



*Pitt  
Always*



Dear Panther Fans,

The University of Pittsburgh has a legendary tradition of providing an unparalleled experience for its students, alumni, parents, and friends. Pitt Athletics is proud to be a fundamental part of that experience.

The mission of the Pitt Department of Athletics is to provide opportunities for student-athletes to achieve their full potential—academically, athletically, and socially—while competing successfully at the highest level. As we look to the future, we seek to ensure the long-term success and excellence of our programs.

**In order to achieve this goal, I am excited to announce a new legacy society for Pitt Athletics: “Pitt Always.”**

Pitt Always is a dedicated group of alumni and friends who have demonstrated a commitment to our strong tradition and continued success by making permanent gifts to support Pitt Athletics. One

*Cover Photo: “The Panther,” formed by the faculty and students of the University, April 29, 1920*



couple that embodies this thoughtful dedication to Pitt Athletics is Joanne and Ellsworth Bowser. The Bowsers have established a scholarship fund in honor of their son, Captain David E. Bowser, that benefits a student-athlete now and will continue to do so for generations to come. We couldn't be more grateful for the generous support of people like the Bowsers.

This short guide provides a glimpse of how you can leave your own lasting legacy on Pitt Athletics and our deserving student-athletes. We invite you to read the brochure, fill out and mail the attached reply card, and become an inaugural member of Pitt Always.

Thank you for all that you have done, and continue to do, for our student-athletes and for carrying on the tradition of excellence at the University of Pittsburgh.

Hail to Pitt!

Steve Pederson

Director of Athletics

# ALWAYS?

## How do I become a member of Pitt Always?

- Include the Department of Athletics in your estate plan
- Designate Pitt Athletics as the beneficiary of your IRA or other qualified retirement plan
- Name Pitt Athletics the owner and beneficiary of a life insurance plan or donate an existing policy
- Establish a life income gift like a Charitable Gift Annuity, Charitable Lead Trust, or Charitable Remainder Trust
- Create an endowment that lasts forever

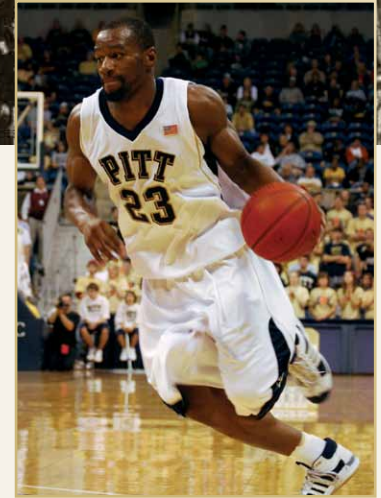
**If I have already included Pitt Athletics in my estate plan, am I a member of Pitt Always?** Almost. You just need to inform us of your generous decision. Simply fill out and return the attached reply card and a staff member will be in touch with you to help you to document your planned gift.

## Do any of these gifts count for priority points toward seating?

Some planned gifts may allow for priority points to be assessed. Please contact us, or fill out the reply card and a staff member will contact you.

## What areas of Pitt Athletics can my planned gift support?

- Capital projects and facilities
- Endowed athletic and band scholarships
- Program enhancement
- Panther Club Athletic Scholarship Fund



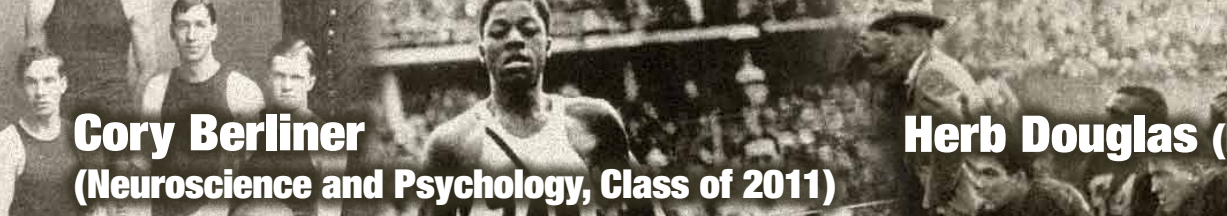
## What are the benefits to becoming a member of Pitt Always?

Most importantly, you will have the satisfaction of knowing you are ensuring the future success of Pitt Athletics. Also, many planned gifts can allow for the donor to take advantage of certain tax benefits.

As a member of Pitt Always, you will receive invitations to special events and a commemorative pin, and your name will be listed in an honor roll in the football game program.

## Is there an advantage to becoming an inaugural member of Pitt

**Always?** Yes. If you join before December 31, 2010, you will be eligible for a special keepsake gift from Pitt Athletics.



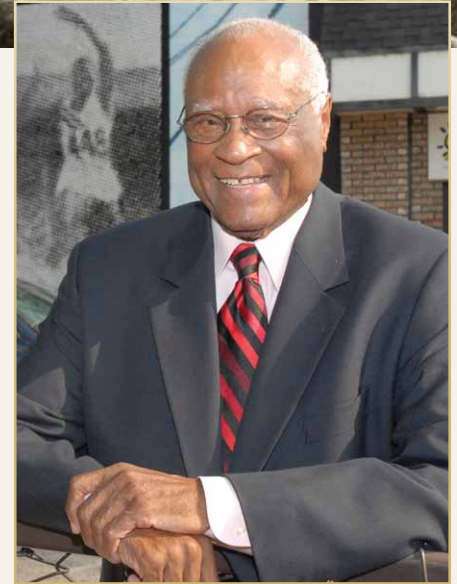
**Cory Berliner**  
**(Neuroscience and Psychology, Class of 2011)**

“Soon, my softball teammates and I will have the chance to practice and compete in a brand new stadium on Pitt’s upper campus at the Petersen Sports Complex. This amazing facility would not be possible without the generous support of Pitt’s alumni and friends, especially Mr. and Mrs. [John and Gertrude] Petersen. We’re thrilled that we’re going to have one of the best facilities in the NCAA and grateful to the donors who are making it happen.”



**Herb Douglas (EDUC '48, '50G)**

“I have had the honor and privilege to experience firsthand the rich tradition of Olympic sports at the University of Pittsburgh. My Pitt experience continues to impact my life to this very day, so I want to ensure that current and future generations of student-athletes have that same lifelong benefit.”





**Joanne (A&S '62) and  
Ellsworth (A&S '58, DEN '60) Bowser**

“Establishing a bequest that supports an athletic scholarship made sense to us—it’s a win-win situation. You’re helping other people and contributing something to the future.”



**Bonita Caputo**

“My father, Frank Caputo, PhD, was a member of the Pitt Band as an undergraduate. In his memory, I established a fund that supports the band, and I also made the organization a beneficiary of my estate. It’s a way to honor my father and the longstanding tradition of the Pitt Band, as well as provide support for its current members.”





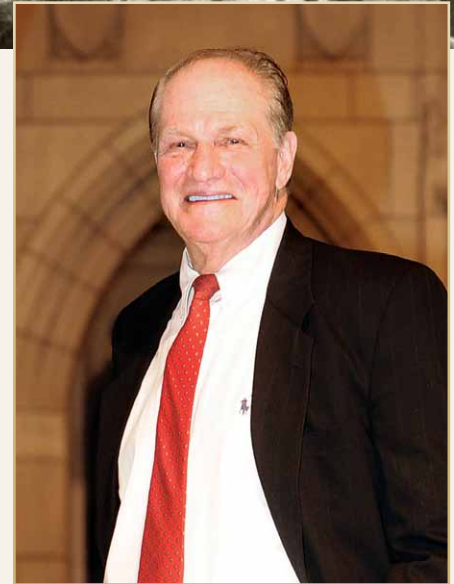
**Roberta and Gary Brownlee**  
(A&S '74, BUS '78G)

“Sports programs provide important life lessons to young people, including goal setting, teamwork, preparation, and self-discipline that are the foundation for success throughout life. We have been enthusiastic supporters of Pitt Athletics for a number of years and believe that Pitt’s programs provide countless benefits to the University community and to the student-athletes themselves.”



**Bernie Artman (BUS '54)**

“I made the decision to create a scholarship through a charitable lead trust. As a varsity letterwinner, I am thankful for the education I received and was fortunate to attend Pitt on a scholarship. I wanted to give another person the same great opportunity I had.”





## Adam Gunn (A&S '07, GSPIA '09G)

“Over the past few years, I learned how to balance the rigors of football and academics along with my other priorities. Because of the generosity of scholarship donors, I had the chance to maximize this great opportunity on the field and in the classroom. Now, as a Pitt graduate, I’m excited to apply the skills I acquired from my days as a student-athlete.”



### Other ways to support Pitt Athletics:

- Give appreciated securities or cash
- Contribute through your donor advised fund
- Take advantage of charitable IRA rollovers
- Donate other assets, like real estate, personal property, and business interests

### For more information, contact:

Megan Wilson, Director of Gift Planning for Athletics

Phone: 412-648-8233

E-mail: [pittalways@athletics.pitt.edu](mailto:pittalways@athletics.pitt.edu)

Mail: PO Box 7436

Pittsburgh, PA 15213

Disclaimer: The Office of Gift Planning for Athletics provides support for a range of charitable gift planning options and services. However, we do not render legal or financial advice and strongly urge prospective donors to consult with their attorney, financial advisor or estate planning professional before making any decisions.

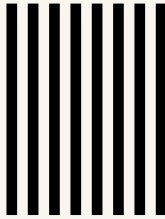
Tear along dotted line, fold, and affix tape here.



Office of Gift Planning for Athletics  
PO Box 7436  
Pittsburgh, PA 15213-0436



NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES



**BUSINESS REPLY MAIL**  
FIRST-CLASS MAIL PERMIT NO 15481 PITTSBURGH, PA

POSTAGE WILL BE PAID BY ADDRESSEE

DEPARTMENT OF ATHLETICS  
UNIVERSITY OF PITTSBURGH  
PO BOX 7436  
PITTSBURGH PA 15213-9952



# ALWAYS?

Please return this postcard, and a staff member will contact you.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Home Phone \_\_\_\_\_

E-mail \_\_\_\_\_

Best Way and Time to Contact You \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

- Yes, I'd like more information on becoming an inaugural member of Pitt Always!
- I already have included Pitt Athletics in my estate plan and want to become a member of Pitt Always.

The University of Pittsburgh is an affirmative action, equal opportunity institution.  
Published in cooperation with the Department of University Marketing Communications. UMC71879-0310



*Artist's rendering of the Petersen Sports Complex: anticipated completion December 2010*



University of Pittsburgh  
Office of Gift Planning for Athletics  
PO Box 7436  
Pittsburgh, PA 15213-0436

NONPROFIT ORG.  
U.S. POSTAGE  
**PAID**  
PITTSBURGH, PA  
PERMIT NO. 15481