

# Building Blocks



## WARM WELCOME HOTEL PROGRAM OFFERS ADVANTAGES TO GUESTS AND PLNU

*Partnership between PLNU and local hotel groups means discounts for guests and donations for scholarships PLNU*

If you need to stay in a hotel on your next visit to San Diego, you could be boosting PLNU's scholarship fund.

A new corporate partnership between PLNU and a local respected hotel chain, the Bartell Hotels, has already generated \$15,000 for the University Fund. Richard Bartell, general partner, presented the check to President Bob Brower in December.

Here's how it works. The family-owned and operated Bartell Hotel group, which has operated in San Diego for 30 years, has agreed to donate up to 10 percent of the room rate whenever guests ask for the PLNU rate.

"We are committed to this cause-related partnership, which will help students pursue higher education and help Bartell Hotels extend its commitment to social responsibility within the community of San Diego," Bartell said. "The partnership between Bartell Hotels and Point Loma Nazarene University seemed like a natural, as both organizations strive for greatness!"

"The partnership benefits both of us," said Joe Watkins, associate vice president for Community Relations. "We send more people to the hotels, and they donate back to the University Fund."

His office indicated that Point Loma families, friends and supporters spend a great deal of money on hotels locally.

"We asked [Richard Bartell] to help our students pursue their vocational dreams and aspirations by allowing more scholarship opportunities," said Watkins. "This institution is known for educating students to be strong leaders, honest citizens, and ethical stewards in the community, and I knew that this would be something worthy of support."

Bartell Hotels include Humphreys Half Moon Inn, Best Western Island Palms and Marina, Holiday Inn Bayside,

Radisson Hotel La Jolla, Pacific Terrace, Dana Inn and Marina, and Days Inn Hotel Circle.

Another series of San Diego hotels have agreed to a similar corporate partnership for the sake of Point Loma students: the Sunstone Hotel group. Sunstone hotels will also contribute 5 to 10 percent of room rates to PLNU's University Fund for student scholarships.

"Every night's stay that you or your family makes allows the hotels to contribute money back into the University Fund to benefit our students," said Watkins.

Sunstone owns the Courtyard by Marriott in Old Town, Holiday Inn Harbor View, Holiday Inn Express in Old Town and Holiday Inn Mission Valley Stadium, as well as more than 60 properties nationwide.

To receive the discounted rate and generate a scholarship donation when staying at a Bartell or Sunstone hotel, university visitors should inform the reservation desk they are with PLNU and would like the preferred rate.

For more information about these corporate partnerships or to find the phone numbers and addresses of the hotels, go to [www.ptloma.edu/warmwelcome](http://www.ptloma.edu/warmwelcome) or call 619.849.2512.

## PARENTS WEEKEND BRINGS 250 TO CAMPUS, RAISES \$5,000 FOR EMERGENCY FUND

*Variety Show, tour, soccer game help families learn more about student life at PLNU*

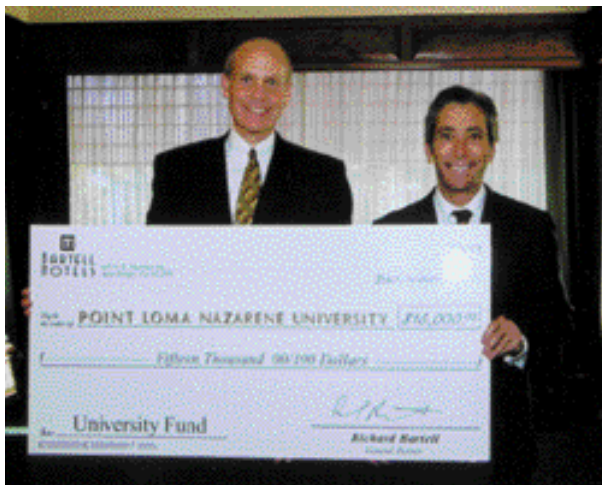
The second annual Parents Weekend, Oct. 10-11, 2003, brought more than 250 parents and family members to the main San Diego campus.

"It was a wonderful opportunity for parents to learn more about their student's life at Point Loma," said Joe Watkins. "They attended class and ate in the Dining Room with their students, visited the PLNU Bookstore, watched the Sea Lions play soccer, checked out the residence halls and just had fun."

One unique event this year was the prayer walk. About 50 parents and family took part, praying for the university and its student body. On Saturday night, there was a Mexican buffet and silent auction, sponsored by the Parents Council. A variety show was organized by the Associated Student Body council.

"We had over 100 auction items and raised over \$5,000 for the Student Emergency Fund," said Watkins. "The food was wonderful and the entertainment was a lot of fun. The Associated Student Body did a wonderful job putting together the Variety Show for the evening. Many parents enjoyed seeing students perform."

Parents Weekend was sponsored by PLNU's Parents Connection, which is a network of current parents who support the university by helping new parents connect with Point Loma. Activities include praying for students and the university and attending PLNU events in their region. For more information, go to [www.ptloma.edu/parents](http://www.ptloma.edu/parents).



President Brower (left) with Richard Bartell

## GRANDPARENTS OF STUDENTS INVITED FOR PLNU'S FIRST-OF-ITS-KIND EVENT

*Weekend allows grandparents to get a taste of life at PLNU*

**G**randparents of PLNU students can bridge two generations in mid-March during PLNU's unique Grandparents Weekend.

The first ever event, held on Friday, March 26 and Saturday, March 27, will offer grandparents the chance to spend "a day in the life" of their grandchildren, visiting classes, attending chapel and eating together in the Dining Room. They will also meet PLNU President Bob Brower, take a campus tour, hear from university and student leaders and meet with other grandparents.

"This is a unique opportunity for grandparents to see what university life is like through the eyes of their grandchildren," said Joe Watkins, coordinator of the event sponsored by the office of University Advancement.

The weekend also includes a special luau dinner on campus, a devotional session, residence hall open house, PLNU tennis team matches, and breakout sessions designed especially for grandparents.

"We would love to have as many grandparents as possible spend a weekend with us," said Watkins. "We enjoy getting to know all of the members of the families of our students."

Registration is \$40 per registrant and includes several meals. If you would like more information about Grandparents Weekend, send an e-mail to [parents@ptloma.edu](mailto:parents@ptloma.edu) or call 619.849.2512.



## THE ADVANTAGES OF A POOLED INCOME FUND

By John Payton

*Participating is easy for this appealing gift program*

**I**f you want to support Point Loma Nazarene University but need to maintain or increase your income, consider a gift to the Pooled Income Fund.

The Pooled Income Fund appeals to middle-aged donors who wish to receive a variable income that may grow with the fund and act as a hedge against inflation. Additional contributions provide further benefits to the donor and PLNU. It's another way to create a legacy while receiving personal benefits.

Participating is easy and requires a smaller investment than other life income gift vehicles. The minimum gift is \$5,000. Additions of \$1,000 or more to the initial gift are permitted. Your gift is pooled and invested with money contributed by other donors, and you receive a proportionate share of the fund's net income annually. You can also name a second, successive income beneficiary.

The income you receive is based on the fair market value of your gift and the variable rate of return the fund produces. In this way, the Pooled Income Fund acts like a mutual fund whose objective is to provide at least a six percent income stream over the long term. The fund's management strategy aims to have your income grow along with your gift to PLNU. For each gift to this fund, you will receive an immediate income tax deduction for the remainder value to PLNU.

Gifts to the fund are invested together and income from the fund is distributed to beneficiaries according to their share of the fund. You, or other income recipients you choose, receive quarterly payments for life. Then your share of the fund is transferred to PLNU for whatever purpose you specify.

For questions and further information contact the office of Planned Giving at 619.849.2302.

## THE ADVANTAGES OF CONTRIBUTING TO A POOLED INCOME FUND:

- Retaining or increasing income allows many donors to make a larger gift than they thought possible.
- Donors qualify for an income tax deduction when the gift is made.
- Capital gain is avoided when appreciated securities are donated.
- Making a gift and receiving your income is easy; you have no management worries.
- No expensive legal documents are necessary.
- Only a minimum gift of \$5,000 is required.
- The potential growth of income can hedge against inflation, making the plan attractive for beneficiaries 50 years old and older.
- Donors can avoid capital gains tax on appreciated assets.
- The plan eliminates estate and gift taxes on the assets.

## LIMITATIONS OF THE POOLED INCOME FUND:

- Donors do not participate in investment of funds (for many this is an advantage).

## BEST ASSETS:

- Cash
- Stocks and other securities