



OFFICE OF PLANNED GIVING

Hello from the University of Arkansas Planned Giving team.

This month's newsletter highlights student achievements and innovation, provides the latest updates on the Land of Opportunity Scholarship, and introduces a strategic giving approach to help maximize the impact of your support of the U of A.

2026 Spring Commencement

The university welcomes graduates, families, and guests to the 2026 Spring Commencement this Saturday, May 9. Ceremonies will take place at Bud Walton Arena and Barnhill Arena.

Students and families can access everything they need, including ceremony schedules, parking maps, diploma details, and the full Commencement Program through the University of Arkansas Graduation App on [Google Play](#) or [Apple](#) devices. For those unable to attend in person, all ceremonies will be livestreamed on the university's [YouTube](#) channel.



Along with their degrees, all U of A alumni will receive a complimentary Standard Membership in the Arkansas Alumni Association, offering access to communications, events, and lifelong engagement opportunities. Learn more about AAA memberships or how you can get more involved on campus [here](#).

Impactful Innovation

Innovation continues to thrive at the U of A, driven by students, faculty and alumni turning ideas into action.

Supporting entrepreneurship through business education, the Sam M. Walton College of Business received a \$50,000 gift from alumni Joe T. Hays and his wife, Pat, to benefit its Student Business Incubator. The gift provides funding and support to help aspiring entrepreneurs build viable businesses while gaining mentorship, hands-on experience, and confidence.

The Greenhouse Outdoor Recreation Program (GORP) recently launched its



eighth cohort, welcoming six startups focused on cycling, watersports, and outdoor experiences. The 12-week business incubator provides comprehensive support, including mentorship, educational workshops, student interns, and up to \$15,000 in seed funding per company. Since 2022, GORP has supported 47 startups and more than 500 entrepreneurs, with over 85% still operating. Backed by a \$1.4 million grant from the Walton

Family Charitable Support Foundation, the program continues to expand Arkansas' outdoor economy.

Creativity and innovation also extend to the arts. [Hill Records](#), a student-led record label, offers students real-world experience in the music industry while supporting local artists. Participants manage budgets, promotion, and artist relations, helping musicians release music, book shows, and build media connections. The program improves career readiness for students and strengthens the local music scene in Northwest Arkansas.

Land of Opportunity Scholarship Momentum

The Land of Opportunity Scholarship is a three-year initiative designed to expand access to higher education for students from all 75 Arkansas counties, improve graduation rates and strengthen connections between the university and businesses across the state.

The campaign has generated strong support, securing more than \$138 million in commitments, while the inaugural cohort is already taking shape, with the first round of offers sent and many high-achieving students confirming plans to enroll this fall. Their response underscores the program's early momentum and the meaningful difference it is making by opening doors to a University of Arkansas education.

Building on this progress, former student leaders have established the Land of Opportunity Scholarship Endowment by the Associated Student Government Past Officers with a \$25,000 gift. Their collective effort reflects a deep-rooted culture of giving back, inspired by the support many once received. Together, they aim to remove financial barriers for future students while strengthening alumni engagement through mentorship, philanthropy and lasting connection.

This spirit of giving underscores how individuals can make a meaningful impact while also realizing potential financial advantages.

Leverage the Power in the Charitable Stock Swap



A charitable stock swap provides a strategic way to support the U of A through thoughtful financial planning. Instead of donating cash, you contribute shares of long-term appreciated stock that have grown in value over time. It's a simple, two-step process.

Step 1: Gift Appreciated Stock. By transferring appreciated stock directly to the university, you may receive a charitable deduction for the full fair market value of the shares subject to IRS limitations. You also avoid capital gains taxes that would apply if you sold the stock yourself, while the university can sell the shares tax free, allowing your gift to have even greater impact.

Step 2: Repurchase Shares. After making the gift, you can use the cash that you originally intended to donate to repurchase the same stock at its current market value resulting in a "step up" in cost basis for you.

This strategic approach can reduce your tax liability, help rebalance your investment portfolio, and create meaningful benefits for students through scholarships, campus improvements, and expanded learning opportunities. A charitable stock swap turns a thoughtful gift into a powerful investment in the future of Arkansas students.

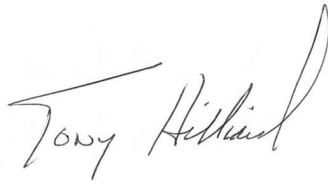
The Office of Planned Giving is available to help you create a legacy that benefits generations to come. To learn more about a charitable stock swap, gifts in your will, or other planned gifts of any size, contact us at 479-575-7271 or legacy@uark.edu.

Stay connected with our latest stories, impact highlights, and campus updates by following the Arkansas Alumni Association on [Facebook](#), [Instagram](#), [LinkedIn](#), and [X](#).


Thank you for being an essential part of the university community. We look forward to sharing our next e-newsletter with you in July.

Office of Planned Giving

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landofopportunity.uark.edu

Thank you for your interest in planned giving. To access any of our resources, please visit our [website](#). The Office of Planned Giving's e-newsletter is informational and educational in nature. It does not offer professional tax, legal or accounting advice. For specific advice about the effect of any planning concept on your tax or financial situation or with your estate, please consult a qualified professional advisor.

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