



12 Ways to Make a Meaningful Difference

10 Retirement plan or IRA assets—Taxes can erode a significant portion of this gift when left to loved ones. Leaving these assets to a charity like ours is a tax-smart option. We can receive all that's left to us from a retirement plan or IRA. Leaving these same assets to your loved ones can expose the assets to income taxes at their ordinary income tax rate.

If you would like to make an impact now and are 70½ years old or older, you can give any amount up to \$100,000 from your IRA directly to a qualified charity such as ours without having to pay income taxes on the money.

Retirement plan assets make up one of the largest portions of the wealth of many individuals. They also can be a flexible way to provide a charitable gift to our organization.

11 Charitable lead trust—This charitable trust pays income to one or more charities, typically for a period of years, and then the remaining assets in the trust pass to noncharitable beneficiaries, such as family. Based on the circumstances, the type of property used and the intended beneficiaries, lead trusts may have significant estate or gift tax benefits.

12 Real estate—Giving real estate allows you to make a meaningful gift with potential tax benefits. You can donate real estate in several ways:

- » ***Give the appreciated property directly to us.*** This qualifies you for a tax deduction for its fair market value and eliminates the capital gains taxes when you've owned the real estate for more than one year.
- » ***Make a gift through your will or living trust.*** Made as part of your estate plan, this type of gift supports future generations.
- » ***Consider a bargain sale.*** This means we purchase the property from you for less than its current value. You receive a charitable income tax deduction (when you itemize) for the difference between the sale price and the fair market value, which reduces your capital gains taxes and provides you with cash from the sale.
- » ***Donate your home but keep living in it.*** Through a "retained life estate," you make a gift of your home and retain the right to use and occupy the property during your life. You also qualify for an income tax deduction for part of your home's value.

It's Your Move

After reviewing these giving options, feel free to contact us about the gift that most interests you.



1900 W. Seventh, CMB 1295
Plainview, TX 79072

Mike Hammack
Vice President for
Institutional Advancement
(806) 291-3428
hammackm@wbu.edu
www.wbu.edu

♻️ printed on recycled paper
Information contained herein was accurate at the time of printing. The information in this publication is not intended as legal or tax advice. For such advice, please consult an attorney or tax advisor. Figures cited in any examples are for illustrative purposes only. References to tax rates include federal taxes only and are subject to change. State law may further impact your individual results.

Do the Most Good

Make the Greatest Impact With Your Gift

Many supporters like to make a gift to an important cause that matters most to them. There are several effective ways to share your generosity today and in the future. Take a look at the various options available to help you achieve your charitable goals.

Favorite Ways to Make a Gift

1 Cash—The most common gift you can make is cash. You have an immediate impact and we benefit right away. In return, you may receive an income tax charitable deduction for up to 60% of your adjusted gross income (AGI).

2 Securities—Stocks and publicly traded securities offer numerous tax advantages. You can:

- » transfer the stock to us electronically through your broker, or
- » send the stock certificate and a signed stock power for each certificate to us separately through the mail.

3 Gift in your will or trust—This is a simple, effective way to make a future gift. A single sentence in these documents is all that is needed to complete your gift to us. You can give a specific item, an amount of money, a gift contingent upon certain events or a percentage of your estate.

4 Bank and brokerage accounts—Most states allow you to designate a beneficiary for these types of accounts through a payable- or transfer-on-death designation.* Designating us as beneficiary of your bank or brokerage accounts is a simple and straightforward way to support our work. You are also free to change beneficiary designations at any time.

5 Life insurance—You may be wondering what to do with a policy you no longer need. Consider donating the policies to us or simply naming us as beneficiary.

6 Endowments—When you make an endowed gift with cash, securities or other assets, only a portion of its income will be spent, allowing the remaining amount to continue growing. That portion of your gift will supplement our programs forever.

7 Tribute gift—Remember someone special forever by making a gift to us. This is a powerful way to honor a loved one or recognize a specific program.

A Gift That Pays You

8 Charitable remainder trust (CRT)—A CRT will pay you either a variable or fixed dollar amount—depending on whether you choose a unitrust or annuity trust, respectively—each year for the rest of your life or a term of years (up to 20) from assets you place in a trust. At the end of the term, the balance in the trust goes to the charities of your choice. Plus, you are eligible for an immediate partial income tax deduction.

Other Tax-Wise Giving Solutions

9 Savings bonds—When you redeem savings bonds, you typically pay income tax on the deferred interest. If you never redeem them, either your estate or the person who inherits them will have to pay the tax. The best way to bypass the tax burden and make a charitable gift is for you to update your will or amend your living trust and leave your bonds to us.

*State laws govern payable-on-death accounts and transfer-on-death accounts. Please consult with your bank representative or investment advisor if you are considering these gifts.



We're Here to Help

We are happy to answer your questions and provide you with helpful tips on doing the most good for our organization.

Mike Hammack
Vice President for
Institutional Advancement
(806) 291-3428
hammackm@wbu.edu