



Summer 2005

Heritage

Ensure a Bright Future for Marshall University

Gift planning helps our donors make gifts that will have the greatest impact. Each year, many individuals contribute to The Marshall University Foundation, Inc. The funds are used to help ensure continued excellence as the University moves toward its goal of national prominence.

People make donations for many different reasons. For example, a person may have a large tax liability and may make a year-end gift to ease the tax burden. Another may give to obtain a lifetime flow of payments through a charitable gift annuity (*explained on pages 2–3*). A person may be inspired to give by a friend or family member, while another may give out of a sense of duty.

Primarily though, people give their financial support because they believe in Marshall University and its mission and goals. By educating future productive citizens and leaders, Marshall University will have a powerful and beneficial impact in our state, region, world and our quality of life.

Many people provide their support in the form of planned gifts, which can involve estate assets and often include legal documents. They can be made during the donor's lifetime or deferred until a later time. They can be used to create endowments for scholarships, to provide funds for faculty and staff, or to support building or operational

needs. Such gifts are not made lightly; they require thoughtful planning.

Mandilyn (Mandy) J. Hart, Director of Gift Planning for The Marshall University Foundation, Inc., is available to help our supporters formulate the right gift plan. She works closely with the donor and his or her advisors to create the right financial strategy that benefits the donor and the University.



Mandilyn J. Hart, The Marshall University Foundation Director of Gift Planning, has served as an estate and trust advisor. A former bank trust officer and manager, Mandy attained her professional designation of Certified Trust and Financial Advisor from the Institute of Certified Bankers. She is a graduate of Cannon Trust School and its Advanced Trust School and has an accounting degree from the University of Kentucky.

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The following individuals have informed us of their planned giving intentions.

The Heritage Society was established to recognize those who provide for the future of Marshall University and its students through planned gifts such as a bequest in a will, trust, gift annuity, life estate agreement or life insurance.

If you have planned a gift to Marshall and wish to become a member of the society, please contact Mandilyn J. Hart, CTFA, Director of Gift Planning.

Proud Partner



LEAVE A LEGACY[®]

Make a Difference in the Lives that Follow

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Marshall University
Foundation, Inc.

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Mrs. Betty Ann Moser Yost (Fla.)
Hilda Bowman Young (Wash.)
Mrs. Isabelle D. Zacharias (Ohio)

New members in bold

In Memoriam

Bob Hazlett
Mr. Robert C. Shank
Dr. Marguerite Stemmerman
Hugh D. Stillman
Frank J. Wawrynovic
Mr. Charles F. White

How a CGA Pays You

Giving Back To Our Donors

When you give cash or stock for a charitable gift annuity with The Marshall University Foundation, Inc., we give back to you annual payments for the rest of your life. Sounds too good to be true, but many of our friends are taking advantage of this opportunity.

Our gift annuity program is loaded with benefits, and we want you to know about them. To learn more about how a charitable gift annuity can work for you, complete and mail the response card enclosed with this newsletter. Our Director of Gift Planning Mandy Hart will send you complimentary information. If you would like to talk with Mandy over the phone, please call her toll free at (866) 308-1346.

Donor Profile:

Mr. Brown, age 60, currently owns \$20,000 in highly appreciated stock, which is producing low dividends. With retirement approaching, Mr. Brown is considering ways to secure his future income.

Strategy: Reduce Capital Gains

Mr. Brown establishes a \$20,000 charitable gift annuity by donating his highly appreciated stock to The Marshall University Foundation, Inc.

Financial Benefits:

Annuity:	\$20,000
Annual Payout for Life:	\$1,140
Immediate Charitable Tax Deduction:	\$5,689*

A great advantage of funding a charitable gift annuity with a donation of highly appreciated stock is the reduction of capital gains tax liability. The 15 percent capital gains tax is eliminated on the gift portion of the transfer. Mr. Brown doesn't incur \$2,250 (15 percent x \$15,000) in upfront capital

Maximum Recommended Gift Annuity Rates

ONE LIFE		TWO LIVES	
Age	Rate	Ages	Rate
65	6.0%	65/70	5.7%
70	6.5%	70/75	6.1%
75	7.1%	75/80	6.6%
80	8.0%	80/85	7.3%
85	9.5%	85/90	8.4%
90+	11.3%	90/95+	10.1%

Approved rates of the American Council on Gift Annuities

gains tax that he would have incurred had he sold the securities outright.

Additional Considerations:

- Our assets are used to secure the payments.
- If the deduction exceeds the annual ceiling, the remainder may be carried over for an additional five years.
- There is no need for legal help or other complicated procedures.

*Assumes a \$5,000 cost basis, quarterly payments and a 4.6 percent charitable midterm federal rate



College Hall's Veranda, built in 1848, is now Old Main's north side. The double stairs in the foreground still exist.



Free Planning Guide!

Learn more about how you can benefit with secure payments for life by making a gift to The Marshall University Foundation, Inc.

Send for our brochure by completing and returning the enclosed reply card.

Deferred Annuity Can Boost Retirement Funds

Deferred charitable gift annuities help support Marshall University now and delay your annuity payments until your retirement years.

You may be in a financial position to support Marshall now but would like to postpone a stream of annuity payments until your later years. The deferred charitable gift annuity accomplishes both.

By using the deferred gift approach, you can make a significant gift to Marshall now and benefit from the charitable tax deduction that accompanies the gift in the year you make the donation. That may help your current tax situation. Yet, through the deferred arrangement you have also assured yourself of a steady, fixed payment schedule for years from now. This works well for people nearing retirement in a higher tax bracket, where a large deduction now is welcome, but retirement income is not yet necessary.

You can even arrange for a survivor to receive payments once you are gone. Married couples find this especially advantageous. Generally, the older you are

and the longer the deferral period, the higher the fixed annual rate of payments. (Refer to the accompanying table.)

A deferred gift annuity promises fixed and attractive payments during retirement with no investment worries or responsibilities. It also enables you to make a special and enduring gift to strengthen Marshall's programs while you have adequate earnings to direct to your immediate needs.

The director of gift planning at The Marshall University Foundation, Inc., will gladly review the specific financial benefits you can enjoy from a deferred charitable gift annuity.

One Life Deferred Gift Annuity Schedule		
Begin Age/ Payment Age	Annuity Rate	Term to First Payment
60/65	7.6%	5-year
55/65	9.7%	10-year
50/65	12.3%	15-year
45/65	15.7%	20-year
60/80	21.0%	20-year

Can Your Generosity Actually Save You Money?

You can save money and still give to Marshall University in a couple of ways. You can save by knowing tax-friendly ways of giving, and you can invest in gifts that provide income to you.

Life Income Gifts

Charitable trusts. Various types of charitable trusts not only provide tax benefits, they provide income to the donor. A trust can be established by a modest gift with additions made later, or you can fund it all at once. You can have immediate income, or the trust can be set up to grow now and only distribute income at a later time.

Gift annuity. A gift annuity is a contract with a charitable organization, such as The Marshall University Foundation, Inc., that agrees to pay you (and another beneficiary, if you wish) a fixed amount annually in return for your contribution. Rates remain fixed and are based on your age when you set up the gift annuity. You also get an immediate charitable deduction for part of your contribution. Note: Charitable gift annuities are not available in all states.

Tax-Favored Gifts

Appreciated securities. Instead of making your gifts in cash, consider using an asset of equivalent value like shares of stock or a mutual fund. If the shares have increased in value since you purchased them, you will have to pay capital gains tax when you sell them. Donate them to the Foundation, and you will avoid the capital gains tax and still receive an income tax deduction just as if your gift had been cash.

Depreciated securities. If you have shares of stock that have decreased in value since you purchased them, you can sell the stock and record the loss for tax purposes, then give the cash proceeds of the sale to the Foundation and take a charitable contribution deduction.

Remember, you can carry forward any unused deductions for up to five years.

If you have any questions about how you can make a gift and save money at the same time, please feel free to call us at no obligation.