

## GET CREATIVE WITH YOUR GIVING: PLANNED GIFTS FOR CLARK

Sometimes finding the best way to make a meaningful charitable gift to Clark requires thinking outside the box. Planned gifts let you expand your horizons – and increase your philanthropic impact – by broadening what you can give and how you can structure your gift. The right planned gift reflects your family and financial goals and circumstances as well as your vision for creating a legacy at Clark.

### BEYOND CASH: MAKING A GIFT FROM ASSETS NOT INCOME

Looking beyond liquid assets in your bank accounts can be key to making a larger and more tax-efficient charitable gift. Consider using the assets below to make your gift to Clark.

#### PUBLICLY TRADED SECURITIES

Appreciated publicly traded securities (stocks, bonds and mutual fund shares) held for at least a year make a great gift. You'll receive a tax deduction for the full market value without having to pay capital gains tax on the appreciation. Want to keep those assets in your portfolio? Give the securities and use cash you would have given to Clark to repurchase them at a higher cost basis. Have depreciated securities? Maximize your tax savings by selling and claiming a tax loss, then making a tax-deductible cash gift to Clark from the proceeds.

#### REAL ESTATE

Real estate, whether a primary or vacation home, investment, or business property, is an often overlooked asset. You can give a partial or full interest in a piece of property, now or at a later time, to fund a visionary gift at Clark – you'll find creative ways to structure a real estate gift on the reverse. Real estate gifts require preapproval by Clark's gift acceptance committee.

#### UNUSUAL OR ILLIQUID ASSETS

A wide variety of assets can also be used to make a current charitable gift to Clark, including:

- Required Minimum Distributions from your traditional IRA
- Personal property such as works of art or collectibles
- Paid-up life insurance policies
- Closely held stock
- Business interests or inventory
- Intellectual property and royalty rights

A gift of unusual assets can result in a generous charitable income tax deduction – but claiming that savings may require particular procedures or paperwork. Certain assets also require preapproval from Clark before they can be received as gifts. Clark's Office of Planned Giving can provide more information if you want to explore making a gift using an unusual asset.

#### FIAT LUX LEGACY SOCIETY

*Clark's Fiat Lux Legacy Society honors alumni, parents and friends who have demonstrated their commitment to Clark's future by establishing planned gifts or including the University as a charitable beneficiary of their estate plans.*

***Join us by creating your legacy gift for Clark today***



## STRUCTURE YOUR GIFT TO ACHIEVE MULTIPLE GOALS

There are a range of gift vehicles which let you combine financial planning with charitable giving, including using unusual or illiquid assets. You can supplement income for yourself or a loved one, diversify a retirement portfolio, or arrange for assets in your estate to pass outside of probate.

### LIFE INCOME GIFTS: GIVING AND GETTING BACK

With a life income gift, you make an irrevocable gift to Clark which is placed in an investment account for your lifetime or a set term of years. During that time, Clark makes payments to beneficiaries you have chosen. You receive a charitable tax deduction in the year you set up your life income gift; going forward a portion of the beneficiary payments will be tax-free. Upon the deaths of the beneficiaries or end of the term, the balance in the account supports your chosen purpose at Clark.

#### CHARITABLE GIFT ANNUITY (CGA)

- Provides fixed payments for life to one or two beneficiaries – most commonly you and/or your spouse but family members or friends can also benefit
- Requires a minimum gift of \$10,000 in cash or publicly traded securities
- Defer payments for one year or more to receive a higher annuity rate
- Create multiple CGAs increasing payments over time to supplement retirement income

#### CHARITABLE REMAINDER TRUST (CRT)

- One to four beneficiaries receive payments for life or for a set term of up to 20 years
- Payments may be fixed or a percentage of the market value of the trust (revalued annually), allowing you to keep pace with inflation
- Requires a minimum gift of \$100,000; liquid, illiquid and unusual assets can be used

#### *Did you know?*

*You can name Clark as the beneficiary of a life income gift, providing a great tax deductible annual gift to the Clark Fund or other purpose for a number of years or your lifetime.*

### WAYS TO STRUCTURE A REAL ESTATE GIFT

- **Outright Gift** – give your property to Clark for our use or to sell
- **Bargain Sale** – sell Clark your property for less than market value receiving a charitable deduction for the discount
- **Bequest** – give real estate via your will or living trust
- **CRT** – use real estate to fund a charitable remainder trust which pays you income
- **Retained Life Estate** – give your real estate to Clark but retain the right to occupy it for life. You'll still pay property taxes, maintenance and insurance but will also receive a generous charitable income tax deduction and reduce the value of your estate subject to taxes

**Figuring out the best way to make your planned gift can be complicated;  
Clark's Office of Planned Giving is here to help.  
For a confidential conversation to explore your options,  
call (877) 252-7510 or email [plannedgiving@clarku.edu](mailto:plannedgiving@clarku.edu).**

**CAMPAIGN CLARK**

*Now is our time.*



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