Giving Statistics

• In 2005, giving to charities rose 2.7 percent from 2004 levels, when adjusted for inflation. After several years of stagnant giving resulting from the economic downturn that started in 2001, this was the second consecutive year with a moderate increase.

• The current trend is a positive sign for those who depend on the services of America's charities, which is all of us. Few people realize how large charities have become, how many vital services they provide, and how much funding flows through them each year. Without charities and non-profits, America would simply not be able to operate. Their operations are that big.
Total giving to charitable organizations increased to $260.3 billion in 2005. This is an increase of 2.7 percent from 2004 (when adjusted for inflation).

The majority of that giving came from individuals, $199.1 billion (76.5%). Giving by individuals grew by 2.9 percent (when adjusted for inflation).

Of the $15 billion increase in total giving, approximately half ($7.4 billion) was donated to provide relief after one of three major natural disasters--the tsunami in southern Asia, the Gulf Coast hurricanes, and the Pakistan earthquake.

Religious organizations received the most support--$93.2 billion. Much of these contributions can be attributed to people giving to their local place of worship. The next largest sector was education ($38.6 billion).
### Grand Destiny Gift Table

<table>
<thead>
<tr>
<th>Gift Range</th>
<th>Gifts Received</th>
<th>Gifts Needed</th>
<th>Prospects Needed</th>
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Donor Evolution Pyramid
Turning Monopoly Money into Real Money: The Bill Darrow Case Study
The Family Business

Charles Darrow, Bill’s father, made jigsaw puzzles and bridge scorecards during the depression to keep the family afloat. In 1932, Charles invented Monopoly and later sold the board game to Parker Brothers in 1935.
The Family Business (cont.)

Charles encouraged Bill to leave the farm and earn a college education at Penn State.

Bill graduated from Penn State in 1951 with a degree in Dairy Sciences. He returned to the family farm after graduation.

Bill relocated from Bucks County, PA in 1980 and purchased several farms in Juniata and Bedford Counties.
March 23, 2000

Mark visits Bill at his farm in Mifflintown, PA. Only prior contact was telephone call from Athletics Office inviting Bill to Wrestling Championships and Basketball games.

Bill mentions wanting to create a scholarship in his father’s name since his father always wanted to go to Penn State but was never able to afford college. Bill informs Mark that he has made provisions via his estate to benefit the College of Ag Sciences.
May - June 2000

Bill establishes two $25,000 scholarships – one for Ag Sciences in memory of his mother and the other for the College of Earth and Mineral Sciences in memory of his father.

Bill says estate plans are set for the College of Ag Sciences, but doesn’t mention amount.
Mark and John Dietz (DoD for EMS) meet Bill to deliver the EMS Obelisk Society print.

They discuss the Monopoly story which allows them to talk about the copyrights and royalty monies. John Dietz is instrumental to the discovery of perpetual royalties.

Bill alerts them to the creation of a corporation in Delaware to help manage the royalty payments and that they own the patent on the Monopoly game design.
Bill says he has created a Charitable Remainder Trust with PSU as beneficiary, but he can’t remember how much it’s worth.

Bill tells John he won’t be contributing much more to EMS since his passion for Ag is much stronger. He mentions wanting to create another scholarship in ruminant nutrition.
November 19, 2001

Bill calls Mark saying that he wants to move forward with the scholarship in Dairy & Animal Science. He says he’ll leave it up to the department head to determine the eligibility.

Bill says he’d like to fund the scholarship before the end of the year.

Terry Etherton (Dept. Head) recommends a graduate scholarship and Mark sends guidelines.
December 12, 2001

Mark calls Bill to let him know the signed guidelines have been received and a $25K check for the establishment of a new scholarship.

Bill tells Mark that the “hard” assets (guaranteed) of his CRUT that will benefit PSU total $770,000 and the soft assets (Monopoly royalty income) will be in addition to that amount.

Mark explains that he’d like to obtain a copy of his will and relating paperwork stating the CRUT designation for acknowledgement purposes. Bill asks Mark to draft a letter to the attorney for him to pass along.
January 29, 2002

Mark invites Bill to a “get to know you” session with Terry Etherton, Dept. Head for Dairy & Animal Science and Bob Steele, Dean.

Bill meets with a few faculty members and students in the Dept. of Dairy & Animal Science and enjoys a nice conversation about student achievements and research.
During lunch at the Nittany Lion Inn, Provost Rodney Erickson stops by to introduce himself and thank Bill for his contributions to Penn State. Rod and Bill connect since they both have an agricultural background and also share an interest in collecting and restoring antique tractors.

Bill comments several times that he thinks it’s important for graduates to give back to Penn State once they have accumulated some wealth.
October 24, 2002

Mark meets with Bill at his home to present him with the 2002 Ag Scholarships and Awards program and to encourage him to attend the event next year.

They discuss the designation of the trust and Mark promises to meet with the Dean to discuss future needs of the College and other areas in need of support.

Bill says that he receives $250K annually from the trust, not including other contracts he holds with Monopoly.
October 30, 2002

Mark and Dean Steele meet with Bill to discuss funding opportunities within the College.

Since the last meeting, Mark has learned that the trust is valued in the $4-5 million range.

Dean Steele discusses supporting a Dean’s Chair at $5 million and also mentions that the College could be endowed with a $50 million gift. Bill neither agrees nor disagrees with his proposal.
March 5, 2003

Mark tells Bill that Penn State would record his gift at $5.4 million and suggests we initiate a press release to recognize his philanthropy and to stimulate others to give. Bill agrees.

During a discussion about recognition, Bill says he’s not looking for “fame,” that he’d like to meet President Spanier at some point, but that he places more importance in his relationship with Dean Steele since it more closely relates to agriculture and his philanthropic priorities.
October 27, 2003

Dean Steele and Mark meet with Bill at his home to broach ideas for areas of support.

Dean Steele suggests creating a fund to support innovative research and activities, acting as a “venture capital-type fund” allowing the college the ability to rapidly react and transform to current research and market demands through investments in faculty.

Bill likes the idea and asks that we draft paperwork for his review. He hands Mark a check for $30K on his way out, to be split three ways among his scholarships.
Since the gift announcement, Mark and Dean Steele have made frequent visits to steward Bill. Because of family dynamics – four sons to two marriages – the ability to engage the children has been a challenge.
First introduction and assessment meeting 3/23/2000 – was active with Athletics, but no personal contact. From the first meeting until legacy gift was disclosed and counted was three years.

Since then, over 38 contacts involving eight university representatives including two visits by Provost Rodney Erikson.

Bill trusts Mark and Dean Steele and has relied on our judgment regarding the best use of his philanthropy. Ironically, his current wife, Janice, has been removed from our philanthropic conversations (I’ve met her twice and talked on the phone with her one time). However, she is quite involved with the Juniata Valley Association for Retarded Citizens (Bill’s younger brother, Richard, was mentally retarded) and the local hospital. Bill and Janice created a fund to support students interested in pursuing a nursing degree.
William B. Darrow died Tuesday, April 18, 2006 at his home after a lengthy bout with cancer.

Mark was asked by his widow to speak at the celebration of life services and finally meets Bill’s four sons and extended family.
Next Steps

Stewardship

Cultivation
Penn State and Monopoly
A winning combination!