Lauren Reed ‘21 became conversationally fluent in American Sign Language (ASL) after spending time in the classroom of her mother, Lori Reed, who teaches deaf children at Eakin Elementary School in Nashville. Lauren is building on that background and minoring in ASL at UT while volunteering her time at the nearby Tennessee School for the Deaf.

Reed is also president of the prestigious Student Alumni Associates (SAA). “It’s my favorite organization on campus,” she says. “You interact with inspiring alumni and university officials and have the opportunity to support UT’s mission in a meaningful way.”

“She is wise beyond her years,” says Gina Martin, director for the Center of Student Alumni Programs and SAA coordinator. “She always thinks 10 steps ahead. She’s a real strategic thinker and really creative in how she goes about things.” This helps Reed in her role as a social media intern for UT Athletics.

As a communications major focusing on digital media marketing, she got the job at the start of her freshman year, and since then has managed and published content on Facebook, Twitter, and Instagram with the goal of communicating information, promoting fan engagement, and cultivating the Volunteer spirit. “I’ve learned so much—content planning, creative skills, what works, and what doesn’t.”

...continued on Page 2
This year Reed was a finalist among hundreds of contestants in Instagram’s national “Student Section” competition, in which students are asked to “Tell the story of your game day” on social media. “Most schools have similar elements—a parade, tailgates, a team walk to the stadium,” says Reed. “The challenge is to make your posts the most interesting.”

While neither of her parents went to UT, “they loved Tennessee forever,” says Reed. “I came home from the hospital in a ‘Born to go to UT onesie.’ I grew up in C-60 in Neyland. I sent high school graduation announcements to the people who sat around us. It runs deep.” When she went on a tour of campus, she told her mother, “I could have given this tour.” UT was the only school she applied to.

“We had a college fund and there was some money in it, but it wouldn’t have lasted four years. Because of my scholarships, I don’t have to have a job to pay the rest of my expenses, and it gives me the opportunity to intern with Athletics and volunteer at the Tennessee School for the Deaf and other activities, like the SAA. The generosity of donors has enabled me to have a richer college experience than I would have otherwise.”

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**LAUREN REED: BORN TO GO TO UT**

**Want to make a life-changing impact on future Vols like Lauren Reed?** Contact the Office of Gift Planning at 865-974-2370 or giftplanning@utk.edu to take the first step toward securing your Volunteer legacy.
SCHOLARSHIPS: MORE IMPORTANT THAN EVER

(YOUR ESTATE PLAN CAN HELP!)

College has a cost. You can help get money off our students’ minds, helping them focus on their future and find success at UT Knoxville. How? One word: scholarships.

Here a few ways to aid future Vols:
- Specify a gift in your will or living trust
- Designate UT as the beneficiary of a life insurance policy or IRA
- Recommend grants from your donor advised fund

THERE ARE SO MANY THINGS A SCHOLARSHIP CAN DO:
- Help students avoid loans that will follow them. Graduating with loans means debt for someone with a new degree. Being awarded a scholarship benefits recipients for years.
- Fill the financial gap. Scholarship assistance can go to those who fall between high and low income levels—students who may not qualify for a need-based scholarship and who do not meet the criteria for a merit-based scholarship.
- Allow students to focus on their studies. Many students work while getting their education, often making choices about class load or study time accordingly. For some, the work/life balance is unsustainable.
- Teach philanthropy. By being the recipient of a scholarship, a student sees firsthand how philanthropy can shape a person’s life. It may ignite a lifetime commitment to giving back.

GET YOUR MUST-HAVE GUIDES

Consider combining your current contributions with one that you make in the future. Our FREE guide Mix It Up: Combine Your Giving can help give you some ideas.

Also, get the most out of meeting with a financial advisor with our new brochure Your Guide to Working with a Financial Advisor.

Return the enclosed survey for your FREE copies today.
TAX BENEFITS OF THE CARES ACT

The new CARES (Coronavirus Aid, Relief, and Economic Security) Act is designed to help you, businesses, and nonprofits facing economic hardship during the coronavirus pandemic. Here are a few key provisions of the CARES Act that may affect you and your charitable goals:

REQUIRED MINIMUM DISTRIBUTIONS SUSPENDED
The new law temporarily suspends the required minimum distributions (RMD) for the 2020 tax year. This probably comes as a relief to many of you who would have had to withdraw from your retirement accounts. Many of our donors use their RMD to make a gift from their IRA. Despite the RMD suspension, if you are 70½ or older, you can still make a gift from your IRA by taking advantage of the qualified charitable distribution. You can also make an impact by naming the University of Tennessee, Knoxville, a beneficiary of your IRA.

WHY A GIFT FROM YOUR IRA MAY STILL BE A GOOD IDEA
- Your gift will be put to use today, allowing you to see the difference your donation is making.
- You pay no income taxes on the gift. The transfer generates neither taxable income nor a tax deduction, so you benefit even if you do not itemize your deductions.
- Since the gift doesn’t count as income, it can reduce your annual income level. This may help lower your Medicare premiums and decrease the amount of Social Security that is subject to tax.

NEW TAX INCENTIVES
The CARES Act expands charitable giving incentives and allows taxpayers who take the standard deduction to make up to $300 of charitable contributions to qualified charities this year. You might think that this is a small amount and would not make a difference. But what if all of our donors gave “just” $300? Such support would have a huge impact on our students.

For those who do itemize their deductions, the new law allows for cash contributions to qualified charities such as the University of Tennessee, Knoxville, to be deducted up to 100% of your adjusted gross income for the 2020 calendar year.

We are deeply grateful for your continued kindness and support during this difficult time. Please contact us to discuss how your gift can help further our mission.