

WAYS TO RISE THROUGH PLANNED GIVING

Effective giving options to participate,
increase impact and reduce taxes

TIME TO RISE

THE MARQUETTE PROMISE TO BE THE DIFFERENCE



Imagine your desired legacy at Marquette. There are ways in which you can plan now to direct assets in the future that will allow you to fully Be The Difference through our *Time to Rise* campaign. We invite your thoughtful consideration of four popular, effective planned giving strategies summarized below.

Benefactors have increased the impact of their gift while being tax-savvy and *maintaining full access to their key financial resources during their lifetime(s)* via:

Bequest Designations

The most common form of planned gifts, these are made via a provision in a will or revocable trust. Benefactors specify a dollar amount, percentage, or “remainder of residual estate” gift that will be donated to Marquette from their estate. They are often used to establish or supplement scholarships as well as other meaningful funds and programs that support our mission.

Retirement Asset Gift Designation

This gift is achieved by making Marquette a full or percentage beneficiary of a traditional IRA, a 401(k), or a 403(b) plan, which includes TIAA-CREF accounts. This does not require the preparation of legal documents, as beneficiary designation forms are provided by your retirement asset administrator. Donors over age 70 ½ also have the unique option to make a gift from their traditional IRA directly to their desired charity/ies of up to \$100,000. This is referred to as a Qualified Charitable Distribution (also known as a Charitable IRA Rollover) and the gift amount—up to \$100,000 annually—is not included in the donor’s taxable income.

Other options, which would require *irrevocably* directing funds into a charitable fund now, include:

Donor Advised Funds

An increasingly popular giving method, DAFs provide donors an immediate charitable deduction for the full amount they contribute to the DAF. Then, they subsequently “advise” their DAF administrator to make “grants” to their favorite charities annually. Marquette gift plan agreements can be structured to allow donors to create endowed scholarships and other endowed funds through DAF grants. A gift from a DAF can be

given to support many areas, including scholarships (both current use or endowed), faculty or student research, as well as capital projects. DAFs cannot fulfill a pledge, and as with any other scholarship gift, a gift from a DAF cannot provide a scholarship for a specific person.

In addition, by executing a DAF Succession Plan agreement with your DAF administrator, donors can also direct that, after their death, their DAF be converted to a permanently endowed designated fund to benefit Marquette.

Charitable Gift Annuity

In this method of giving, the donor transfers funds into an annuity which generates annual guaranteed income to a designated annuitant, based on the life expectancy of the annuitant. For example, an 80-year-old benefactor who establishes a \$100,000 single-life gift annuity, naming himself/herself as the annuitant, is currently eligible for a 6.5% annuity rate, which would provide income of \$6,500 annually.

After the death of the annuitant(s), any remaining amount in the annuity fund is directed to the donor's designated charity. To sum up, CGAs provide guaranteed income for life, at a predetermined amount, while also allowing the donor to make a gift to charity after their death.

Keep in Mind

When long term appreciated assets, such as stock or real estate, are utilized for charitable giving, there is a very strong likelihood that donors will reduce their capital gains tax liability. For example, when utilizing long term appreciated stock to fund a charitable gift annuity, the donor will not owe tax on the entire capital gains because the result is part charitable gift and part annuity. The remaining capital gains tax is spread out over the donor's life expectancy at the time the gift is made.

Learn More

Find further resources, e-brochures and diagrams of specific giving scenarios at our Planned Giving website: marquette.giftplans.org. You also can sign up online for our biannual newsletter or reach out to our team directly via plannedgiving@marquette.edu or by contacting:

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