



11 July,  
2018



## SWOSU Launches New Planned Giving Program

Southwestern Oklahoma State University (SWOSU) with campus locations in Weatherford and Sayre has benefitted tremendously from investments made through private charitable giving. Student scholarships, resources for faculty research and development, and major capital needs have all been met, thanks to the generosity of planned givers to SWOSU who made provision for the university in wills, trusts and other charitable instruments.

Now, an exciting opportunity for SWOSU's supporters has presented itself in the form of an exciting fundraising challenge: for every planned gift that SWOSU records, an anonymous donor will contribute to SWOSU an additional gift of \$5,000. The anonymous donor has committed up to \$100,000 to help SWOSU achieve its goal of recording at least 20 planned gifts in the near future.

"SWOSU stands firmly on the hilltop today because of visionary philanthropists who generously remembered our institution in their wills, trusts and estate plans," said SWOSU President Dr. Randy L. Beutler. "Today, the SWOSU community of alumni, emeriti and friends worldwide can take advantage of this unique matching opportunity to notify us that they have remembered the university in their estate planning while also ensuring that an additional \$100,000 is ultimately given in support of SWOSU's mission to provide a quality higher education to all."

In order to better equip those who choose to remember SWOSU in their estate planning, the SWOSU Foundation, Inc. has launched [www.SWOSUTomorrows.com](http://www.SWOSUTomorrows.com), a comprehensive website with updated information about how planned gifts of any size and type can be made to SWOSU. Donors who choose to record their planned gifts to SWOSU will be named as part of the SWOSU Tomorrows giving society and recognized according to their wishes and preferences, joining a special place of honor amongst the university's many benefactors.

Former SWOSU Presidents Dr. Joe Anna Hibler and Dr. John Hays have graciously agreed to serve as the Honorary Co-Chairs of the SWOSU Tomorrows effort under the guidance of the SWOSU Foundation, Inc. Board of Trustees.

"Planned gifts to SWOSU are truly pillars of the university," Hibler said. "If you have already remembered SWOSU in your estate planning, please contact the SWOSU Foundation so that we can record your generosity, even if it is just confidentially, in order to maximize this once-in-a-lifetime \$100,000 matching opportunity. And, if you haven't yet found a way to benefit SWOSU using your will or trust, please call the SWOSU Foundation and start that conversation today!"

"Remember, your planned gift to SWOSU will impact students and faculty far into the future!" Hays said. "A planned gift is the ultimate expression of your Bulldog spirit and pride, and it can offer significant tax benefits today and tomorrow. It is a win-win scenario."

The SWOSU Tomorrows planned giving program is coordinated by the SWOSU Foundation, Inc. The Foundation was established in 1977 to promote philanthropy and distribute funds to support the activities and programs of SWOSU. Located on the Weatherford campus in the historic Burton House, the Foundation currently stewards over \$24 million in assets for the benefit of SWOSU. For information on how to make a planned gift to SWOSU, please contact the SWOSU Foundation by telephone at 580-774-3267; by e-mail to Garrett King, Executive Director, at [garrett.king@swosu.edu](mailto:garrett.king@swosu.edu); or by visiting [www.SWOSUTomorrows.com](http://www.SWOSUTomorrows.com).

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## Weatherford Campus

100 Campus Drive  
Weatherford, OK 73096

## Sayre Campus

409 E Mississippi Ave  
Sayre, OK 73662

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