For Audrey Yee and Robert and Susan Crawford, a Cal education meant many things: the reinforcement of existing traditions and the birth of new ones, the forging of lasting relationships, the opening of minds, and the simultaneous focusing and broadening of the opportunities of a lifetime.

Family roots and long-standing Berkeley ties wind their way through these stories. Our featured alumni have California histories reaching back generations, but their stories also remind us that as much as Berkeley is a place, it is a state of mind — one that alumni bring with them into the world, and that they fuel with their own curiosities, passions, and successes.

Whether you’re considering including Berkeley in your will or making a gift that pays income for life, it’s easier than you think to make a lasting gift that is meaningful to you. Your place in the Berkeley community extends far beyond your years on campus — and joining your fellow Cal alumni and friends in giving back is a potent way to show how much the university means to you.
The spirit of giving back
A family tradition

You can’t do it all at Berkeley, but Audrey Yee ’82 certainly came close. “When I started at Berkeley in 1978,” she says, “I wanted to be active at the school and I wasn’t sure exactly what that meant — but I knew I wanted to expand my horizons.” She was many things at Cal: a double major in history and political science, a campus tour guide, a die-hard football fan, a sorority co-founder, a YWCA volunteer, a Cal in the Capital intern, a study-abroad student. She made it her mission to take advantage of everything Berkeley had to offer.

Fast forward to today, 30 years later. The spirit of curiosity and action she honed at Berkeley continues to shape her way of being — and has inspired her to include Berkeley in her will.

After graduating from Berkeley she headed to law school in Boston, then made her way back to the Bay. Her law career began in private practice. With inspiration and a nudge from a senior partner, she branched into philanthropic planning — helping people plan for how their life investments can make change in the world. It wasn’t long before she turned the lens on herself. First up in her giving plan? Berkeley. “It was natural that I would pick Berkeley first,” she says. “Berkeley put things into focus for me.”

Being at Cal meant more than getting a degree — it was a journey, a place for building friendships that would last for years to come. It was a defining point along the road to becoming the person she is today. “It helped me identify who I was,” she says, “and act on that to become something.”

The spirit of giving back to the community runs deep in Audrey’s family. Her parents were active community volunteers, supporting organizations around the Bay that were meaningful to them — and they were as open to selling event tickets as they were to chairing a board. They would dress up and dash out of the house for events many evenings, and their example stuck with Audrey. “I found it glamorous!” she says.

Her family has been in California since Gold Rush days. Audrey’s mother, a Cal grad, was the first in her family to go to college. She was an Oakland native, and her own mother had always wanted to pursue her education further. She insisted Audrey’s mother go to college. Like Audrey, her mother gathered credits for graduation quickly and could have graduated in three years. Instead, Audrey’s mother stayed an extra semester and earned her teaching credentials on top of her psychology major.

History was Audrey’s clear calling after her first class in the subject, when she was delighted to see that it was all about stories. “I thought, This is learning? This is fun.” History professor Robert Middlekauff was her favorite: “He was someone I wanted to emulate. He was kind and nurturing, but he challenged your thinking, had you push yourself. He would draw things out that you didn’t even know were there.” It was a way of thinking that shaped her — a way of thinking she and her husband have, in turn, passed down to their son.

She’s brought that energy into the world in so many ways. Audrey is the director of planned giving at the Golden Gate National Parks Conservancy, the nonprofit organization supporting more than 30 national park sites that make up the Golden Gate National Recreation Area. She’s previously worked with the Sierra Club Legal Defense Fund and the Save the Redwoods League, and she has been an avid supporter and volunteer of groups like the Junior League, Very Special Arts, SFMOMA, and her son’s school.

Since including Berkeley in her will, Audrey has expanded her intentions to include Cal as an IRA beneficiary. “I wanted to give back because my parents had always been involved in the community, and I liked the example they set for me and my siblings,” she says. “It was a responsibility you had to your community to give back.”

And it’s a family tradition she’s grateful to be able to carry forward.
Robert ’62 and Susan ’62, C.Mult. ’63 Crawford are both Berkeley born and bred — but their paths hadn’t crossed until Cal brought them together. The year was 1960, and Sue was a junior transfer from UC Davis. Sue and Bob met at an Alpha Delta Pi and Kappa Sigma exchange, and a match was made — one that has lasted for decades. Their Cal ties inspired a meaningful gift back to the place where their life together took shape — a gift that celebrates their Golden Bear pride and the athletic teams that have brought them so much enjoyment over the years.

Bob notes, “You could say we have blue and gold surging through our veins.”

Bob’s father, a Cal graduate, was a professor of economics at the university until Bob was born, and his aunt, uncle, and sister were also alumni and bearers of the Cal torch. Sue’s father and sister were proud Cal graduates, and her family has their California roots in the Gold Rush era.

Sue and Bob are spirited Cal fans through and through, and have enjoyed Cal Athletics events since before their time on campus: Bob’s parents brought him to his first Cal football game when he was a lad of five. Sue and Bob would make their way to Big Game rallies at the Greek, and before home games they’d watch the football team unload, greeted by the marching band — their perennial favorite — and the cheerleaders.

Their commitment to Cal Athletics helps keep them on their toes. Today they hold season tickets to football and basketball games, and are great fans of the tennis team. The sport is one they played together when they were first married, and the family has tennis ties: Sue’s older sister played tennis for many years and bears an infectious enthusiasm for the game.

As a student at Berkeley, Bob majored in communications and public policy, a path that encompassed studies in business, psychology, political science, and journalism. Sue became an art major with a love for oil paints and art history. “The beauty of Cal,” says Sue, “is really how it opens your mind, opens you up to different ideas.” She went on to earn her teaching credentials at Cal.

After graduation, Bob stepped into a government position that took the couple first to southern California and then to England, where their two children were born. Yet the Bay Area’s siren call drew them back in 1969. Bob built his career at Wells Fargo in training management and loan supervision, while Sue taught elementary school in public and private schools, most recently at the Sleepy Hollow School in Orinda. She also volunteers at the Lindsay Wildlife Museum in Walnut Creek.

Bob and Sue uphold a collegial rivalry with friends and neighbors who went to Stanford, in keeping with family traditions. Sue recounts a story about her father and a time when students from the dueling schools could be identified by their distinctive university beanies. Sue’s father came upon a cluster of Stanford students and said, “I have to have one of those Stanford beanies.” He snuck up and snatched one off the top of a head, and the group leapt into hot pursuit. Sue’s father escaped with his Cardinal booty. She recalls fondly, “Those beanies — my father’s Cal beanie and the Stanford beanie — have been in the family for a long time!”

More than good sports
A love-love relationship courted at Cal

Answer to “Famous Alum”

Aaron Rodgers

Like the Green Bay Packers, Cal recognized Rodgers’s talent when others were more skeptical. The star quarterback transferred to Berkeley in 2003 and became the Golden Bears’ starter in his fifth game. After a junior year in which Cal finished 10-1 and advanced to the Holiday Bowl, Rodgers entered the NFL draft, where he famously sat undrafted until the Packers selected him 24th. He sat on the bench behind Green Bay legend Brett Favre for three seasons, only to take over in 2008 and fulfill his potential. A three-time Pro Bowl player, Rodgers led the Packers to victory in Super Bowl XLV, earning the game’s MVP award in the process. “It’s something that gives me perspective all the time, knowing that the road I took was difficult,” he told the Associated Press in 2011. “But it did shape my character and it shaped my game as well.” Learn more about Berkeley’s famous alumni at berkeleywalloffame.org.
Create a new endowed scholarship and see your impact doubled

Thanks to a generous bequest from Berkeley honors student Ruth (Janke) Johnson ’38, C. Mult. ’39, donors have a new opportunity to partner with the university in providing significant support to Berkeley students — and to have their support matched dollar for dollar. The Ruth Johnson Undergraduate Scholarship Match Program will allow Berkeley to match 50 new scholarship funds of $100,000.

Ruth taught French and Spanish in public high schools for 30 years, and she treasured her Berkeley education throughout her life. Learning of the increasing difficulty many students had paying for their undergraduate education, she was motivated to make a gift that would help make the Berkeley experience possible for many others. Please call the Office of Gift Planning at 800.200.0375 for more information about this exciting opportunity.

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Executive Director’s Column

For Audrey Yee and Bob and Sue Crawford, Cal alumni with different backgrounds, different campus experiences, and different kinds of planned gifts, giving back to the university that greatly enriched their lives was a given. The only question was how. Audrey arranged for an estate gift by designating Cal in her will and as a beneficiary of an individual retirement account (IRA), while Bob and Sue created a charitable remainder trust that pays them income for life and then provides a remainder gift for the campus. Those are just three of the many, many types of gifts our office can facilitate for loyal alumni and friends eager to support Berkeley’s future.

Estate gifts can be made in various ways, with a gift provision in your trust or will, by designating Cal as a beneficiary of retirement accounts, brokerage accounts, or life insurance policies, or through a current gift of a residence or vacation property that you retain the right to use during your lifetime. We also offer gifts that provide you or a loved one with an income stream for life (or a term of years) and a valuable income tax deduction now, and help secure Cal’s future with the remainder portion of the gift. Gifts of securities — privately held or publicly traded — can be an ideal gift that minimizes or eliminates capital gains taxes and provides a significant tax deduction. If you are planning to sell an appreciated asset such as real estate and want Berkeley to benefit from a portion of the property’s value, we can help you create a structure that will provide for a meaningful gift to Cal. These are just some of the opportunities available for you to make a lasting impact on the university — and to join many alumni in ensuring that Cal’s future is as vibrant as its history.

If being a part of Berkeley’s legacy is an important part of your legacy, please contact our office so that we can help you match your philanthropic interests with a wide array of flexible planned giving ideas. Our officers have decades of experience in charitable giving, estate planning, and tax law, and a deep knowledge of campus programs and opportunities that could benefit from a planned gift. For life income gifts such as charitable remainder trusts and charitable gift annuities, we also can provide you with sample income and tax-deduction calculations. Visit our website at planyourlegacy.berkeley.edu to take a quick planning quiz, read more about specific gift types, download brochures, and review additional inspiring donor stories — and see how your own story fits in.

Fiat Lux!

Kevin T. Crilly, J.D.
Executive Director, Office of Gift Planning
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