

Jason James Shuba, JD, Director of Gift Planning,

University of Illinois Foundation

Based in Chicago, Jason liaisons with multiple units at the University of Illinois Urbana-Champaign to help alumni and friends make complex, deferred, and non-cash gifts to benefit the University of Illinois. Since joining the University of Illinois Foundation in January, 2018, he's helped facilitate over \$70 million in new gift commitments to benefit the University, launched the Illinois Legacy Challenge, and rolled out to his advancement colleagues an internally-developed, best-in-class gift planning resource suite, including one-of-a-kind, revocable-deferred-gift guidance materials. Jason previously served as a Senior Gift Planning Officer with the American National Red Cross where he reinvigorated the organization's dormant Greater Chicago gift planning program. He arrived in the field after managing the advancement vertical for Academic Impressions, a Denver-based higher-education professional development company. Jason earned his Juris Doctor from Case Western Reserve University and Bachelor of Arts cum laude from Denison University. He keeps an active Illinois law license, runs six days a week, and really wants to talk with you about the "Black Mirror" episode "San Junipero."