicly traded securities!

With a little under two years to go in the campaign, we invite you to consider how giving to Berkeley via a life income gift or through a gift from your will or living trust can help light the way to a brighter Berkeley future. Thank you for all that you do! ■



*This newsletter offers only general gift planning information. We urge you to seek the advice of an attorney in developing your personal estate plan, as the Office of Gift Planning may not render tax or legal advice to friends and alumni of the university. If you would like more information concerning charitable giving as a component of estate planning, we would be happy to provide you with more specific ideas.*

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Office of Gift Planning, University of California, Berkeley

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## Gifts that Cal can use today

- Cash/Securities/Mutual Funds
- Real Estate (\$250,000 net minimum)
- IRA Qualified Charitable Distribution

## Gifts that pay you income

- Cash/Securities/Mutual Funds (\$20,000 minimum)
- Real Estate (\$250,000 net minimum)

## Gifts that take effect at your passing

- Retirement Plans — IRA/401(k)/403(b)/other
- Will/Living Trust Gifts
- Brokerage Accounts
- Life Insurance
- Real Estate

**I have already included Cal in my estate plan.**

**I am not sure which gift plan would work best.**

**Please contact me.**

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Email \_\_\_\_\_

The best time to reach me \_\_\_\_\_

# How will you Light the Way?

Discover the benefits that  
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