

INTRODUCING SUA'S DEVELOPMENT TEAM

Because, it's the greatest job in the world!" exclaims Carol Manley, SUA's new Development Director, when asked why she applied to work at Soka University of America. "Tears never cease to well up as I crest the hill to the campus. Every morning, we who work at SUA are greeted by this beautiful university floating in the ocean mist, fragrant and colorful flowers and smiling faces. The campus represents so much—the realization of dreams, hope for our future, a bastion of peace and humanity, and more.

"I, personally, am overwhelmed by the magnitude of generosity and spirit which has brought this idealistic plan into fruition. As a development professional for many years, I have been privileged to help expand services in education and the arts to children and adults; but I have never seen such positive support as I have witnessed at SUA."

Carol and Coleen Scherf-Ghara, Development Assistant, feel that development is a terrific vocation. "You enjoy the honor of working with people who are passionate to help and to give back to others," Coleen says. "We especially love working with older donors who have enjoyed lifetimes of experiences they often share to illustrate why they want to help young students. These ordinary people are brimming with amazing stories of overcoming hardships and survival. Often, they have gone through many difficulties in trying to achieve an education—and truly wish to make the way easier for others. Teachers are especially interested in how we at SUA will teach, as well as what knowledge and skills our students will carry into the world. We are continually amazed that, once their families are secure, many people focus their attention on helping students they may never meet—because they believe that education is the best way to achieve a better world."

"We were happy to see the method the university set up so that donors, over a period of years, are able to combine their donations to eventually reach levels of giving where they can have scholarships named after loved ones," Carol adds. "This enables a person or group to focus their efforts over a period of time to accomplish levels of giving which are then publicly recognized in Founders Hall, and finally, in naming a scholarship that memorializes a loved one, forever. Again, we are fortunate to receive the calls from the family and friends of those to be honored and to hear about the loving deeds of their lives." According to Coleen, "If you really want to experience the best in human nature, you should work in the development office at SUA, where there is joy, even in the midst of loss."

When asked about fundraising, Carol states: "One of the great things about the United States is the generous reward contributors receive for supporting education. This gives the individual, family or foundation incentive to help others. I like that donors are rewarded as well as recognized for doing good deeds. U.S. tax laws favor charitable giving, and, with proper planning, can actually make terrific financial sense for donors in their stock investment, estate and retirement planning. We are happy to work with you, your family and/or your legal and/or financial advisor(s) to achieve your financial and charitable goals."

Carol adds: "To truly experience Soka University you should visit the campus. I love it best just after a rain, when lavender scent fills the air and rainbows frame the canyons—it is so magnificent, I cannot find words to describe it. You have to visit to truly appreciate what our donors have accomplished. Soon the students will be here, and we can truly get to work!"