



## INSIDE UCLA ATHLETICS DEVELOPMENT

YOUR MONTHLY RESOURCE FOR SUPPORTING UCLA ATHLETICS AND THE WOODEN ATHLETIC FUND

JUNE 2020



UCLA Athletics stands in solidarity with the Black community and all who continue to act, educate and speak out against injustice. Be the change!

### UCLA ANNOUNCES MARTIN JARMOND AS NEW ALICE AND NAHUM LAINER FAMILY DIRECTOR OF ATHLETICS



On May 19, UCLA Chancellor Gene Block announced that Martin Jarmond has been named the next Alice and Nahum Lainer Family Director of Athletics. Jarmond will become UCLA's ninth athletic director in the university's 101-year history. Dan Guerrero, who announced his plans to retire from UCLA this July 1, was UCLA's eighth Director of Athletics, holding that position for the past 18 years.

Jarmond served for the past three years as the William V. Campbell Director of Athletics at Boston College. Prior to his joining Boston College in 2017, he served as Deputy Director of Athletics at Ohio State from 2009-2017. Prior to his tenure with Ohio State, Jarmond was an Assistant Athletic Director for Development at Michigan State.

Currently, Jarmond serves on the NCAA Division I Men's Basketball Oversight Committee and the John McLendon Minority Scholarship Foundation Board of Directors. In 2017 and 2019, he was named to Sports Business Journal's Forty Under 40.

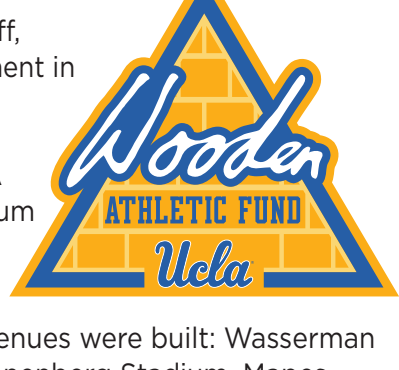
A native of Fayetteville, North Carolina, Jarmond earned a bachelor's degree in communication studies from the University of North Carolina at Wilmington. A two-year captain of the men's basketball team, he led his team to the program's first-ever NCAA tournament appearance in 2000 and earned Colonial Athletic Association All-Academic honors in 2001. He holds both a M.B.A. and a master's in sports administration from Ohio University. Jarmond is married to Dr. Jessica Jarmond, a dentist. They have three daughters: Scarlett, Savannah and Serena.

[CLICK HERE TO READ FULL PRESS RELEASE](#)

### CENTENNIAL CAMPAIGN RECAP

#### Thank You to Our Generous Supporters

On behalf of UCLA's student-athletes, coaches and staff, we want to say **THANK YOU** for your generous investment in UCLA Athletics during the Centennial Campaign. Your support helped to dramatically enhance the student-athlete experience at UCLA, helping to position UCLA Athletics to reach new heights and generate momentum entering our second century.



As you know, UCLA Athletics raised \$326.2M, which was 125% of our original campaign goal. New venues were built: Wasserman Football Center, Mo Ostin Basketball Center, Wallis Annenberg Stadium, Mapes Beach; while others received upgrades, enhancements, and renovations: Yates Gym, Easton Stadium, Jackie Robinson Stadium, Drake Stadium and Betsy & Rafer Johnson Track, Los Angeles Tennis Center; and a new fundraising campaign was initiated with a lead gift commitment for the planned Mo Ostin Academic Center for Student-Athletes.

In addition to new and upgraded facilities, your generous contributions over the seven-year Centennial Campaign also went to fund program and scholarship support. The number of athletic scholarships went up 116%, and the amount raised over the seven years was more than twice that of the seven years prior to the campaign's start.

None of this would be possible if not for your generosity and shared vision for the success of UCLA Athletics and our Bruin student-athletes.

[CLICK HERE FOR A RECAP OF UCLA ATHLETICS' CENTENNIAL CAMPAIGN SUCCESS](#)

### CHANGES TO TAX PROVISIONS FOR CHARITABLE GIVING IN 2020

#### The CARES Act and How it Applies to Athletics

In an effort to address the economic fallout of the COVID-19 pandemic, Congress recently passed the Coronavirus Aid, Relief, and Economic Security (CARES) Act to provide emergency assistance and health care for individuals and businesses affected by the pandemic. It also impacts both charitable giving and tax-deductibility and includes several charitable giving tax provisions and incentives, including:

- A new deduction is available for donors who do not itemize when filing their tax returns. If you do not itemize but make a gift to charity, you will be allowed to take a special tax deduction, up to \$300, to reduce your tax liability.
- In 2020 only, donors who do itemize when filing their tax returns can benefit from an increase in the deduction limit up to 100% of a donor's adjusted gross income (AGI) for cash gifts (previously the deduction was capped at 60% of AGI). Therefore if you make a gift, you may be able to deduct more this year.

#### Charitable Gift Annuity

If you are concerned about your financial security given the volatility of the stock market, you may want to consider making a gift to fund a charitable gift annuity. You can exchange your low-performing stock, CDs or cash for guaranteed, fixed, lifetime payments. If you make a gift of an appreciated asset, you will reduce capital gains tax. You may also benefit from a tax deduction this year, and a portion of your payments could be tax-free. Payment rates are scheduled to decrease on July 1, 2020. If you have been thinking about making a CGA, now would be the most opportune time to do so.

#### Donor Advised Funds

If you have a Donor Advised Fund (DAF) and wish to support UCLA this year, you can make a gift from your DAF without affecting your personal financial security.

#### IRA Gifts

The CARES Act waives the required minimum distribution (RMD) in 2020 for qualified retirement accounts. However, an ongoing option for philanthropic giving exists for donors age 70 ½ and older to make a qualified charitable distribution (QCD) from their IRA.

If you would like more information regarding UCLA Charitable Gift Annuities or have questions regarding the CARES Act and how it could affect your contributions to UCLA Athletics, please call the Wooden Athletic Fund office at (310) 206-3302, or if you would prefer to correspond via email, you may reach us any time for personal assistance at: [development@athletics.ucla.edu](mailto:development@athletics.ucla.edu).



[CLICK HERE FOR MORE INFORMATION ON HOW THE CARES ACT CAN BENEFIT YOU](#)

### UCLA ATHLETICS' COMPLIANCE CORNER

#### TELEPHONE CALLS AND VIDEOCONFERENCING

Due to the Covid-19 crisis, videoconferencing software has become the popular platform of choice for making virtual "face-to-face" connections for business and personal use. Within UCLA Athletics, "Zoom calls" are utilized by coaches and staff for internal meetings, student-athlete and team meetings, and for alumni and fan engagement.

In recruiting, videoconferencing has replaced visits to a prospect's home or on the UCLA campus. Under NCAA rules, videoconferencing is considered a telephone call and **UCLA boosters are prohibited from making telephonic communications with prospects or their family members, including via Zoom, Skype, FaceTime and Facebook Live.**

In limited instances however, it is permissible for a prospect to place a telephone call to a booster or a former student-athlete, but only to discuss career path or the general student experience. **In this scenario, the prospect must initiate the interest, the request for the phone number of the booster, and the telephone call itself.** Boosters may not participate on telephone or Zoom calls initiated by a UCLA coach or staff member. During the conversation, the booster may *not* have a recruiting conversation about the benefits of attending UCLA. Any questions about UCLA Athletics or the recruiting process must be directed back to the UCLA coaching staff.

Thank you again for your understanding and awareness during this time. If you have any questions regarding the above communication rules or any other compliance matter, please contact Dan Goldberg, Assistant Athletic Director Compliance at (310) 794-8813 or [dgoldberg@athletics.ucla.edu](mailto:dgoldberg@athletics.ucla.edu).

Follow UCLA Compliance on Twitter: @uclacompliance

### NEW "BECOME A CHAMPION" DONORS

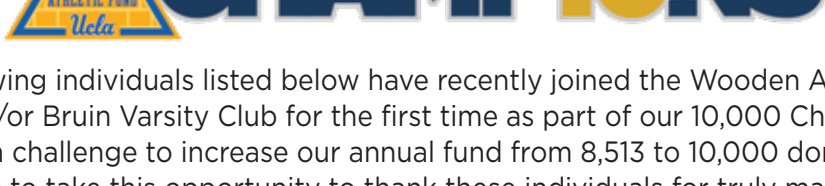
## BECOME A CHAMPION

The generous Wooden Athletic Fund donors listed below have increased their giving at least one giving level since September 1st and thereby "Become a Champion" for UCLA Athletics. We would like to take this opportunity to thank these individuals for their generous support.

Hugo A. Nuneztipa - Anaheim, CA

[CLICK HERE TO LEARN HOW YOU TOO CAN "BECOME A CHAMPION"](#)

### WOODEN ATHLETIC FUND NEW MEMBER UPDATE



The following individuals listed below have recently joined the Wooden Athletic Fund and/or Bruin Varsity Club for the first time as part of our 10,000 Champions Campaign challenge to increase our annual fund from 8,513 to 10,000 donors. We would like to take this opportunity to thank these individuals for truly making a difference in our ability for success.

- David A. Berg - Covina, CA
- Rodney and Susan Hersberger - Santa Barbara, CA
- Patrick R. McGinnis - Orange, CA
- Lucas A. Pinon - Palm Desert, CA
- John Reshwan - Grapevine, TX
- Arthur and Elizabeth Spander - Oakland, CA

[CLICK HERE TO LEARN MORE ABOUT OUR 10,000 CHAMPIONS CAMPAIGN](#)