



WILLIAM & SARAH LAWRENCE SOCIETY

# Legacy News

The William & Sarah Lawrence Society recognizes the many alumnae/i and friends who have informed the College that they have included Sarah Lawrence in their estate planning. It is named for William Van Duzer Lawrence and his wife, Sarah Bates Lawrence, in whose memory he created the College.

## Create a Living Legacy



Barbara Bray Ketchum '43

When Barbara Bray Ketchum '43 was approaching her 65th Reunion, her son Tom decided to honor her career in dance and her lifelong love of the art form by establishing the Barbara Bray Ketchum Artist in Residence Fund. The purpose of the fund is to facilitate direct teaching and learning experiences between visiting artists in residence and Sarah Lawrence dance students.

Tom says, "Our family wanted to recognize Mom's professional dance career, her love of the art form, and her love of Sarah Lawrence in a way that she could enjoy during her lifetime. So often, gifts are made *in memory* of someone who has passed away. While this is a wonderful way to honor someone you love and admire, it always seems a shame to me if the honoree never knows about it.

"When we told Mom about our plans for this gift, she was thrilled. She even shed a few tears. She loved hear-

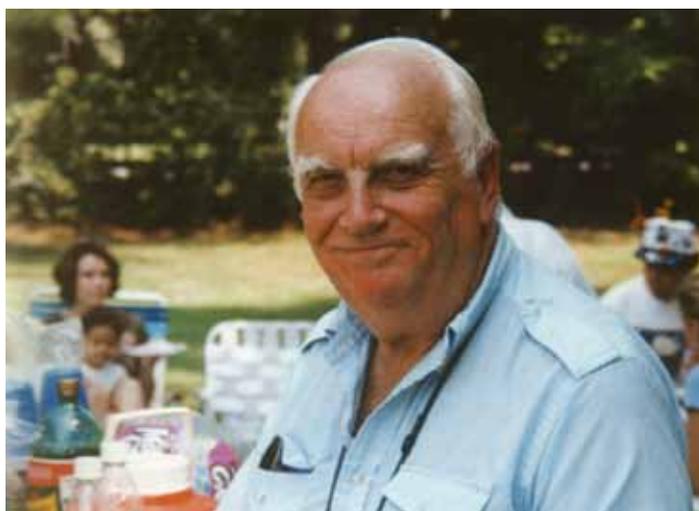
ing about the artists and the performances. We watched videos of the performances together. It was very special for her and the rest of our family. We were all very proud of what she had accomplished and so pleased that we could acknowledge that to her directly rather than after she left us."

Barbara passed away in 2011. The first performance in her honor, Martha Graham's 1931 masterpiece *Primitive Mysteries*, took place in Sarah Lawrence's Bessie Schönberg Dance Studio in December 2012. This event was made possible by the Barbara Bray Ketchum Artist in Residence Fund. After the performance, attended by a number of family members, Liza Ketchum '68 said, "Having this fund as an active part of the Sarah Lawrence community has been very meaningful to our family, especially since my mother's passing. We are pleased that so many of our family and friends were able to enjoy the December performances. Mom danced in *Primitive Mysteries* and loved it. We felt her presence as the Sarah Lawrence students performed it so well and with such passion. It was an evening we will always cherish."

Sara Rudner, director of Sarah Lawrence's Program in Dance, couldn't be more pleased with the way the Ketchum family's fund has worked out. "The Ketchums have generously honored their mother, Barbara Bray Ketchum, in the most profound and meaningful way imaginable," says Sara.

The Office of Gift Planning can help you create a living legacy. Go to [www.sl.c.edu/gift-annuities](http://www.sl.c.edu/gift-annuities) or e-mail [gift-planning@sarahlawrence.edu](mailto:gift-planning@sarahlawrence.edu).

## All in the Family



Laurence Whittemore

The Whittemore family has long had a close, mutually beneficial connection to Sarah Lawrence. The College figured importantly in their lives, so that when Laurence Whittemore wanted to make a major gift to the endowment, his wife Sarah and daughters agreed to make Sarah Lawrence College the sole beneficiary of his life insurance policy.

It all began during Sarah Whittemore's Bronxville childhood. Many of her babysitters were Sarah Lawrence students who often took her to visit their campus. Decades later, the Whittemore daughters discovered Sarah Lawrence for themselves. Gioia was accepted to SLC's Class of '87, Arianna matriculated in the Class of '89, and in 2006 Nike earned a master's degree in health advocacy.

In the '80s, Sarah and Larry moved back east and became active on the Parents Advisory Council. In addition to their own gifts, they helped raise money for the school. They had received classic educations at Smith, Yale, and Harvard Business School, but found Sarah Lawrence's approach to learning different, exciting, and effective. Laurence, a partner in a private bank, started serving as trustee. For several years, he chaired the board's Investment Committee, devoting himself to building up the College's historically low endowment, and provided steady, astute leadership through challenging economic times.

When Laurence died at 78, the proceeds of his life insurance policy went directly to Sarah Lawrence's permanent endowment for unrestricted use. With characteristic vision based on his knowledge that life insurance proceeds are not required to pass through probate, he made a gift that began earning income and benefiting students, faculty, programs, and operations without delay.

His was a gift both immediate and never-ending because funds allocated to the permanent endowment will benefit the College forever. This gift's enduring nature reflects a relationship between the family and the College. By advising the College in advance, Laurence permitted us to thank him in person for this end-of-life gift, as well as many generousities during his life.

"The Whittemore family is and will always be part of the Sarah Lawrence family," says College President Karen Lawrence, a fitting statement for every member of The William & Sarah Lawrence Society.

## WELCOME NEW WSLS MEMBERS

The William & Sarah Lawrence Society honors the many alumni and friends of the College who have made the decision to support it by including Sarah Lawrence in their estate planning. Members have the enduring gratitude of the Sarah Lawrence community for their commitment to the College's future.

Nathan A. Adams '91  
Suzanne S. Arkin '60  
Marian A. Chatfield-Taylor '66  
Susan S. Dranitzke '64  
Samantha J. Fenrow '93

Adrienne Fogler '64  
Alice M. Greenwald '73  
Merrel R. Marlin '56  
Jean E. Milofsky '70  
Sima R. Osdoby '66

April Pinney '64  
Deirdre R. Rosenberg '65  
Pauline M. Watts '70

## Creative Strategies for Your Gift to Sarah Lawrence

Looking for creative ways to make your year-end gift to Sarah Lawrence? Of course, every gift to Sarah Lawrence counts for participation and class gift totals as well as Westlands and Reunion Terrace awards. You can make monthly recurring or installment gifts.

But what if you're hoping for extra tax advantages?

- Gifts of appreciated securities are credited as a reunion gift at the full current value, yet you are not liable for capital gains or investment income tax on the appreciation.
- Charitable IRA Rollovers are charitable transfers from your retirement account. They apply to donors age 70 ½ and above through at least the end of 2013. When the gift is made directly to Sarah Lawrence from your retirement account, it will count as part of your mandatory distribution, yet is not subject to ordinary income tax.

What if your gift could help you unlock the power of underperforming assets?

- A Sarah Lawrence Charitable Gift Annuity can super-charge underperforming assets! Income beneficiaries age 60 and above are eligible for a Sarah Lawrence gift annuity. Say you're from the Class of '63 (age 71). You would earn a 5.3% payment rate on a gift annuity made today. Compare that to dividends or CD rates! Go to [www.slc.edu/gift-annuities](http://www.slc.edu/gift-annuities) or e-mail [giftplanning@sarahlawrence.edu](mailto:giftplanning@sarahlawrence.edu) for more information.

Perhaps you have questions or other approaches you'd like to explore. Feel free to contact Dorea Ferris at (914) 395-2543 or [dferris@sarahlawrence.edu](mailto:dferris@sarahlawrence.edu) with any comments or questions.

## Students Compete in Hult Prize Regional Finals

Inspired by their economics course, "Social Entrepreneurship: Models for Intervention in Global Poverty," and encouraged by their teacher, Catherine Muther '69, five SLC students

entered the prestigious Hult Prize competition, a start-up accelerator for social entrepreneurship, gaining a place in the Boston regional finals. Though their project did not win, the five-student team was one of only three undergraduate teams in a field of 70. Many of the competing teams were from top MBA programs.

To read more about them and entrepreneurship at SLC, go to <http://www.slc.edu/entrepreneurship>.



The student team was (above, from left): Jeanne Chia '13, Jackie Assar '14, Teresa Phiri '13, Sachi Shah '15, and Maria Munoz '13.

# The Legacy of a Pioneering Professor



Gerda Lerner

When Gerda Lerner died last January at 92, she was survived by her daughter, her son, four grandchildren, and her academic discipline. Lerner was the mother of women's history, the field she personally created at Sarah Lawrence 41 years ago.

Founded by Lerner in 1972, the College's graduate program in women's history was the first to be offered anywhere in the nation. Now, in addition to leaving behind that extraordinary legacy, Lerner has left Sarah Lawrence a legacy gift by naming the College in her financial trust.

Lerner was already 48 years old when she began teaching at Sarah Lawrence in 1968. She arrived with a newly minted PhD in history from Columbia University and a personal history that included a privileged childhood in Vienna, her arrest by the Gestapo, and her family's subsequent escape from Nazi-occupied Austria.

In *Fireweed*, Lerner's 2002 autobiography, she chronicled her teenage years in the anti-fascist Austrian underground, her work at low-paying jobs as a refugee in New York, the retail job she lost for notifying the Labor Department of a candy company's minimum-wage violations, and her commitment to grass-roots organizing for child-care centers and other social reforms when she and her husband lived in California during the 1940s.

After the couple returned to New York, Lerner enrolled in college, began teaching a course on women in American history while still an undergraduate, and, in record time, earned her doctorate with a the-

sis on Sarah and Angelina Grimké, two abolitionist sisters from South Carolina. She went on to write a number of influential texts, including two published during her tenure at Sarah Lawrence: *Black Women in White America: A Documentary History* and *The Female Experience: Documents in American History*.

Lerner's *New York Times* obituary quoted the distinguished historian Alice Kessler-Harris as noting, "She made it happen. She established women's history as not just a void but a central area of scholarship. If you look at any library today, you will see hundreds of books on the subject."

In 2004, in a prominent spot on the Sarah Lawrence campus, the State of New York placed a historic marker recognizing both Lerner and the College for their groundbreaking role in advancing the study of women's history. Lerner was present for the plaque's dedication, and her return to campus brought warm expressions of admiration and gratitude from her academic descendants.

Women's History Graduate Program Director Rona L. Holub says, "We will forever be grateful to Dr. Gerda Lerner who founded and developed our program. We will continue to honor her legacy as we have always done in teaching and guiding our students to understanding the complexities of historical studies and the relationship of that understanding to the issues that affect real people in the real world."

Unfortunately, while Lerner was alive, no one at SLC knew that the College was named in her trust, so faculty, staff, and the administration weren't able to express their gratitude for her intended generosity.

It is always our hope that benefactors will give Sarah Lawrence advance notice of their bequest intentions, making it possible for the donor's generosity to be properly acknowledged and the academic community's gratitude to be fully expressed.

# Investing in Talent



Ted & Joanna Kraus '59

“Sarah Lawrence changed my life in giving me the courage and confidence to do what I wanted,” says Joanna Kraus '59.

Kraus always wanted to write serious plays designed for Theatre for Young Audiences and become a col-

lege teacher. She is grateful to her Sarah Lawrence professors for nurturing that dream.

Tutorials with faculty members like Jane Cooper provided the intellectual foundation for Kraus's graduate studies at UCLA, doctorate from Columbia University, and successful career in theatre and academia. Before her retirement as a college professor and administrator, she taught at three campuses of the State University of New York. She continues to find great joy in writing and reviewing plays and books that encourage young people to think about weighty issues.

But Kraus also talks about the resistance she encountered after graduating from college. “I faced difficulties finding directors and theatres that would produce serious plays for young people,” she says.

Because those difficulties still exist for theatrical artists, Kraus has looked for effective ways to

provide inspiration and support for the aspiring dramatists of tomorrow. Recently, she and her husband Ted found an answer in two planned gifts, a bequest and a charitable gift annuity. Both will fund a new scholarship for Sarah Lawrence with preference for students interested in creating meaningful family theatre.

Her planned bequest was established first. It was already part of Kraus's will when she and Ted learned that a bank holding a CD she owned had suddenly gone out of business. “Wednesday they were open and Friday they were closed,” she said. Protected by FDIC insurance, Kraus decided that rather than transfer the balance to another bank, she would create a charitable gift annuity to benefit her alma mater. Now her Sarah Lawrence gift annuity provides steady fixed payments at a higher rate than any bank is offering.

A financial institution fails, and for once something good comes out of the crisis. It's a unique true-life story. Perhaps a future playwright will create a provocative Theatre for Young Audiences drama because of assistance from this scholarship.

We at Sarah Lawrence are sad to report that shortly before press time, Ted Kraus passed away. We hope Joanna finds consolation in knowing that, because of the Krauses' generosity, Ted's memory will live on at Sarah Lawrence.

## Thank You for a Great Reunion!

SLC alumni came back to participate in seminars and workshops, reminisce with old friends, and dance the night away at Reunion 2013. Those who attended our first annual reunion Estate Planning Seminar were united in reporting that it was highly informative and very helpful. A big shout-out to presenter Blanche Christerson '77, managing director at Deutsche Bank Private Wealth Management, who led the conversation with the large group who attended. We hope to see you next year! It was an extraordinary weekend.



## Great News!

To keep up-to-date on what's happening at Sarah Lawrence, go to [www.slc.edu/news-events](http://www.slc.edu/news-events)



What Would a Sarah Lawrence Charitable Gift Annuity Do for You?

Payment Rate Single Income Beneficiary Effective January 1, 2013 (rates subject to change)	
Age	Rate
60	4.4%
65	4.7%
70	5.1%
75	5.8%
80	6.8%
85	7.8%
90+	9.0%

## Introducing Sarah Lawrence College's New Director of Gift Planning Dorea Ferris

If you have questions, you can reach Dorea at (914) 395-2543 or at [giftplanning@sarahlawrence.edu](mailto:giftplanning@sarahlawrence.edu)

Or check out our Web site at

 <http://www.slc.edu/giving/planned/opportunities/index.html>