

Simple Gifts

A FINANCIAL AND CHARITABLE PLANNING GUIDE

Shepherd
UNIVERSITY

Planned Giving

An Unrestricted Gift From Your Estate Can Have Far-Reaching Results

Giving is a simple decision. Planning to give can be made simple. We welcome your questions as you consider your giving opportunities.

“Where you receive your bachelor’s degree is an important building block for where you end up in life.”

It was this sentiment that led Dan ‘69 and Joan ‘78 Starliper to make a planned gift to Shepherd University using a bequest in their will. Both began their educations at Shepherd, with Dan earning his B.S. in political science and Joan earning hers in home economics education.

Dan later went on to enjoy a 25-year career with the University, where he served as assistant academic dean and director of

“Dan received his undergraduate education with the help of the GI bill. This is what drives him to want to help students.”

—Joan Starliper

human resources and taught political science prior to his retirement in 2009. In addition, he enjoyed a

15-year tenure on the Shepherd University Foundation’s board of directors. Joan, a registered dietician with the Wellness Center at City Hospital, has also taught as an adjunct professor at Shepherd.

To ensure that their gift would support Shepherd University’s most primary needs, the Starlipers chose to make their bequest unrestricted. “While we fully support the scholarships offered through the Shepherd University Foundation, we recognize that gifts to the Foundation benefit Shepherd in other ways, including faculty excellence and program support,” Dan explains. “By designating our gift as unrestricted, we are allowing the Foundation to allocate our money toward whatever will best suit the needs at the time.”

Are You a Member?

Establishing their bequest allowed the Starlipers to join the prominent Joseph P. McMurrin Society, an organization of more than 100



Daniel C. Starliper, Ph.D. ‘69, and his wife, Joan B. Starliper, MSRD ‘78

members who have let Shepherd know they wish to provide for the future of the University through planned gifts. They hope their legacy will have far-reaching effects on the University and the work of the Foundation.



If you are interested in joining this special group, please contact us at 800/344-5231, Ext. 5397, or 304/876-5397, or mlingenf@shepherd.edu.

A Tax-Smart Approach To Your Year-End Philanthropy

Most people maintain a watchful eye on the value of their investment portfolios. But despite any volatility, many of your investments are likely still worth more today than when you originally purchased them—that’s the good news. The bad news is that if you were to sell, you would pay capital gains tax at a maximum rate of 15 percent on the growth.

A Win-Win Solution

Your securities offer an appealing approach for making a lasting difference at our organization. Plus, when making a charitable gift of appreciated securities that you’ve owned for more than one year, you will receive two tax benefits:

1. You are entitled to a federal income tax deduction based on the current fair market value of the securities, regardless of their original cost.
2. You will be exempt from paying capital gains taxes on any increase in value—taxes you would pay if you had otherwise sold the securities.

Case Study: How It Works

Each year, Sue has made a cash donation to support our mission. This year, her financial advisor suggested she use other resources to make a gift. Sue owns \$100,000 in stock for which she paid \$10,000 many years ago, resulting in a gain of \$90,000. Her advisor shared with her some options on how these could make a tax-wise donation:

Sell and Donate the Proceeds

If Sue sells the assets, she pays \$13,500 in taxes on the gain, at the maximum capital gains tax rate of 15 percent. She would then receive a \$100,000 charitable deduction for the cash gift, which reduces her income tax bill by \$28,000 (based on a 28 percent tax bracket).

A Better Strategy:

Donate the Stock Directly

If Sue makes her gift of the \$100,000 in stock directly, she is still eligible for a charitable deduction, but she also eliminates \$13,500 in capital gains taxes. Adding these two tax benefits together results in a total tax savings of \$41,500 for Sue, making a gift of stock much more beneficial.

We Can Help

To learn more, feel free to give us a call. Together with your advisor, we can help you support our future while avoiding worries over tax consequences or market conditions.

Which Gift Option Is Better for Sue?

Sue’s Gift Options	Sue sells \$100,000 in securities* and donates cash	Sue donates \$100,000 in securities* directly to us
Sue’s income tax savings (\$100,000 x 28% tax bracket)	\$28,000	\$28,000
Federal capital gains tax owed (\$90,000 x 15%)	\$13,500	\$0
Federal capital gains tax savings	\$0	\$13,500
Total tax savings	\$14,500	\$41,500
Net cost of gift	\$85,500	\$58,500

Sue doesn’t owe capital gains tax!

*\$10,000 cost basis



How to Donate Securities: Step-by-Step

If you'd like to support our mission and receive some needed tax relief, follow these three steps to accomplish your goals.

STEP 1

Determine if donating securities is right for you.

If you answer yes to each of the following questions, this gift probably meets your needs. If not, we can help you find an option that's a better fit.

- Do you have securities that you've owned for more than one year that are worth more than you originally paid for them?
- Do you want to avoid paying taxes on their appreciation?
- Can you afford to give up ownership of these securities?
- Would you like to support our mission today?

STEP 2

Complete your gift.

If you have the physical securities:

- Hand-deliver them to us, or
- Mail us the stocks and stock power separately.

If you don't have possession of the physical securities:

- Instruct your broker to electronically transfer your intended shares.
- Ask your broker to notify us once the transfer is complete.

STEP 3

Enjoy the benefits.

In addition to the tax benefits you receive when you make a gift this year, you can feel good knowing that you are helping others at a time when needs are great.

A Charitable Option That Works Harder for You

Did you know that stocks offer four charitable benefits you may not have thought of? To learn more about how your stocks can help others while you help yourself, send for our FREE guide, ***4 Ways Donating Stock Can Benefit You***.



4 Ways Donating Stock
Can Benefit You

Return the enclosed reply card today
to receive your complimentary copy.



If You're Thinking of Making a Donation... Plan Now to Meet These Tax-Break Deadlines

To see a tax break this year when you itemize deductions on your income tax return, you must make all charitable donations by Dec. 31. The gift date—the date used for tax purposes—depends on the asset you give and your method of giving.

- **Checks**—The mailing date is the date of the gift.
- **Credit cards**—The day the charge is authorized is considered the gift date.
- **Pledges**—Pledges are deductible in the year they are fulfilled and not the year the initial pledge is made.

- **Securities**—If securities are electronically transferred to

us, the gift date is typically the day the securities enter our account. If securities are mailed, the mailing date is the gift date. It is important to send, by registered or certified mail, the unsigned certificates in a separate envelope from the signed stock power and letter of intent.

- **Real estate**—The day you deliver the signed deed to us is the date of the gift. If your state

law requires recording of the deed to fulfill the title, though, then the date of recording is the gift date.

- **Artwork and other tangible personal property**—The gift date is the day you deliver the property with a signed document transferring ownership, if necessary.

Be Prepared

Discuss your charitable gift plans with your tax or legal advisors. You can also contact Shepherd University Foundation. We can help ensure that your gift plans meet your year-end goals.



Action List

Your Next Steps

1

Return the reply card today to get your FREE guide, *4 Ways Donating Stock Can Benefit You*.

2

Go to our website to learn more about the good work we're doing and how you can help.

3

Contact us if you have any questions about supporting Shepherd University Foundation and how your gifts help further our mission.

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