



visions in personal planning

A GIFT IS MUCH
MORE THAN A
TRANSFER OF FUNDS.
YOUR PERSONAL
PHILANTHROPY HELPS
SHAPE YOUR LEGACY.

SUMMER 2018

Best Practices for Giving: Is the Obvious in View?

Sir Arthur Conan Doyle created Sherlock Holmes, one of literature's most memorable characters. Known for his eccentricities, this remarkable detective was notorious for his scrupulous attention to detail, keen insight and ability to see what others overlooked. Holmes' unique blend of "best practices" solved crimes by carefully examining details that, while obvious, went unnoticed by others.

This issue of *Visions* offers our own set of best practices—underpinnings of charitable giving that, though obvious, often go unnoticed. These concepts are designed to be informative, but also to pique your interest in exploring ideas you may be overlooking. Even supporters who are well acquainted with charitable giving options and techniques may find that digging deeper into the gift planning process reveals important opportunities to make a difference now and for generations to come.

Please contact us if you have questions or if we can help you in any way. It would be our pleasure to partner with you to "master the obvious" and identify a strategy to reach your charitable goals. Be sure to ask for our free booklet, *Making a Difference*. It will help you identify planning priorities and compare giving options. As always, thank you for considering opportunities to support ZBT and the work of the Zeta Beta Tau Foundation.

Cordially, Fraternally and Sincerely,
Faron A. Lewitt



The City of Light Trust recognizes and honors those who have made deferred gifts, whether revocable or irrevocable, to the Foundation, including, but not limited to, trusts, bequests, gifts of life insurance, and annuities. Membership is open to all ZBT alumni, parents, staff, and friends.

To inform us of your membership in the City of Light Trust, please contact the Zeta Beta Tau Foundation's Chief Executive Officer, Faron A. Lewitt at 317-506-7066 or at faron@zbtnational.org.

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FOUNDATION

Know Your Heart

Sometimes we give out of habit or simply because we know it's the right thing to do, but the gifts that mean the most are those that come from the heart. The first best practice for charitable giving, then, is to be conscious of making "heart gifts." These gifts are exceptionally satisfying because they connect our innermost desires and beliefs with lasting and memorable opportunities to make difference.

What is important to you?

There are almost endless ways to make gifts that come from the heart. What means the most to you? How would you like to see your gift used?

- **Do you have a personal connection?** Have you or a family member benefited or been inspired by a much-loved program or special service?
- **Do you have deep convictions about one aspect of our work?** Is there an unmet need you'd like to see addressed or a program you'd like to see built or enhanced? How can we help you address the philanthropic convictions that move and motivate you?
- **Would you prefer to help with today's priority needs?** If so, we are happy to discuss the ways you can make an important impact right away.

Doing it all

Perhaps it seems impossible to meet charitable goals, provide for your family and protect your wealth. However, with careful planning, you can do it all! In fact, these very important goals often go hand in hand.

Do you need flexibility? By using a will or living trust, you can make a gift today that will be completed in the future. If your goals or needs change, you can alter, amend, or even revoke the gift designation at any time.

Do you need to provide family income while realizing your charitable goals? There are giving strategies that let donors ensure that charitable goals are addressed only after the needs of loved ones are met. Charitable trusts are a good example—they provide income to you or your loved ones and a gift to us, plus they offer numerous tax advantages.

Let us know if you are interested in looking more closely at how various tools can help you accomplish your particular planning objectives.

Your legacy

Keep in mind that a gift is much more than a simple transfer of funds. Your philanthropy helps shape your legacy, as your charitable gifts refine the way in which you are known and remembered. Financially supporting organizations and causes that are important to you provides a meaningful expression of your values and priorities. Just as important, the example you set encourages others to consider their own opportunities to make a lasting difference.



Get Good Advice

The concept of making a charitable gift is so simple that we often fail to give it the full attention it deserves. Therefore, the next “best practice” for charitable giving is to seek out good advice—financial advisors and other gift planning professionals who can help you make the most of your philanthropic efforts.

Creating a road map

Professionals—whether financial advisors, attorneys, CPAs, or estate planning specialists—play an essential role in philanthropic planning by helping you to:

- Identify and address your personal wishes and codify them by creating a personal planning “road map.”
- Prioritize your planning needs, making sure your family is properly cared for before implementing charitable gifts.
- Specify through your will or living trust how all of your assets will ultimately be distributed.

Sharing your charitable goals with advisors ensures that your desire to help others receives the attention it deserves in your planning.

Options

Creative planning can meet charitable goals, provide for loved ones, and distribute property. Consider some examples:

- A **charitable remainder trust (CRT)** is a way to make an important gift while providing income to you or your loved ones. After the trust pays an income to you (or others you designate) for a specified period of time, the trust distributes what remains to our organization.
- A **charitable gift annuity** is another way to make a gift and provide a lifetime income. This gift satisfies your desire to give while supplementing your retirement income—gift annuity payments are fixed and payable for life.



- A **gift of appreciated stock** (held more than one year) provides a distinct and important tax advantage: there is no capital gains tax due on the appreciation. In addition, when you itemize deductions, the full value of the gifted stock is deductible, even though the capital gain has never been taxed.

Take Action

Careful planning bears fruit only when you take action. If you have identified your heartfelt goals and secured good advice from trusted professionals, what remains is to take the steps necessary to implement your plan.

- 1. Choose the gift planning option that fits you best.** This might be a current gift, a future gift, or some combination.
- 2. Put the plan in motion.** Meet with your attorney to draft or amend your will, or contact your financial advisor to transfer stock to our organization. We would also welcome a call or email from you—it is our privilege to help you implement gift options that best meet your overall planning objectives.
- 3. Consider the possible next steps.** Share your charitable plan with family members. Consider other ways of reaching future goals that can be meaningful and satisfying for everyone involved.



BEST PRACTICE

KNOW YOUR HEART

MAKE A LIST OF THE PHILANTHROPIC OPTIONS THAT MEAN THE MOST TO YOU.

GET GOOD ADVICE

CONTACT/MEET WITH YOUR ADVISORS AND OUR GIFT PLANNING TEAM.

TAKE ACTION

PUT YOUR PLAN IN MOTION AND CONSIDER FUTURE OPPORTUNITIES.

Best Practices, Best Results

While we have only touched on three of the “best practices” for charitable giving, it’s certain that implementing best practices yields the best results. Some nuances of gift planning are not as obvious as the ones we have examined here. Please contact us if we can provide additional information or help in any way, and be sure to ask for our free booklet, *Making a Difference*. Our heartfelt desire is to help you reach your charitable goals in personally satisfying ways that are tailored to fit into your overall planning. Thank you for your thoughtfulness and generosity.

ZETA BETA TAU FOUNDATION

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PLAN NOW TO MAKE A TAX-FREE GIFT FROM YOUR IRA IN 2018

If you are an IRA owner age 70½ or over, a direct transfer from your IRA to Zeta Beta Tau Foundation (up to \$100,000) counts toward your required minimum distribution (RMD), and *no income tax is due on the distribution!*

To qualify for the tax benefits associated with these gifts, IRA owners must:

- Have reached a minimum age—at least 70½.
- Instruct their IRA custodian to make a **direct transfer** from an IRA account to the Zeta Beta Tau Foundation.

Contact us for additional details and transfer instructions.