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NEWS BULLETIN

Contact: Cheryl A. Ubelhor, ACSW, LCSW
The Community Foundation of Greater Lafayette, 1114 E. State Street, Lafayette IN 47905
(765) 742-9078 ext. 225 or cheryl@cfglaf.org

Lafayette Life Creates Local Endowment Fund

New Endowment Created in Honor of Robert and Marilyn Whitsel

LAFAYETTE, Ind. – August 23, 2011 – The Community Foundation of Greater Lafayette (CFGL) announces the establishment of a new endowment fund at a 10am gathering on August 23 at Lafayette Life Park.

The Lafayette Life Insurance Company (Lafayette Life) and The Lafayette Life Foundation together are honoring Robert and Marilyn Whitsel through an advised scholarship endowment fund at The Community Foundation.

Jerry Stillwell, president and CEO of Lafayette Life, said, “The Lafayette Life Insurance Company is proud to place this scholarship with The Greater Lafayette Community Foundation. It establishes a legacy of the company that was founded in this wonderful community as well as the legacy of a very generous man and a dynamic leader of Lafayette Life, Robert Whitsel.”

The Robert and Marilyn Whitsel Scholarship Endowment is one of 20 discretionary endowment funds managed by The Community Foundation of Greater Lafayette. Each year, the fund’s earnings will be available for scholarships for students throughout the community. An advised scholarship endowment fund provides for an advisory committee that recommends eligible recipients for scholarships.

“We welcome this endowment to our family of charitable funds. It will help the community by providing academic scholarships for worthy individuals,” stated Greg Kapp, Community Foundation president.

In 1997, Lafayette Life established the Robert M. Whitsel Scholarship Program. Through the generous contribution of funds by its late former president and CEO, along with matching and other contributions by Lafayette Life, this program was established to assist children of Lafayette Life employees to continue their education beyond the high school level. Eligibility requirements included financial need for educational support and the student’s demonstrated capacity and desire to succeed in furthering his or her education through a qualified educational institution. Since the program started, more than \$66,000 has been awarded to children of Lafayette Life associates.

In 2011, Lafayette Life moved to Cincinnati to the corporate offices of the parent company, Western & Southern Financial Group. Together, Marilyn Whitsel and the leadership of Lafayette Life established the Robert and Marilyn Whitsel Scholarship Fund at The Community Foundation of Greater Lafayette with the assets from the Robert M. Whitsel Scholarship Program. The fund will honor Whitsel’s legacy and Lafayette Life’s support of the Greater Lafayette community.

The Community Foundation of Greater Lafayette, established in 1970, serves the Tippecanoe County area. Its mission is to inspire, nurture, and practice philanthropy, stewardship, and leadership in the communities served. More than 125 charitable funds totaling \$30 million in assets make up The Community Foundation. During its history over \$13 million has been granted to not-for-profit organizations in Greater Lafayette. In 2010, 69 nonprofit organizations received grants, and 48 individuals received scholarships totaling \$636,221. Many grants were for those one-time capital expenses that nonprofits struggle to fund and desperately need. An Annual Report is available electronically. For additional information, visit www.cfglaf.org or call (765) 742-9078.

Through philanthropic services, strategic investments and community leadership, The Community Foundation of Greater Lafayette helps people support the causes they care about, now and for generations to come. If interested in contributing to the Robert and Marilyn Whitsel Scholarship Endowment, or in obtaining information on other charitable giving possibilities, contact The Community Foundation at 742-9078 or visit www.cfglaf.org.

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