



Simeon Margolis A&S '53, Med '57, '64 (PhD)

## “Repaying” a Scholarship by Starting Another Endowed gift by Moan Margolis supports students

After a Johns Hopkins career spanning 60 years some might say Simeon Margolis, MD, has paid his dues. But the man many call “Moan” has now endowed a scholarship in his family’s name, so others will have the same opportunities for success that he had.

Scholar and professor. Writer and editor. Physician and administrator. Athlete and record setter. These are some of the many ways Simeon “Moan” Margolis, MD, has dedicated himself to Johns Hopkins. For more than 60 years — since setting foot on an azalea-filled campus as a prospective undergraduate student, all the way to writing an extensive review of atherosclerosis now as a professor emeritus in a cramped School of Medicine office — Hopkins has been home for Margolis. Today he is building on still another role: Johns Hopkins donor.

Margolis, A&S '53, Med '57, '64 (PhD), has a history of giving, often directed to financial aid, that extends from Johns Hopkins Medicine and the School of Nursing to Hopkins athletics and the Krieger School of Arts and Sciences. This year he has increased his philanthropy, creating the Margolis Family Endowed Scholarship Fund

to support scholarships for students in the School of Medicine.

“I couldn’t have gone to Johns Hopkins without scholarships. I wasn’t thinking at the time that I should ‘repay’ them, but subsequently I realized that was an important thing to do,” says Margolis whose friends and colleagues call him “Moan.” The nickname originated from a mispronunciation of his first name, and then stuck. “I am a constant complainer,” he often jokes.

But there have been no complaints, only quiet praise, of his generosity from those who know Margolis best. “The long-term mission of Johns Hopkins has always been important to Moan,” says John Boitnott, MD, a fellow member of the School of Medicine’s Class of 1957. Boitnott, professor of pathology at Johns Hopkins,

*continued on page 3*

## *Endowment: Perpetual Support for Johns Hopkins*

Michelle L. Glennon, Esq.  
*Senior Director of Gift Planning  
and Senior Philanthropic Advisor*



Michelle Glennon

**Donor Generosity**  
The endowment grows the most from charitable gifts and is sustained through investment performance.

**G**rowing our endowment is one of the priorities of *Rising to the Challenge: The Campaign for Johns Hopkins*. While many of us are familiar with the term *endowment*, I am often asked what an endowment actually is and how it works.

### *What is an endowment?*

Endowment refers to assets that are invested in perpetuity, unlike expendable or current use funds which are typically used for immediate needs. Our endowment is called the Johns Hopkins Endowment Investment Pool or EIP. Over 3,400 separate endowed accounts make up the EIP. Most of these accounts were created by charitable gifts from donors, including the original ones from Mr. Hopkins. Each year, a portion of the endowment's total asset value, approximately five percent, is distributed, and the remaining portion of the return is reinvested back into the principal for market growth. Each endowed account has a designated purpose that specifies how the payout is used. The purpose can be unrestricted, providing resources as needed, or restricted to a specific school, division or need.

### *Why is the endowment important?*

The endowment is one source of support to the university's budget. It provides current funding in the form of payout, but, more important, long-term financial stability in the form of perpetual capital. It helps to attract and retain faculty, support scholarships and to fund research. The endowment is also an important resource for academic and other programming that might not otherwise receive

support, such as from NIH grants, and provides stability against downturns in the economy.

### *What is the size of Johns Hopkins' endowment?*

As of Dec. 31, 2013, the EIP totaled \$3.66 billion. Of this amount \$3.19 billion is the university endowment; the Johns Hopkins Hospital endowment and other funds make up the balance. The endowment grows the most from charitable gifts and is sustained through investment performance.

### *How is the endowment managed?*

The Johns Hopkins University Board of Trustees, through the Committee on Investments, and Kathryn Crecelius, Vice President for Investments and Chief Investment Officer, manage and oversee investments in the endowment. They set asset allocation targets and select and monitor investment fund managers. They also establish the pay-out rate which is based on a three-year rolling average of the endowment's market value. The return for calendar year 2013 was 16.1% which exceeded the EIP's benchmarks' returns (11.2% and 13.6%). The university portion of the endowment has grown by 48% during the tenure of Crecelius, earning her the 2013 U.S. Investment Management Award for Large Endowments by *Institutional Investor* magazine.

### **Is an Endowed Gift Right for You?**

A gift to the endowment is an excellent way to create a lasting legacy at Johns Hopkins and to provide ongoing funding for student financial aid, professorships, research and other priorities. Turn to page 6 to learn more.

*“Repaying” a Scholarship continued from page 1*

and Margolis were in their first years of medical school when they formed a basketball team with fellow students. Practicing in an old church converted into a gym, the team went on to play and often beat other teams from around Maryland.

Several of the players had been starters on the Johns Hopkins University varsity team, including Margolis, who played guard and scored 44 points in one game during his senior year in 1953. He was inducted into the Johns Hopkins Athletic Hall of Fame in 1997, and his single-game scoring record stands today.

Off the court Margolis was a pre-med major, soon to be accepted into the Johns Hopkins School of Medicine and later to earn a doctorate degree there. He directed his talents toward preventive medicine and in particular to combatting diabetes and vascular disease. “They’re a major cause of death, and it seemed to me, if I was going to specialize in an area, it should be something terribly important.”

Following graduation and two years with the National Institutes of Health, Margolis returned to Johns Hopkins, becoming director of the division of endocrinology and metabolism in the Department of Medicine; he then spent eight years as associate dean for academic affairs for the School of Medicine. Today he is still considered an endocrine expert on cholesterol and called upon to teach sessions for medical students specializing in endocrinology.

While he was in the dean’s office, Margolis was asked to be editor of the Johns Hopkins Medical Letter: *Health After 50*, a newsletter focused on healthy aging that he continues to review today. Recognizing a need to provide accurate medical information to



Class of 1957 School of Medicine members Moan Margolis and John Boitnott return to the church near the Johns Hopkins medical campus where they played basketball.

an even broader audience, Margolis also wrote a column for the *Baltimore Sun* for 10 years. “There is a lot of junk out there, and I wanted to help people pick out the good information.”

Helping people is the essence of the Margolis Family Endowed Scholarship Fund and has great meaning for Margolis. It represents the gratitude he feels for being able to attend and thrive at Johns Hopkins. When his father died during his senior year in high school and his family needed financial support, it came in the form of scholarships for him as an undergraduate and medical student. The fund also recognizes his many other connections to Johns Hopkins: his beloved late wife, Mary Alice, also worked here, a daughter is a graduate of the School of Nursing and his grandson is an undergraduate student.

Most of all, the Margolis Family Endowed Scholarship Fund, which will endure for generations, benefits the students who carry on the research, medical care and education that have been hallmarks of its namesake’s illustrious Johns Hopkins career.

Simeon “Moan” Margolis, MD, supports the scholarship fund in his family’s name with outright gifts and planned gifts. Charitable gift annuities provide income to Margolis with the remainder going to the fund, and a bequest of his retirement assets will go to the fund after his passing. Margolis invites others to contribute to this scholarship, an endowed fund that will provide financial aid to School of Medicine students in perpetuity.

## A LEGACY IS

### Jay, A&S '73, and Ruth Lenrow

Jay and Ruth Lenrow met more than 40 years ago when he was a student at Johns Hopkins and she was attending nearby Goucher College. Today, the Johns Hopkins parents, volunteers and Legacy Society ambassadors for the alumni association support an endowed scholarship for undergraduates, and they serve as trustees of their respective alma maters.

**Gratitude.** Forty-five years ago someone in the Johns Hopkins admissions office looked at this kid from New Jersey and said, 'let's give him a chance.' I am grateful to Johns Hopkins on so many levels. I have been fortunate in my career because of the education I received. I never would have met Ruth, and now I am standing next to the best friend I've ever had. Our daughter is also a graduate, and having her as a fellow alum has been an incredible experience.

**Commitment.** Jay and I were fortunate to enjoy stable upbringings and a lot of family support. Today, tuition doesn't cover the entire cost of an education at Johns Hopkins which is why we started the Lenrow Family Endowed Scholarship Fund. Creating the fund with both current gifts and a deferred charitable gift annuity allows us to maximize our giving and to support students for years to come. It is also a very good investment which means that everyone wins.

**Example.** We had the privilege of watching our first scholar graduate last year. We love attending the annual Scholarship Luncheon

and meeting the students and their parents. Giving back is a major part of the way we lead our lives, and we always try to lead by example. Ruth and I have shared our plans with our children and hope they will do similar things as soon as they are able. We have taught them that it makes sense to give back.



Jay and Ruth Lenrow

**Continuity.** Jay and I are making philanthropy our family's legacy because it is our way of leaving footprints after we are gone. What we do through our scholarship has the ability to change someone's life, and we can

only image what he or she might be able to accomplish as a result.

---

*A charitable gift annuity is a simple contract. In return for your gift of \$10,000 or more of cash or appreciated securities, Johns Hopkins invests the funds and agrees to pay you a set dollar amount each year for the rest of your life. Your annual payment depends on your age when you make your gift, and a portion of the payment is tax-free for most of your life. A deferred charitable gift annuity allows for payments to start at a later date and for a higher payment rate.*

### Legacy Society Grows Toward Goal



The Johns Hopkins Legacy Society recognizes individuals who make bequests or life-income gifts that help to secure the financial future of Johns Hopkins. Legacy gifts are expected to represent a significant part of the \$4.5 billion raised from *Rising to the Challenge: The Campaign for Johns Hopkins*. To learn how you can help us reach our campaign membership total, contact the Office of Gift Planning at 800-548-1268 or [giftplanning@jhu.edu](mailto:giftplanning@jhu.edu), or visit [rising.jhu.edu/giftplanning](http://rising.jhu.edu/giftplanning).

## Their Legacy Told

Johns Hopkins University and Johns Hopkins Medicine are grateful to the generous alumni and friends who remembered us in their estate plans or with their life-income gifts. We now remember a few of these benefactors and honor their legacy.

**Arbon Lang's** foreign service included assignments in the Middle East and Africa and travel "in a VW bug." He chose the School of Advanced International Studies to receive approximately \$500,000 for a scholarship fund named for his late wife, Ruth Baker Lang — "an intrepid companion throughout my USAID travels" — to benefit students planning public service careers.



John and Marjorie McGee

**Marjorie LaMont McGee, Med '44** — one of only 10 women in her class — and **John McGee, Med '44**, met as classmates, becoming a public health physician and a surgeon. The

School of Medicine received approximately \$240,000 from the couple's charitable gift annuities and plans to create a named endowed scholarship fund and to support current needs. Their children hope the fund will help others experience the education that "our parents so greatly appreciated and valued."



Frances Trimble

**Frances Hartley Trimble, MD, SPH '66**, met I. Ridgeway Trimble Sr., **Med '26**, when he was in Australia as a U.S. Army surgeon during World War II. In Baltimore, she was Planned Parenthood's longtime medical director.

Observing the positive impact of nursing during the war, the couple remained devoted to nursing education. She left \$10,000 to a School of Nursing fund already named in their honor.

## Match Opportunity!

Endow a Scholarship Today and *Double* the Impact

**E**nriching the student experience through scholarships is a priority of *Rising to the Challenge: The Campaign for Johns Hopkins*. "There is still much more for us all to do before we can be confident that the promise of equal opportunity for students of equal merit is fully realized in our community," says University President Ron Daniels. Daniels and the university's deans have set out to increase endowed funds available for undergraduate scholarships by \$100 million. To support this ambitious plan, they have devoted \$5 million annually in new scholarship aid to match the payout of donors' new endowment gifts to this vital



Johns Hopkins University President Ron Daniels

initiative. This means that your gift of an endowed scholarship can have double the impact.

## HUB

From the Johns Hopkins News Network



The **School of Education** ranked first in the country in the latest U.S. News and World Report's Best Graduate School rankings.



**Fred Bronstein**, the president of the renowned St. Louis Symphony, an accomplished pianist and a dedicated music educator, was named dean of the Johns Hopkins Peabody Institute, the nation's first music conservatory.



Our founder's legacy lives on as The Johns Hospital celebrates its **125th anniversary** and leads the world in patient care.



What does Johns Hopkins swimming coach **George Kennedy** have in common with Pope Francis, Bono, and the Dalai Lama? They all made *Fortune* magazine's list of "The World's 50 Greatest Leaders."

For all that's new and important at Johns Hopkins, visit [hub.jhu.edu](http://hub.jhu.edu).

## *A Gift that Keeps on Giving*

### 4 Ways to Create an Endowed Fund

**W**hen Darlene LaChappelle was considering her philanthropic gifts to Johns Hopkins she had several goals in mind. She wanted her generosity to benefit the great work of the Wilmer Eye Institute at Johns Hopkins where she and her late husband Vernon received care. She also wanted to ensure that the university would have funding to support future needs based on priorities of the university's president. Just as important, she wanted to link her and Vernon's legacy to Johns Hopkins.

For these reasons, Darlene created Johns Hopkins endowment funds in her and Vernon's names. In doing so, the funds will provide enduring support for both the Wilmer Eye Institute and the university — and forever connect the LaChappelles' generosity to Johns Hopkins. "It was important to me to create something that would carry on our legacy," says Darlene who established the funds with charitable gift annuities and a bequest.

Charitable gifts to the endowment are crucial to the university's mission, providing ongoing funding and financial security for the

long-term. They continue in perpetuity since only a portion of the principal amount of each fund is used annually for the fund's designated purpose. They also ensure permanent recognition of donors and their philanthropy.

The current minimum amount needed to create an endowed fund is \$100,000. (Higher minimums are required to endow a faculty position such as a professorship or to name a center or institute at Johns Hopkins.) With careful planning and innovative approaches to giving, an endowment gift can be achieved, bringing benefits to donors and securing support for the people and programs of Johns Hopkins.

There are several ways to meet the \$100,000 threshold to create an endowed fund at Johns Hopkins:

#### **1. Give Now or Over a Period of Years**

**How:** Donate or pledge \$100,000 or more immediately or over a five-year period. Payments may be made with cash, appreciated securities or when available, through a charitable IRA rollover.

**Benefits:** Witness the impact of your philanthropy today and receive a charitable income-tax deduction and other tax benefits from

Establishing endowment gifts is an act of great generosity and vision — from Mr. Hopkins' original gifts in support of the university and hospital to the many endowed funds created by today's donors.



It was important for **Darlene LaChappelle** to honor her and her husband Vernon's legacy to Johns Hopkins. Through charitable gift annuities and a bequest, she created endowed funds in their names to benefit the Wilmer Eye Institute and future priorities of Johns Hopkins University.



When **Nancy Delano Moore**, pictured above with her grandson, died after a long illness, her family wanted to make sure that her life's work on behalf of gifted children would go on. Last year, her husband Hullihen Williams Moore endowed a scholarship, funded with securities, for the Johns Hopkins Center for Talented Youth in Nancy's name.

endowing a fund outright with cash or appreciated securities.

## 2. Create a Life-income Gift:

**How:** In return for your gift, Johns Hopkins creates a charitable gift annuity or charitable remainder trust, invests the funds and pays income payments to you and/or another beneficiary(ies). At the passing of the last beneficiary, or when income is no longer needed, the remainder is used to establish the endowed fund.

**Benefits:** Receive income during your lifetime, or for a term of years, and provide for an endowed fund to be created in the future for the area of Johns Hopkins you choose.

## 3. Arrange for Future Funding

**How:** Plan a bequest in a will or revocable trust that will designate funds for an endowed gift. A bequest can also be made using retirement assets, such as an IRA.

**Benefits:** Maintain control of your assets today with the flexibility to modify your plans if necessary, provide tax savings for your estate and heirs and create support for Johns Hopkins.

## 4. Combine Different Types of Gifts

**How:** Start an endowed fund with an outright gift during your lifetime, and secure its sup-

port in the future with a life-income gift or bequest commitment.

**Benefits:** Realize the effect of your philanthropy now, knowing it will grow with funding from your planned gift, and receive the tax benefits from both types of gifts.

## Reasons to Consider an Endowed Gift

**Contribute** to ongoing research into cures and treatments for medical issues affecting you or a loved one.

**Fund** a scholarship so others have the same access to a Johns Hopkins education that you did.

**Instill** a tradition of philanthropy by endowing a fund to which other family members will contribute.

**Create** a lasting legacy, ensuring permanent recognition of someone through naming your endowed gift.

## PLANNING MATTERS

*Planning Matters* is produced two times per year by the Johns Hopkins Office of Gift Planning.

Editor:

Beth Morgen

Contributors:

Mary Beliveau

Anna Maria Eades

Michelle L. Glennon

Heather Green

Photography:

Will Kirk

Christopher Myers Photography

Erin Lodi

Keith Weller

Design:

Doug Behr

With extensive backgrounds in law, finance, and banking, the professional staff of the Johns Hopkins Office of Gift Planning partners with you to achieve your philanthropic, financial, and estate planning goals, while supporting the mission of The Johns Hopkins University and Johns Hopkins Medicine.

**Contact us at**

**Johns Hopkins Office of Gift Planning**

**San Martin Center, 2nd Floor  
3400 North Charles Street  
Baltimore, MD 21218**

**800-548-1268 (toll free)**

**410-516-7954**

**giftplanning@jhu.edu**

**rising.jhu.edu/giftplanning**

We respect your privacy by never sharing your name with other organizations. If you prefer not to receive mail from us, please send a note or an email telling us so, and we will promptly remove you from our mailing list.

Disclaimer: Johns Hopkins does not give tax, legal, or financial advice. The information contained in this publication is not intended or written to be used, and cannot be used, for the purpose of avoiding penalties imposed under the Internal Revenue Code or promoting, marketing, or recommending to another party any transaction or matter addressed herein. Please consult your own advisor for individual tax advice.



**Karen and Gil, Engr '47, '48 (MS), '63 (PhD), Levin** created a charitable remainder trust that will endow funds to advance innovative technology in the Johns Hopkins Whiting School of Engineering and to support additions to the Sheridan Libraries vast collections.



**Ron Berninger**, 1971 post-graduate fellow and former faculty member, and **Ginger Berninger, A&S '81 (PhD)**, created a bequest to support an endowed gift to the Johns Hopkins Children's Center in memory of their late colleague, Richard Talamo, MD.

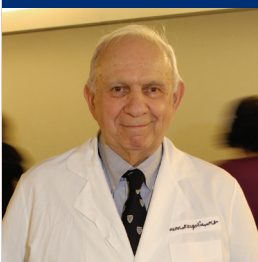
# JOHNS HOPKINS

UNIVERSITY & MEDICINE

Office of Gift Planning  
San Martin Center, 2nd Floor  
3400 North Charles Street  
Baltimore, MD 21218

Spring/Summer  
2014  
**In this issue**

*Johns Hopkins*  
**PLANNING MATTERS**



*page* **1** **"Repaying" a Scholarship**

*An enduring gift from three-time graduate Simeon "Moan" Margolis, MD*



*page* **4** **A Legacy Is**

*Jay, A&S '73, and Ruth Lenrow instill a tradition of philanthropy*



*page* **6** **A Gift that Keeps on Giving**

*Endowed funds benefit scholars today and tomorrow*