New Faces in Philanthropy: Women Who Make a Difference

Doing More for Your Favorite Causes — It’s All in the Planning

Look at any quality charitable organization and you will find some of the community’s most influential women in the vanguard. Whether it’s community support, education or health care, concern for positive results is a top priority for women in their charitable planning.

Increasingly, however, tax and financial benefits are becoming an integral part of the planning process. The benefits enable more women to make impact gifts than otherwise would be possible. Let’s look at some of the creative techniques more and more women are using in their gift planning. Many of these gift plans play a major role in helping Saint Louis University achieve its educational mission.

An Impact Gift that Can Increase Your Income
Mary, age 75, has a comfortable retirement income. Much of her portfolio is in fixed income instruments such as CDs, some of which are coming due.

Having been a long-time supporter of Saint Louis University, she learned about planned giving and the University’s charitable gift annuity program. This is a plan that, in return for a gift of cash or stock, will pay her a regular income for her lifetime. At her age the payout rate is 7.1 percent, higher than what she might expect from many CDs. What’s more, the income tax charitable deduction will save taxes this year, and part of her payments will be income tax-free until she reaches her life expectancy (at 88 years, 5 months).

Mary is delighted with her increased cash flow and knowing that the gift principal will go to support Saint Louis University.

A Unique Plan to Prepare for the Future — Yours and Ours
Karen, age 50, is an attorney in private practice. Her goal is to retire at 60 and become a world traveler. To reach this goal, she needs to find a way to supplement her retirement income, since she has already maxed out contributions to her 401(k) retirement plan.

Reading about the benefits of planned giving, she learns about a life income gift plan called a deferred gift annuity. The plan permits her to make large contributions now in exchange for regular lifetime payments which are deferred until her retirement. She will receive a substantial income tax charitable deduction for each contribution, the deduction will offset some of her taxes now, and she can look for

Crowning of the SLU Freshman Queen, 1955.
Dear SLU Alumni and Friends:

One of those bumper stickers that is meant to make you look twice reads: “A woman’s place is in the house: the House of Representatives.” This is a humorous way of expressing the changing societal expectations of women. Certainly, more and more women are joining the ranks of the top echelons of the corporate, political, academic and nonprofit worlds. Moreover, women control much of the wealth in this country. Today many women, acting alone or in partnership with their spouses, are making meaningful planned gifts to various organizations, including Saint Louis University. As women in general become more financially sophisticated, even those of more modest means are discovering the joy of being able to use their resources to benefit others, while at the same time providing for their personal financial security. Women continue to volunteer their services at organizations they want to benefit, but increasingly they are supplementing their volunteer activities with significant financial contributions.

This issue of 1818 Society News focuses on the stories of women philanthropists. While concern about the good their gift will accomplish is the primary motivation behind much of this giving, taking advantage of the associated tax and financial benefits from philanthropy enables women to make gifts that will have a greater impact on those receiving the gifts. The examples you will read show ways that some women have used planned giving to support their philanthropic interests while furthering their own personal and financial goals.

We hope you enjoy this issue and find ideas that apply to your situation, whether you are married or single, working (paid or volunteer) or retired. If you have questions or simply want more information, we invite you to contact us or send for our booklet, Making a Difference – Creative Ways to Leave Your Own Legacy.

Sincerely,

Kent G. LeVan
Director of Planned Giving

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Booklet and Information Request Form

Please check all items below that apply and return this card.

- I would like to receive a free copy of your booklet, Making a Difference — Creative Ways to Leave Your Own Legacy.
- I would like to receive a customized illustration outlining the benefits of a life income gift. I have provided my information below.
- I would like information about providing for Saint Louis University in my will or trust.
- I have provided for the University in my will or trust and would like to enroll as a member of the 1818 Society.
- I have questions about financial, estate or gift planning. Please telephone me.

Name ______________________________________________
Address ____________________________________________
City ______________________  State _____  Zip __________
E-mail ______________________________________________
Day Telephone (_______) ____________________________
Your occupation _____________________________________
Number of children ____________
I am:  ❑ single  ❑ married  ❑ divorced  ❑ widowed

Life Income Illustration Information

The information you provide does not obligate you in any way but simply allows Saint Louis University to prepare an illustration designed specifically for you. Your inquiry is confidential.

I am interested in a gift that provides:
- ❑ Fixed Payments  ❑ Variable Payments

First Income Recipient
Name ______________________________________________
Birth Date ________________________________
Relationship to Donor ______________________________

Second Income Recipient (if applicable)
Name ______________________________________________
Birth Date ________________________________
Relationship to Donor ______________________________

I plan to establish my gift with:
- ❑ Cash  ❑ Securities  ❑ Real estate (variable payments)
If above is securities or real estate, my approximate original purchase price was $____________.
The approximate current value of my gift is $____________.
I would like to receive payments:
- ❑ annually  ❑ semi-annually  ❑ quarterly

This issue of 1818 Society News focuses on the stories of women philanthropists.
Russell de Greeff described it as love at first sight when she met her husband, Russell, in 1933. Both had similar upbringings in south St. Louis. On their third date, Rus proposed to Fern, and a year later they were married, marking the start of a happy and prosperous life they shared for almost 64 years.

Trained as an architect in St. Louis during the late 1920s, Rus was fortunate to find employment with Sears Roebuck when the Great Depression changed his career plans. Sears Roebuck started to open retail stores, so Rus applied for a job. Rus was hired to work in the hardware department because he had learned the trade working in his father’s hardware store. He advanced through the company, holding a variety of managerial positions in stores around St. Louis.

At age 35, Rus was drafted into military service. During basic training he contracted pneumonia, which kept him at Fort Warren in Cheyenne, Wyo., for the remainder of World War II. Fern joined him in Wyoming and served as a counselor to civilian employees. Upon discharge from military service, Rus and Fern returned to south St. Louis County. Rus became manager of the East St. Louis Sears store, and they settled on a home with 10 acres, raised horses and added to their antique carriage collection.

Following his retirement from Sears, Rus and Fern resolved to use their blessings to enrich the lives of others less fortunate than they. At age 90, Rus was diagnosed with terminal lung cancer. He was placed in the hospice program at St. Anthony’s. Fern learned that the hospital was planning a free-standing hospice, which required donor support to complete.

“This could be the legacy that Rus and I desired,” she thought. She explained to Rus the need for a lead contributor and added, “If we go for the biggie, they will name it for us.” The answer from Rus was immediate. In a loud and clear voice, he said, “Let’s do it.” The de Greeff Hospice House was named for them in recognition of their generosity and has earned an outstanding reputation.

Fern and Rus first came to know Saint Louis University through their friendship with SLU alumni Joe and Joan Lipic. At a holiday celebration, the de Greeffs met Paul Reinert, S.J., who first updated them on the beautification of the SLU campus and the surrounding area. Following the deaths of Rus and Father Reinert, Fern continued her association with Saint Louis University through Denis Daly, S.J. As planning for the new research building at SLU’s Medical Center commenced, Fern learned of the project through Father Daly. She liked that a portion of the building’s nine-acre grounds would be developed as a park. Hoping to further their legacy, Fern made a planned gift in support of the research building. The gift ultimately will create the Fern and Russell F. de Greeff Park at the SLU Medical Center.

“I feel like Alice in Wonderland,” Fern said upon completion of her gift. "Russ and I are privileged to have a special place named for us in the midst of Saint Louis University’s expansion. The de Greeff Park will be a place of beauty. If you happen to pass by the park in the fall, and it is ablaze with color, think of me. I have had a lifetime love affair with nature and red maple trees.”
Planned Giving (continued)

forward to favorably taxed payments to bolster her retirement income when she may be in a lower tax bracket.

Karen finds comfort in knowing that the lifetime payments are backed by the general assets of Saint Louis University. This unique gift plan helps Karen achieve her retirement goals and make a major gift to the University that otherwise would not have been possible — a win/win solution for Karen and Saint Louis University.

(Note: Saint Louis University offers charitable gift annuities to residents of most states.)

Effective Charitable Planning for You and Your Spouse

Judy is a stock analyst, and her husband, Roger, is a broker. Over the years they have built a very comfortable portfolio. Having years of experience with astute donors and investors, Judy decided that a charitable remainder trust (CRT) was the best way for Roger and her to fulfill their philanthropic objectives and plan for a more secure retirement.

By funding the trust with low-yielding, highly appreciated stock, they were able to bypass any capital gains tax liability on the transfer to the trust and arrange for a higher income over their lives. They also received a substantial income tax charitable deduction for the University’s remainder interest. In a very real sense, the charitable deduction will help them retain more of their current income.

But what Judy and Roger particularly liked about the CRT is its flexibility. They had various payout options from which to choose. By electing to go with a variable percentage payout, they have the potential (assuming growth in the trust) to increase their income and to leave more to charity. And, the CRT gives them the option of naming more than one charitable beneficiary. Both charities and family benefit under this single arrangement.

Creating Your Own Legacy with a Tax-Wise Charitable Bequest

Ellen, a 72 year-old widow, has often thought about making a major gift to Saint Louis University in memory of her late husband. But like many people in their retirement years, she is a little concerned about “outliving her resources,” this in spite of the fact that she has a comfortable portfolio and her son, her only heir, is a successful heart surgeon.

After weighing different options, Ellen decides to make a memorial bequest in her husband’s name. A charitable bequest, of course, has no negative effect on her cash flow, and she has the comfort of knowing she can change the provisions should circumstances dictate. While the charitable bequest generates no income tax benefits, it does shelter her estate from the potential of even harsher estate taxes, an important consideration since she no longer has the shield of the marital deduction. Ellen is also pleased, since she already has a will, that her attorney can make the bequest provision with minimal cost through a simple codicil.

To get the most out of her memorial gift, Ellen designates that her bequest go into the University’s endowment. In the endowment, since only a fixed percentage of the funds are used to sponsor particular programs annually, the gift will keep on giving year after year, in perpetuity. This not only magnifies the impact of her bequest, but provides an outstanding example to others about how to make a memorial gift.
Have Questions? Need More Information?
Let Us Help!
While women have always been involved in philanthropic planning, they are becoming a proactive force. Today, we receive more questions from women about our programs and gift opportunities, such as:

- Can I designate my gift to Saint Louis University for a particular purpose such as scholarships or one of its schools or colleges?
- What planned gift opportunities are available to me and my family? Can you illustrate for me the personal, financial and tax benefits of specific gift plans?
- Do you have a planned giving recognition society? And how does one qualify for membership?

These are just a few of the questions we typically receive. Certainly, we enjoy answering each and every one of them, and we encourage you to contact our planned giving office with your own questions.

As a first step you may want to send for our featured booklet, *Making a Difference — Creative Ways to Leave Your Own Legacy*. This free booklet explores the full gamut of gift plans, highlighting the financial and tax benefits of each. It’s written in an easy-to-read format and provides an excellent introduction to the exciting world of planned giving and philanthropy today.

If you would like more information on devising a particular bequest to Saint Louis University or would like to receive a customized illustration outlining the benefits of a gift that provides income to you, simply check the appropriate box on the attached card and return it to us. If you prefer, give us a call, and we will be happy to answer your questions on the gift opportunities that are available.
The University’s board of trustees approved a plan to break ground on the Arena project no later than September of this year. In addition, the trustees approved an updated design plan for the Arena that will include a practice facility for basketball and volleyball and athletic department offices and support facilities. These updates will provide Billiken athletics with all of the resources necessary to move SLU athletics to the next level of Division I programs.

The new Arena will be built on University-owned property near the intersection of Compton Avenue and Interstate 64/Highway 40. The multipurpose facility will be home to Billiken basketball and host concerts, family shows, commencements and trade shows.

The seating capacity of the SLU Arena has been adjusted to just more than 10,000 seats. This will put the Arena in the top four in seating capacity in the Atlantic 10 Conference.

For Saint Louis University to bring this project to completion there is still a need to reach the $39 million fund-raising goal and reach it as soon as possible.

“We know there were some supporters of this project who have been waiting for a more definitive starting date before financially supporting the project,” said Vice President for Development and University Relations Thomas W. Keefe. “Now that we know when Arena construction will begin and what it will mean to our campus, it’s important that we have a renewed financial commitment to this project.”

Contributions to the Arena project can be made by calling Sandy Negri at (314) 977-2499 or by using the giving form on the Arena Web site, arena.slu.edu.