RECOGNIZING THE IMPORTANCE OF PLANNED GIFTS

SUMMER 2014

The Robert S. Brookings Partners recognizes individuals who have chosen to support Washington University through estate gifts, life income plans or other planned gifts. The generosity of these donors helps ensure the continued excellence of the university for generations to come. For information or to notify us of a gift in your will, trust or other planned gift, please contact the Office of Planned Giving at 800-835-3503 or 314-935-5373.

Office of Planned Giving
Washington University in St. Louis
Campus Box 1193
One Brookings Drive
St. Louis, MO 63130-4899

A new opportunity to invest charitable remainder unitrusts in the Washington University endowment will be available soon. Recently, Washington University received a private letter ruling from the IRS which allows donors to establish a charitable remainder unitrust with the university and have the charitable unitrust assets invested along with its endowment assets. This option provides an excellent opportunity to plan your charitable giving and take advantage of the types of investments not currently available to individual donors.

What are the benefits of investing unitrust assets in the endowment?

Prior to the private letter ruling, unitrust accounts had to be invested individually, which limited the investment options. Historically, the endowment has outperformed the more conservative investment strategies of these institutional funds. The endowment also provides access to a more diverse mix of investments which are not currently available to individual unitrust donors.

How does a charitable remainder unitrust work?

1. You transfer assets (cash, securities or real estate) to the charitable trust.
2. Washington University invests the assets and manages the trust as trustee at no cost to you.
3. The trust makes income payments to named beneficiaries for their lifetimes and/or for a term of years. Payments are based on a percentage (typically five or six percent) of the market value of the trust assets as revalued annually (payments will vary from year to year).
4. When the payments end, the remaining assets are distributed to Washington University for the purpose you specify.

What’s inside:
- Passing Along the Gifts Given Us
- Dedicated Brown School supporters, David Cronin SW ’60 and Harriet Switzer are passionate about education and supporting students. After distinguished careers at Washington University, they continue to pass along the gifts they were given through a planned gift that will support future generations of Brown School students.
- Participate in the WU Endowment
- A new opportunity to establish a charitable remainder unitrust that earns the same return as the Washington University endowment will be available soon.
- Tax-Wise Giving
- One of the most tax-efficient ways to support Washington University is through gifts of appreciated assets, such as publicly traded securities or real estate. Learn how you can use these assets to make a gift and receive attractive financial and tax benefits.

NEW!
TOGETHER, OUR IMPACT IS GREAT
Drs. Harriet Switzer and David Cronin
Sharing the Gift of Education
Passing Along Gifts Given to Us

“A scholarship is a gift that transforms lives and never diminishes in value,” says David L. Cronin, SW ’60, retired associate dean of the Brown School at Washington University. Dean Cronin and his wife, Harriet K. Switzer, retired secretary to the board of trustees, are two of the university’s most ardent scholarship supporters, having dedicated more than 38 years to education and student support at Washington University.

David and Harriet learned the value of education and philanthropy at an early age. “My father was the lead founder of the St. Louis Priory School,” says Harriet. “Giving his six children and other students a high-quality education was his priority.” Scholarships enabled David to earn a master’s of social work at the Brown School. “Harriet and I benefitted from the generosity of our families and others in making our educations possible,” says David. “We see scholarships as a way of passing along the gifts given us.”

Gifted teachers and administrators, David and Harriet enjoyed distinguished academic careers prior to meeting at Washington University. While earning a doctorate from St. Louis University, David accepted a faculty position in the School of Social Service there. In 1976, he arrived at Washington University as director of the practicum and was named assistant dean at the Brown School under Dean Shanti Khinduka. He made scholarship assistance a priority throughout his 26-year tenure, and worked closely with students to secure additional support for their studies.

Harriet earned her bachelor’s and master’s degrees in philosophy at Manhattanville College. She subsequently earned a doctorate from Fordham University and by age 34, was named president of Maryville College, (now Maryville University). In 1981, Chancellor William H. Danforth recruited her to Washington University. “I had the privilege of working for 27 years at Washington University with Bill Danforth and Mark Wrighton, two of the most accomplished higher education leaders in the country,” she recalls fondly. “But Washington University’s greatest gift to me is my dear husband, David L. Cronin,” she adds with a smile.

David continues to chair the Brown School scholarship committee, and both he and Harriet are active advocates for students. Their generous support includes a gift through their estate to endow the David Lee Cronin and Harriet Kern Switzer Endowed Scholarship Fund in the School of Social Work. “It is wonderful to receive notes of gratitude from our scholars and to meet them each year,” says Harriet. “It is gratifying to know that we are helping them avoid heavy debt so they can move into their careers with their full energies. “Gifts of any size are critical,” says David. “Planned giving makes it possible to make a bigger impact than you can imagine.”

To learn more about ways to designate a gift in your estate plan, contact the Office of Planned Giving at 800-835-3503 or 314-935-5373.
Gifts Given to Us
Passing Along

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Gifted teachers and administrators, David and Harriet enjoyed distinguished academic careers at Washington University as director of the practicum and was named assistant dean at the Brown School. Harriet earned her bachelor’s and master’s degrees in philosophy at Manhattanville College. Her four-decade career at Washington University with Bill Danforth and Mark Wrighton, two of the most accomplished higher education leaders in the country,” she recalls fondly. “But Washington University’s greatest gift to me is my 27-year tenure, and worked closely with students to secure additional support for their studies.

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The lead founders of the Brown School and Leading Together: The Campaign for Washington University. Consider how you can combine a planned gift with your current gifts to support the goals of the Leading Together campaign.

Planned Gifts are an important source of support for the Brown School and Leading Together: The Campaign for Washington University. Consider how you can combine a planned gift with your current gifts to support the goals of the Leading Together campaign.

• Attract and financially support talented and diverse students
• Enhance the environment for learning and research
• Attract and retain outstanding faculty
• Nurture innovative initiatives and programming
• Increase annual unrestricted support

A Recent Gift Story
Emma has been funding an annual scholarship for several years and was interested in a way to endow the scholarship and receive income. She owned stock that had appreciated significantly over time and decided to take advantage of the high market value of the stock to fund a charitable gift annuity with the appreciated securities.
**Appreciated Assets**

Significant gains in stock portfolios have prompted some donors to consider using appreciated securities to make an outright gift to fulfill an Eliot gift or pledge, or to establish a charitable life income plan, such as a charitable gift annuity or unitrust to supplement their income. Giving appreciated stocks, bonds or mutual funds that you have held for more than one year allows you to claim a charitable tax deduction based on the gift’s full fair-market value and avoid capital gain tax on the appreciation of the securities.

**Life Income Plans**

Funding a charitable gift annuity or trust with appreciated assets provides many benefits. Charitable gift annuities may be funded with cash, or appreciated securities. In return, you receive fixed lifetime payments, a charitable income tax deduction for a portion of your gift, reduction of capital gain tax and estate tax benefits. When the gift annuity ends, the remaining assets are distributed to the university to support the purpose you designate. You may also use cash, securities or real estate to fund a charitable remainder unitrust. Please see page 6 for details on the attractive tax and financial benefits of a unitrust.

**Gifts of Real Estate**

Gifts of real estate, such as a primary residence, second home, commercial building, farm, or rental property, provide numerous tax advantages and other benefits. You may use real estate to make an outright gift or to fund a charitable remainder unitrust, which provides lifetime income to you and/or other beneficiaries. You may also donate a personal residence, continue to live in it, and get a partial tax deduction through a retained life estate. Gifts of real estate involve specific procedures including a review of the property prior to making your gift. Please contact the Office of Planned Giving for specific information on how gifts of real estate can be completed.

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**Her gift provided:**

- Partial tax-free payments for a period of years
- Fixed lifetime payments
- An endowed scholarship when the gift annuity ends
- Estate tax benefits
- Charitable income tax deduction for a portion of her gift
- Capital gain tax saving on the appreciation of the stock

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**Gift Annuity Sample Payment Rates**

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<th>AGES</th>
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<tr>
<td>90 &amp; 90</td>
<td>8.2%</td>
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*Rates are subject to change.

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For information on these and other ways to use appreciated assets to make a gift, contact the Office of Planned Giving at 800-835-3503 or 314-935-5373 or plannedgiving@wustl.edu.
COMING SOON

Investing Charitable Trusts in the WU Endowment

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If I established a charitable remainder trust previously with Washington University, will I be able to take advantage of the endowment opportunity?

Currently, the endowment option will only be available to new unitrusts. If you have an existing charitable remainder trust with the university, it may be eligible for investment in the endowment at a future date. Please contact the Office of Planned Giving at 800-835-3503 or visit plannedgiving@wustl.edu for updates.

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