

Introduction to the Opportunities
and Challenges of Planned Gifts

National Partnership for Hospice Innovation
Philanthropy Forum - January, 2020

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Snoopy and the IRS

Dear IRS,





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to you to cancel
my subscription.



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name from your
mailing list.

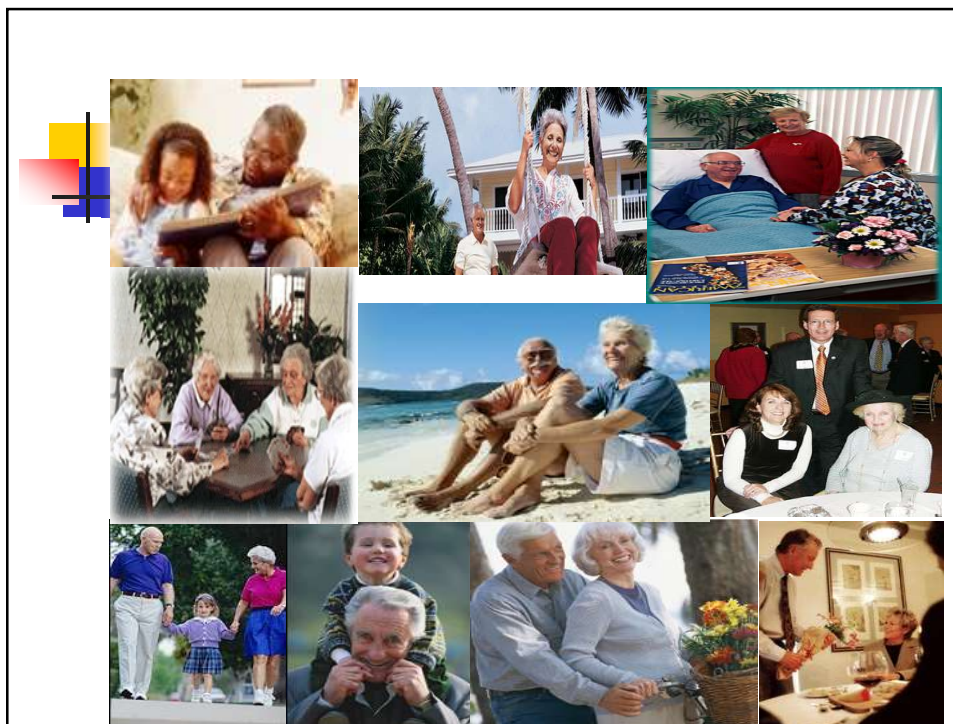


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The "Silver Tsunami" is coming...is coming...is coming!!!!!!
☐ In 2030 – 72 million over age 65

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"Building Endowments for American Charities"

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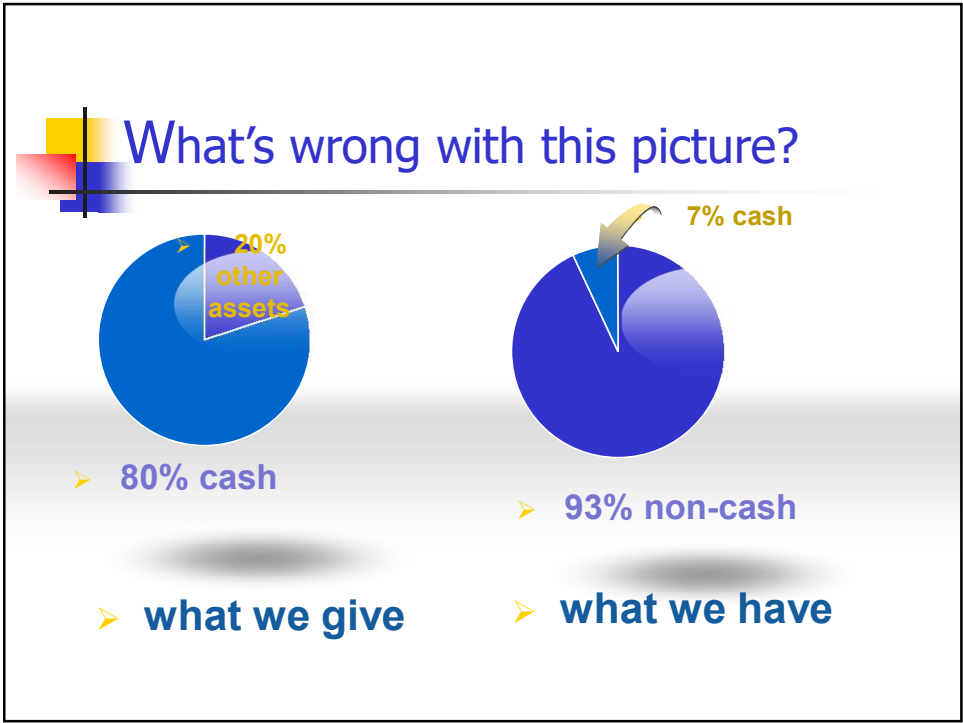
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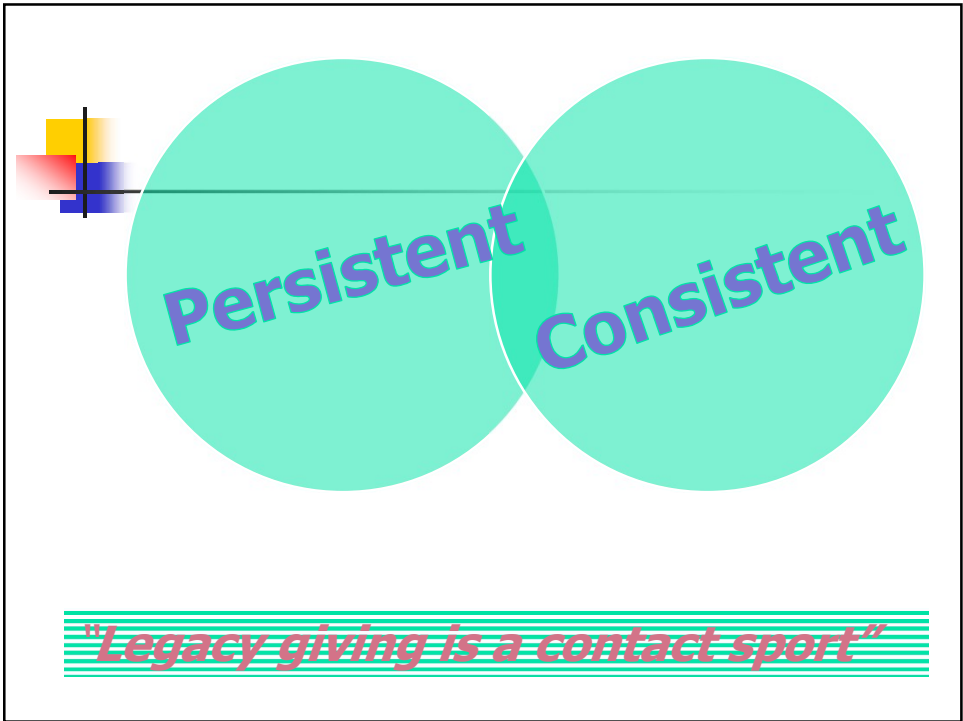
Agenda

- Bequest demographics, facts and figures
- Website survey
 - Rate your estate plan
- Traditional vs Planned giving
- Wealth and age gift matrix
- Predictive factors
- Bequest options
- FreeWill.com
- Marketing matrix
- Sample marketing opportunities





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Three kinds of gifts



OUTRIGHT GIFTS

- **Immediate Gift & QCDs**
- **Bargain Sale**
- **Installment Bargain Sale**
- **Retained Life Estate**

ESTATE GIFTS

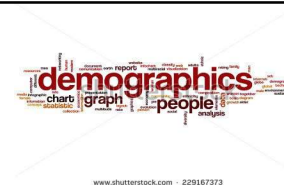
- **Will or Trust Bequest**
- **Beneficiary designations**
- **Life insurance**
- **Retirement plans**
- **POD or TOD**

LIFE INCOME GIFTS

- **Gift Annuity**
- **Charitable Trust**

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Demographic will drive charitable giving



- 80% of Americans engage in charitable giving each year
 - Only 5-6% of those over 50 have a charitable estate plan in place
 - Donors of \$500 or more - **only 1/10 have charitable bequest**
- 7-8% of taxable estates have a charitable plan/gift,
 - fewer estates are subject to estate taxes. <2%
 - 2020 exempt amount for single person is \$11,580,000
- 13% of your loyal donors have a will with a charitable gift
- 35% have no will yet but would anticipate including a charitable gift

Demographic will drive charitable giving



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- Bequests and life income agreements are the fastest growing segment of philanthropy
- +15.5% in 2018
- Dr. Russell James, Texas Tech Study results
 - 1st will at age 40
 - 1st charitable bequest age 49
 - 79% had established relationship with charity




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Key marketing statistics



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- Without putting in the hard work of generating planned gifts 90% of donor mortality will simply result in lost current giving.
- Only 5.3% of older Americans have made a charitable bequest commitment, while 33% are willing to consider such a gift.
 - (source: Russell James)



Key marketing statistics

- \$41 trillion is expected to transfer to charity
 - \$12 trillion already going to charity
 - \$25 trillion could go to charity
 - Balance is growth in asset value
 - (Source: Community Foundation R&D Incubator, Social Welfare Research Institute @ Boston College)
- Bequest donors are found in all income categories
 - Bequest donors **Median** income \$60,400
 - Bequest donors **Mean** income \$75,900


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Freedman bequest study summary

1. Donors with **no children** (or grandchildren) are more likely to make a planned gift than donors with children
2. Donors with a **college education** (or post-graduate work) are more likely to make a bequest
3. Donors who give **above average annual gifts** are more likely to become bequest donors
4. Neither **wealth nor income** are predictors of bequest likelihood
5. Younger donors (age 40-60) are in some respects, prime bequest prospects


Source: Phyllis Freedman, www.plannedgivingblogger.net



Bequest facts and figures




- 8% will include a charitable bequest
- >50% of bequests come from nontaxable estates
- 90% of bequests come from those who die after 70
- 77% - Idea came from donor (5% charity material)
- 47% - Left specific amount
- 51% - In will from 1-5 years
- 9% - Bequest removed
- 75% - Did not notify charity
- 44% - 10% or less of estate




NCPG Study 2000

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Charitable Bequests 2006 - 2018



Charitable Bequests

Inflation adjusted donations, in \$billions.

| | |
|------|---------|
| 2006 | \$25.75 |
| 2007 | \$27.19 |
| 2008 | \$34.39 |
| 2009 | \$21.12 |
| 2010 | \$25.43 |
| 2011 | \$26.53 |
| 2012 | \$25.44 |
| 2013 | \$24.77 |
| 2014 | \$31.16 |
| 2015 | \$31.76 |

Source: Giving USA 2016: The Annual Report on Philanthropy for the Year 2015.

- 2016 bequest total \$30.6 billion
- 2017 bequest total \$35.7 billion
- 2018 bequest total \$38.4 billion
- Assets with built in gain are never taxed

Treasure Coast Hospice

70% revenue from 19 estate

In Fiscal Year 2018 YOUR GENEROSITY of over \$6M transformed the lives of patients and families!

October 1, 2017 – September 30, 2018

GRIEF SUPPORT SERVICES

25 Children and Teens attended Camp Good Grief, a weekend camp for hope and healing available to any child or teen who has experienced a loss.

Crisis Response Team responded to 5 tragedies in schools, businesses and organizations providing 144 children and adults support.




1,608 Professional Grief Counseling sessions provided to children, teens and families affected by or dealing with death.

6,888 Grief Support Interactions through individual and group counseling sessions, newsletters, phone calls, family nights, holiday events and crisis response.

HOSPICE CARE

3,391 Hospice Patients cared for regardless of their ability to pay.

29 Pediatric Patients received hospice care including music therapy from a full-time Music Therapist.



3 In-Patient Units provided 24/7 care to 1,515 hospice patients. For patients that require more intense medical care our in-patient units offer a home-like, serene setting for patients and their loved ones.

127,284 Hospice Care Team Visits from a compassionate team of physicians, nurses, certified nurses aides, social workers and chaplains providing education, guidance and support for medical, psychosocial, spiritual and financial.

THE HARPER FUND

The Harper Fund was started by the Harper Family in memory of Barbara Harper. The fund assists with special needs of hospice patients and their families that are not covered by Medicare or other insurance.

\$7,700 in Housing and Utilities assistance for hospice patients and caregivers.

3 Hospice Patients were reunited with their family members.

\$5,463 provided 825 meals to homebound hospice patients.




Don and Nancy Harper

Did you know? Come with this fund

VOLUNTEER SERVICES

325 Pinning Ceremonies conducted for hospice Veterans by Veteran volunteers.



373 Volunteers provided over 40,000 hours of service including direct patient support, administrative assistance and help in our thrift stores.

9 Treasured Pets Volunteers provided 517 support activities including phone calls, notes, home visits, vet and grooming appointments, dog walking and food deliveries for 326 pets of hospice patients.

Volunteers cared for 75 dogs, 43 cats, 1 bird and 1 goat so 74 patients were able to be with their "best friends" while in hospice care.

FINANCIALS AND COMMUNITY OUTREACH


7,059 Contributions from 5,369 donors totaling \$6M.

501 Businesses provided a total of \$245,206 in support for hospice programs not funded by Medicare or private insurance.

19 Grants provided support for unfunded programs in the amount of \$282,809.

19 Estates provided \$4,171,094 in planned gifts.

14,711 St. Lucie and 6,819 Martin County residents learned more about Treasure Coast Hospice through 122 Community Presentations.




Did you know? Many think that all hospice programs are the same. While all hospices must follow a set of rules and regulations determined by the state, support services may differ. It is important to find one that offers the right care.

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Website survey

■ "What would I find if I wanted to make a bequest of \$100,000 to your hospice?"

■ 22 organizations



■ How do I reach bequest information?

■ Does site list bequest types/options?

■ Is there general or specific bequest wording?

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Website survey




- Professional site?
 - Crescendo -4
 - Stelter -2
- How many legacy societies? – 11
 - No explanation – 4
 - Members listing - 1
- Circle of Life
- Circle of Care
- The 1979 Society
- Sally Werst McKeen Legacy Society
- June B. Harmersam PG Society
- Helen Kassay Society
- Agnes Coburn Legacy Society

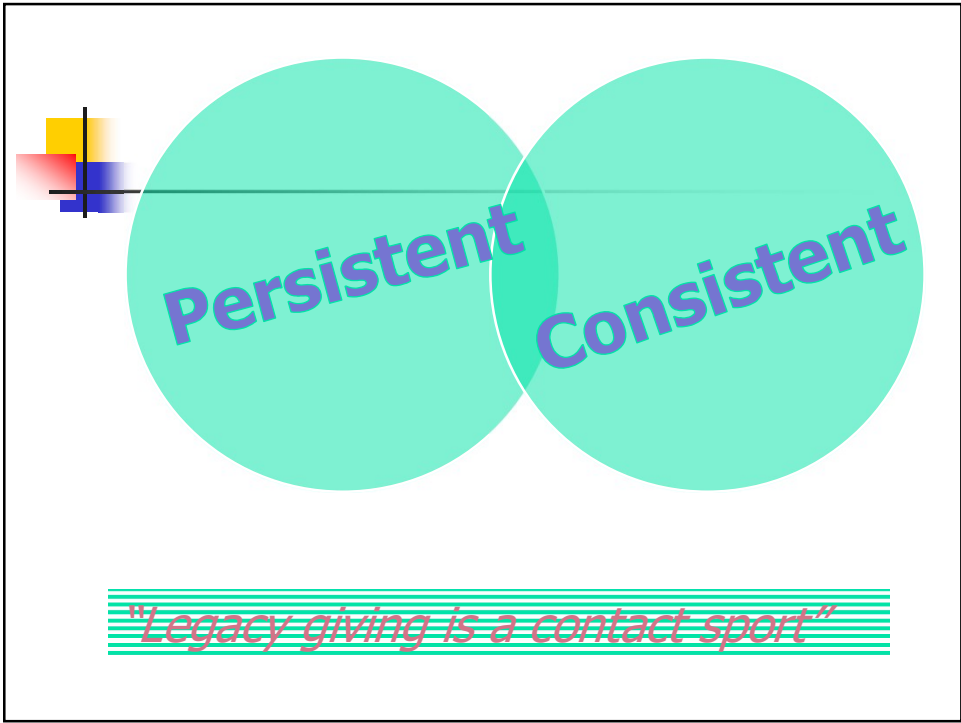
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Website survey



- Harlan & Margaret Swift Legacy Circle
- Gibbons Pathway Society (planned giving)
- Legacy Society -2
- No bequest wording – 13
- No PG info – 3
- Legacy Society brochure download -1




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Rate your estate plan quiz?


- Will or living trust?
+10 points
- Safe place **+5 points**
- Review annually
+5 points
- Do you have sufficient life insurance? Does the life insurance serve the original purpose?
+5 points
- Do you have a living will or health care power of attorney?
+5 points
- Do you have a durable power of attorney
+5 points



Rate your estate plan quiz?


- Do you have a trust or other arrangements to provide for beneficiaries (if any) with special needs?
-5 points
- Have you made arrangements for the orderly transfer of business interests (if any) at death?
-5 points

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Rate your estate plan quiz?


- Net worth – add +5 points if you can estimate within \$20,000 your current net worth.
- Subtract -5 points if you have not determined whether your estate will be affected by state or federal “death taxes.”
- If you have arrangements for worthwhile causes in your estate plans add +2 bonus points.



Traditional VS Planned Giving

| | |
|---|---|
| <ul style="list-style-type: none">■ Tell donor about current needs that are real and urgent■ Donor gives on the basis of a specific ask■ Donor makes immediate gift or pledge | <ul style="list-style-type: none">■ Ask donor what their needs and goals are■ Donors give because of their values■ Donors need time to plan how they will structure their gift and accomplish their personal, financial and estate objectives |
|---|---|

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Traditional VS Planned Giving

| | |
|---|--|
| <ul style="list-style-type: none">■ Donor's gift is from their income■ Approach used involves<ul style="list-style-type: none">■ List of current projects, programs and needs■ Identification of prospect■ Cultivation of prospect■ Ask for gift■ Special events | <ul style="list-style-type: none">■ Donor's gift is from their assets■ Planned gift approach begins with identification of those who already have<ul style="list-style-type: none">■ Ownership■ Gift history■ Leadership or volunteer history |
|---|--|

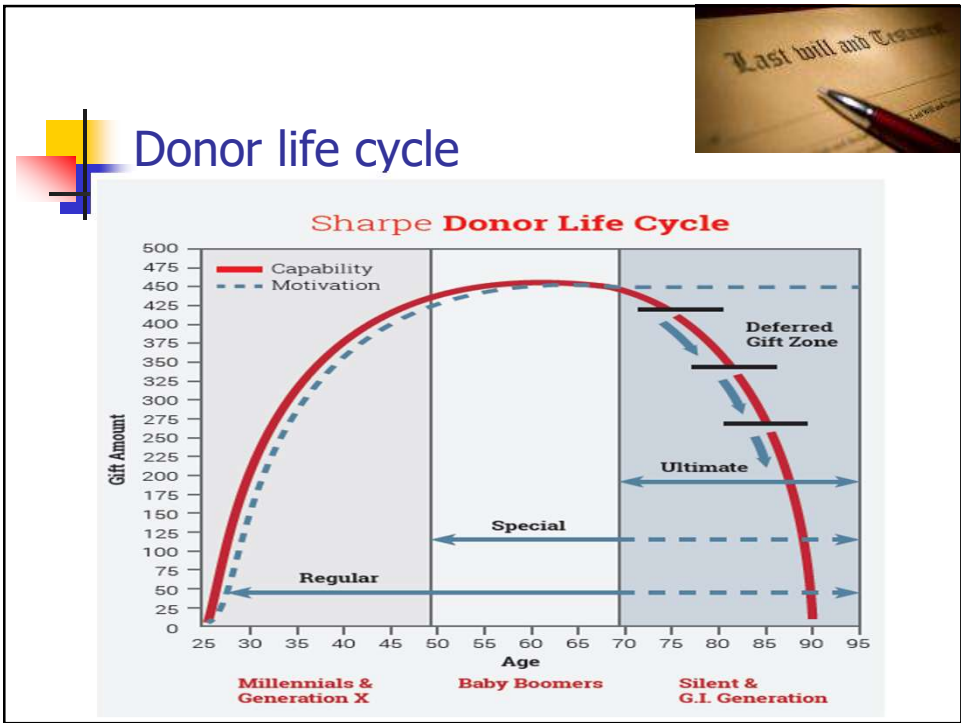
Life cycle giving

25

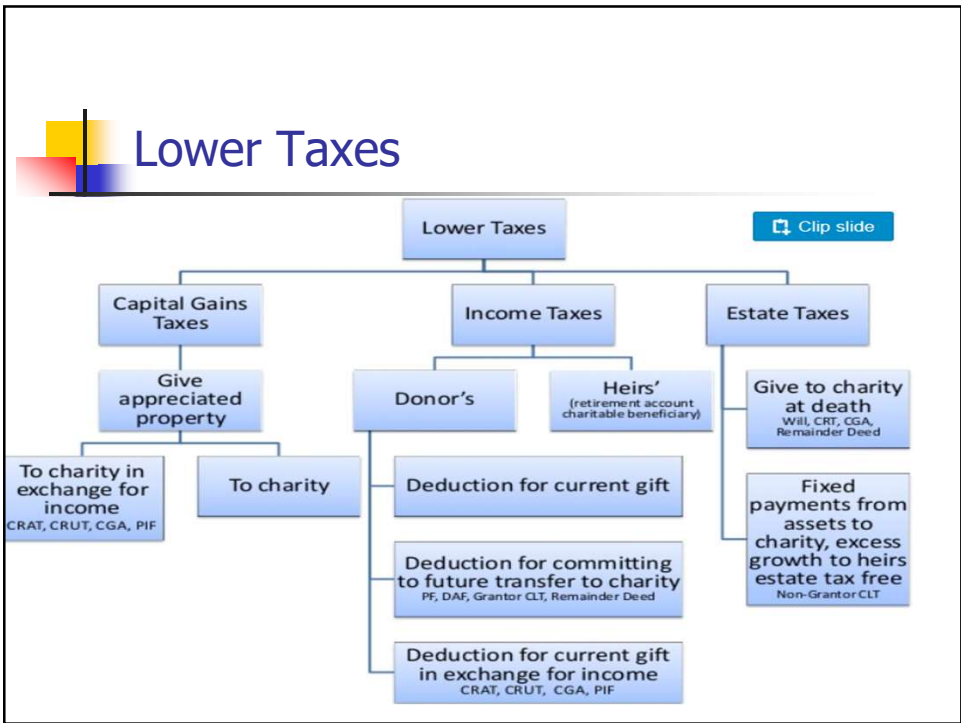
Philanthropy has many faces

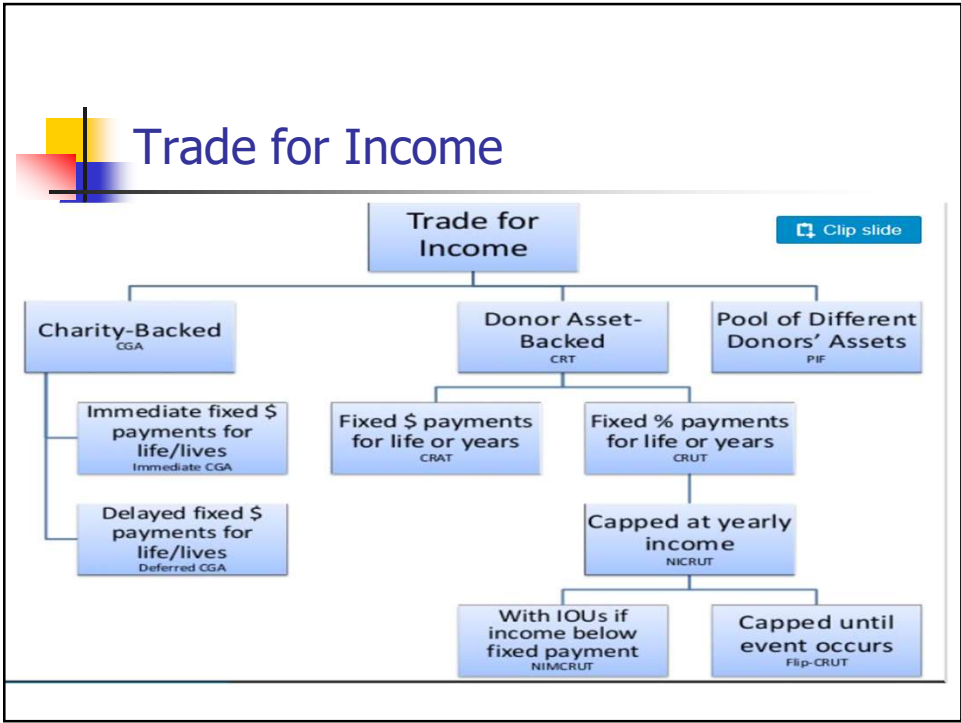
| | | |
|------------------------|------------|--|
| ■ Communitarian | 26% | |
| ■ Devout | 21% | |
| ■ Investors | 15% | |
| ■ Socialites | 11% | |
| ■ Repayers | 10% | |
| ■ Altruists | 9% | |
| ■ Dynasts | 8% | |

Source: Russell Prince study

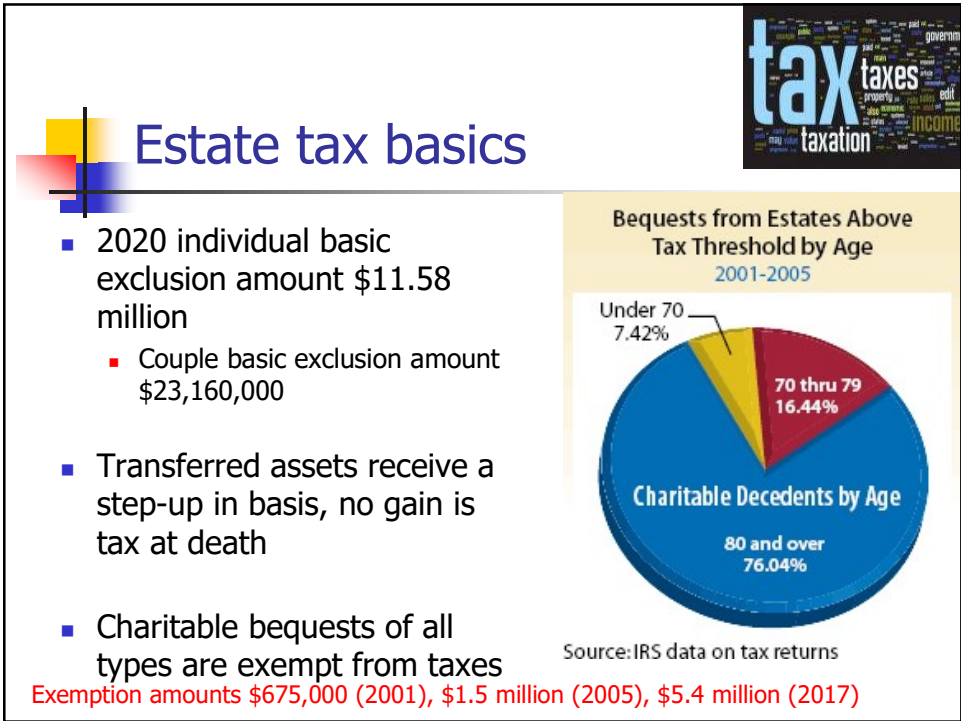


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| Wealth and Age Matrix | | | |
|-----------------------|--|--|--|
| | <50 YOUNGER | 50 70 MIDDLE AGED | >70 OLDER |
| WEALTHY | A1 Gifts of cash Appreciated property Charitable lead trusts Term of years trusts Life income gifts for others | B1 Gifts of cash Appreciated property Charitable lead trusts Term of years trusts Life income gifts for others | C1 Gifts of cash and property Charitable lead trusts Term of years trusts Life income gifts for others Charitable trusts for life Bequests Gift annuities Life insurance beneficiary Retirement plan beneficiary |
| MODERATE MEANS | A2 Gifts of cash | B2 Gifts of cash Appreciated property Term of years trusts Charitable trusts for life Pooled income funds | C2 Gifts of cash and property Bequests Charitable trusts for life Term of years trusts Pooled income funds Gift annuities Life insurance beneficiary Retirement plan beneficiary |
| LIMITED MEANS | A3 Gifts of cash | B3 Gifts of cash | C3 Gifts of cash Bequests Gift annuities Life insurance beneficiary Retirement plan beneficiary |

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| Blended gift strategies | | |
|--|--|--|
| Something Now | Something in Between | Something Later |
| <ul style="list-style-type: none">Maximum current giving\$1,000CashSecurities | <ul style="list-style-type: none">Charitable gift annuity\$50,000 for life incomeFunded with mutual fund | <ul style="list-style-type: none">Will/TrustIRA/Retirement plan beneficiaryLife insurance beneficiaryEstate gift of \$100,000 |



Finding and soliciting prospects



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| YOUR GIFT | YOUR GOAL | HOW IT WORKS | YOUR BENEFITS |
|----------------------------------|---|--|---|
| Bequest | <ul style="list-style-type: none">• Maintain control of your assets during life• Make a gift to charity at your death | You designate our organization as the beneficiary of your asset by will, trust or other instrument. | <ul style="list-style-type: none">• Estate tax charitable deduction• Life use and ownership of your property |
| Charitable Gift Annuity (CGA) | <ul style="list-style-type: none">• Receive fixed income for life• Avoid capital gains tax on the sale of your appreciated property• Enjoy the benefit of tax savings from a charitable deduction | You transfer your cash or appreciated property to our organization in exchange for our promise to pay you fixed income (with rates based on your age) for the rest of your life. | <ul style="list-style-type: none">• Charitable tax deduction• Fixed income for life• Partial bypass of capital gain• Possible tax-free payments |
| Charitable Remainder Trust (CRT) | <ul style="list-style-type: none">• Transfer your appreciated property without paying capital gains tax• Enjoy regular income for life or a term of years• Receive the benefit of tax savings from a charitable deduction | You transfer your cash or appreciated property to fund a charitable trust. The trust sells your property tax-free and provides you with income for life or a term of years. | <ul style="list-style-type: none">• Charitable tax deduction• Income for life or a term of years• Possible income growth over time• Avoidance of capital gains tax |
| Charitable Lead Trust (CLT) | <ul style="list-style-type: none">• Give cash or property to your family in the future• Avoid substantial gift or estate tax | You transfer your cash or property to fund a lead trust that makes a gift to us for a number of years. You receive a charitable deduction for the gift. Your family receives the remainder at substantial tax savings. | <ul style="list-style-type: none">• Gift or estate tax deduction• Asset and appreciation passes to family at a reduced cost |
| Life Estate Reserved | <ul style="list-style-type: none">• Remain in your home for life.• Receive a charitable income tax deduction | You give your property to our organization but retain the right to use the property during your life. | <ul style="list-style-type: none">• Charitable tax deduction• Lifetime use of property |
| Bargain Sale | <ul style="list-style-type: none">• Transfer your property and receive cash or debt relief without paying substantial taxes | We purchase your property for less than fair market value. You receive the cash and a charitable deduction for the difference between the market value and purchase price. | <ul style="list-style-type: none">• Cash from sale• Charitable tax deduction• Partial bypass of capital gain |

Barriers to philanthropic planning



- Your emotional barriers
 - Not wanting to relinquish control
 - Fear of facing death...indecision
 - Fear of what children will think
 - Analysis paralysis

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Factors predicting when charitable plans are added

- 1. Approaching death
- 2. Becoming a widow/widower
- 3. Diagnosed with cancer
- 4. Decline in self-reported health
- 5. Divorce
- 6. Diagnosed with heart problems
- 7. Diagnosed with a stroke
- 8. First grandchild
- 9. Increasing assets
- 10. Increasing charitable giving
- **Source:** American Charitable Bequest Demographics 1992-2012, 26,000 participants

7 out of 10 triggers for
adding charity to estate
plans deals with one's mortality



Factors predicting when charitable plans are dropped

- 1. Decline in self-reported health
- 2. Approaching death (final pre-death survey)
- 3. Becoming a widow/widower
- 4. Divorce
- 5. Diagnosed with cancer
- 6. Diagnosed with heart problems
- 7. Diagnosed with a stroke
- 8. First grandchild
- 9. First child
- 10. Exiting homeownership
- **Source:** American Charitable Bequest Demographics 1992-2012, 26,000 participants

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Lifetime predictors of post-mortem charitable bequests

- 1. % of giving years
- 2. No offspring
- 3. Highest giving
- 4. % years reporting funded trust
- 5. Female
- 6. Last reported wealth
- 7. Not married
- 8. Last reported giving
- 9. Growing wealth
- 10. % of years volunteering
- **Source:** American Charitable Bequest Demographics 1992-2012, 26,000 participants



Indicator grid for building a list of friends to be interviewed

1. **Linkage** – who is the logical connection
2. **Interest** – program or project they are fond of
3. **Age** – logic tells us to work with the oldest first
4. **Signals** – verbal, mail, personal indications of an ownership connection
5. **Values** – personal and family concerns about their health, finances and welfare
6. **Ability** – indicated or hidden net worth, personal social capital



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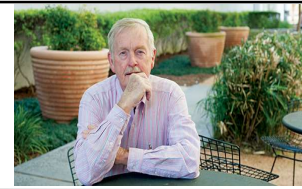


Characteristics of those most likely to make bequests

- Length of giving, 5+ year
- Giving over a long period of time, not every year
- Frequency of giving
- Is an active volunteer
- Few family obligations
- Securely retired
- No heirs
- Been kept informed
- Has been called on regarding Planned Gifts and Bequests
- Sixty-five year of age and over
- Recognized by your organization

Source: Jerold Panas, email

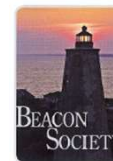
Bequests overcome fears



- Fear of dying too soon
- Fear of living too long
- Fear of losing control
- Fear of economic misfortune
- Fear of mental and/or physical disability
- Fear of taxes consuming assets
- The majority of bequests will come from non-taxable estates in the future

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Bequest & Legacy Society



- Brochure including all donor centric gift options
- Mission
- Asset options
- Revocable gift transfer strategies
- Irrevocable gift transfer strategies
- Response vehicle



Gifts by will, trust or beneficiary designation



- 1. Bequest of **specific \$\$\$\$\$** amount or specific property
 - Example:** \$10,000 to favorite charity **or** my house at 123 Main Street to favorite charity
- 2. Bequest of a **specific percentage** amount of estate assets
 - Example:** 25% of my estate to favorite charity and the balance to my church
- 3. Residuum of **specific amount or percentage**
 - Example:** 25% of estate after specific bequests to friends and family to favorite charity

— Gift & Estate Planning —

Bequests

Bequests are a way to leave a legacy for the succeeding generations – helping others remember what was important to you. Making a bequest to Children's Hospital of The King's Daughters is easy to do and may be made in different forms depending on your circumstances and objectives.


Specific Bequests are bequests in your will of a specific dollar amount or certain property, such as real estate. Specific bequests are paid before all other bequests.

Example: Betty Smith with \$10,000 to Children's Hospital of The King's Daughters.

Example: "I give Children's Hospital of The King's Daughters, a Virginia not-for-profit corporation, Federal Tax ID Number 13-0904121, located in Norfolk, Virginia the sum of \$10,000 for its general use and purposes."

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Gifts by will, trust or beneficiary designation



- 4. Contingent bequests
 - Example:** If my brother does not survive me I give his share to my favorite charity
- 5. Life insurance beneficiary designations
 - Specific amount or percentage
 - New or existing policy
 - Charity owner and beneficiary with donor paying premiums makes the premium deductible

RETIREMENT FUNDS & LIFE INSURANCE

giving makes great sense


Making a Gift You Never Dreamed Possible

There can be special tax and other benefits when you give retirement account assets and life insurance policies.

You may feel that you have more funds to your retirement plan than needed for your future financial security. If that is the case, in addition to the benefits it may be a convenient way to make a charitable gift during your lifetime or at death.

Also, the need for life insurance can change over time. When a life insurance policy is no longer needed for its original purpose, the policy can be an ideal asset to fund a charitable gift larger than anything you might be able to fund during your lifetime.

Naming the Donor Secure



Gifts by will, trust or beneficiary designation

- 6. Retirement plan beneficiary designations
 - Specific amount or percentage
 - IRA, 401(k), 403(b), Roth IRA, Keogh plans
 - Recommended because of possible double taxation
- 7. Pay on death for bank accounts
- 8. Transfer on death for investment accounts

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Hospice Beneficiary

Life and human interest stories are one of the best ways to explain options

THE POWER OF PAPER

3 Easy Ways to Make HPCCR Part of Your Life Story

If you think that the only way you can leave a legacy at Hospice & Palliative Care Charlotte Region is by creating a sizable estate gift that involves extensive professional advice, think again. Sometimes there is a misunderstanding when people hear about estate gifts. Headlines that declare "biggest ever" might come to mind. But most estate gifts are modest in size and often consist of resources many of us have.

One of the easiest ways to make an impact on the lives of our patients and families is to designate HPCCR as a beneficiary of one of your assets, such as a retirement plan account, life insurance policy or bank account. You retain complete control over the assets during your lifetime and can spend the money as you wish. By naming HPCCR as the beneficiary, you simply allow for any leftover funds, or a portion of those funds, to transfer to us after your lifetime.


These are gifts you can easily set up yourself. Here are the three things you need:

1. **A phone.** Call the administrator of your retirement plan, bank account or insurance policy.
2. **A form.** Request a change-of-beneficiary form.
3. **A pen.** Fill out the form and return it to the administrator.


Contact us to learn more about supporting compassionate hospice care with your retirement plan assets, life insurance policy or bank account.

FLEXIBLE WAYS TO GIVE

Return the enclosed survey to request our FREE guide **4 Simple Gifts That Deliver Big Results** and learn about simple but powerful gift options that won't cost you anything today.




Ithaca, NY
<https://www.hospicare.org/donate/planned-giving/>




- How do I remember Hospicare in my will?
- You can either make a new will or modify an existing will by adding a codicil. Another option is to include Hospicare in your revocable trust. The amount of the bequest is deductible from the taxable portion of your estate. Here is sample language you may use:
- "I hereby give, devise, and bequeath to Hospicare and Palliative Care Services of Tompkins County, Inc., a nonprofit corporation in Ithaca, New York, for the general purposes of the organization [number of dollars]/[all of the rest, residue, and remainder of my estate]."

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Haven Hospice
beneficiary download language

- <http://futurefocus.net/Haven/scenario1.htm>
- For information, please visit our living trust page. Look at examples of bequest language for more information. Also, please download our PDF brochures, **Haven Hospice Bequest Arrangements** (some suggestions on how bequests can be structured), **Charitable Endowment Insurance Policy** (our PDF regarding notification for insurance policies and instructions for the use of the proceeds), and **Haven Bequest Letter to Attorney** (a sample letter to send to your attorney to add Haven as a beneficiary to your estate documents). There is also some additional information available about the benefits of utilizing a charitable bequest and how bequests enable you to keep control of your assets. Also, bequests are often used to build an endowment, a fund that provides a legacy for you and provides for the future of Haven. **Codicils** are a simple and easy way to make changes to an existing will.



Haven Hospice

beneficiary download language



Bequest Arrangements for Haven

The easiest and most common way for you to make a gift to the North Central Florida Hospice doing business as (d/b/a) Haven is through a bequest in your will or revocable trust. The law encourages charitable bequests, so it is an excellent way to support our programs while reducing your actual or potential estate taxes.

A will is a statement about what matters most in your life. By making a will you can clearly express your intentions. Your executor will follow your wishes in administering your estate.

After providing for family and friends, consider a meaningful gift to Haven to continue your lifetime of support. Bequest gifts can take many forms such as a specific gift amount, a specific gift type, a percentage of the estate, a percentage of the residue of an estate, or the entire residue considering all other provisions of your will. Or a bequest can be contingent, which is taking effect only after other provisions cannot be satisfied.

Specific Bequest
Probably the most popular type of bequest, the donor designates Haven to receive a specific dollar amount or a specific piece of property. As with any charitable bequest, the estate receives a charitable estate tax deduction for the full amount of the bequest.

Example: John Doe wills \$10,000 to the Haven.

Sample language: "I give to the North Central Florida Hospice DBA Haven, a Florida not-for-profit corporation, federal tax ID Number 59-2490893, with corporate offices located at 4200 NW 90th Boulevard, Gainesville, FL 32606, Florida the sum of \$10,000 for its general uses and purposes."

Percentage Bequest
The donor gives Haven a percentage of the estate.

Example: Jane Smith leaves 25 percent of her estate to the Haven and the balance (75 percent) is divided between her brother and sister.

Sample language: "I give to the North Central Florida Hospice DBA Haven, a Florida not-for-profit corporation, federal tax ID Number 59-2490893, with corporate offices located at 4200 NW 90th Boulevard, Gainesville, FL 32606, Florida, twenty-five percent (25%) of my estate for its general uses and purposes with the balance divided equally between my brother Sam Smith of ABC Hometown and my sister Mary Jane Smith of ABC Hometown."

Percentage of the Estate Residue
After making specific bequests to family and friends, the donor's estate is divided among others or charities, which may include the Haven.

Example: Mary Kay Jones leaves \$200,000 of her estate to several friends and family members and instructs her executor to distribute the remainder of her estate 50 percent to the Haven and 50 percent to her church.

Sample language: "All the rest, residue and remainder of my estate, of what so ever kind and where so ever situate, shall be distributed as follows: fifty (50%) percent to the North Central Florida Hospice DBA Haven, a Florida not-for-profit corporation, federal tax ID Number 59-2490893, with corporate offices located at 4200 NW 90th Boulevard, Gainesville, FL 32606, Florida, for its general uses and purposes and fifty (50%) to my local church."

Residue of the Estate
The donor, after providing several specific bequests to family and friends, leaves 100 percent of the residue to Haven.

Example: Bob Adams leaves his nieces and nephews \$200,000 in several specific bequests and instructs his executor to distribute the balance of his estate to Haven to establish a memorial in his family's name.

Sample language: "All the rest, residue and remainder of my estate, of what so ever kind and where so ever situate, shall be distributed to the North Central Florida Hospice DBA Haven, a Florida not-for-profit corporation, federal tax ID Number 59-2490893, with corporate offices located at 4200 NW 90th Boulevard, Gainesville, FL 32606, Florida, to be deposited into its general endowment fund as a memorial for the deceased members of the Adams Family."


Contingent Bequest
This type of bequest takes effect only if all other conditions fail. This will insure the property will pass to Haven rather than unintended beneficiaries.

Example: If Janet Green's brother dies before her, Janet leaves his bequest to the Haven.

Sample language: "I give to my brother Joseph Green, of ABC Hometown the sum of \$25,000 and if my brother Joseph Green is not living at the time of my death I direct the amount due him be paid to the North Central Florida Hospice DBA Haven, a Florida not-for-profit corporation, federal tax ID Number 59-2490893, with corporate offices located at 4200 NW 90th Boulevard, Gainesville, FL 32606, Florida for its general uses and purposes."


Bequest of Retirement Plan Assets
All retirement plan programs, (IRA's, Keogh's, 403(b) plans, pension and profit sharing plans require a primary beneficiary be named when the plan is established. This beneficiary can be changed at any time and may include a charity. Therefore, you might consider naming the North Central Florida Hospice DBA Haven as a beneficiary of all or a portion of your retirement plan assets."

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Haven Hospice

beneficiary download language



Haven Bequest

Letter to Attorney

TO: _____

FROM: _____

RE: REQUEST TO REVIEW AND MODIFY MY WILL:

I ask you, as my legal counsel, to assist me in reviewing my Will to include a provision for the benefit of North Central Florida Hospice, Inc. d/b/a Haven, located at 4200 NW 90th Boulevard, Gainesville, Florida 32606, this provision being in consideration of my interest in ensuring the future of Haven, a 501(c)(3) charitable organization.

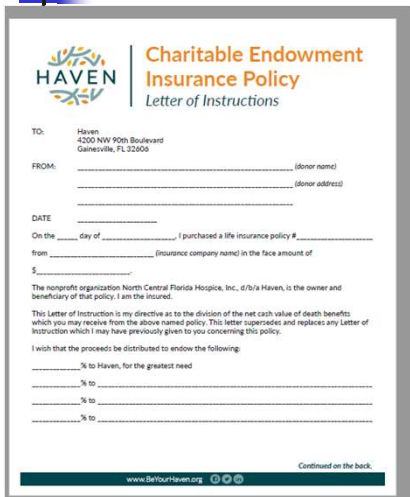
I ask you to review my Will and Estate Plan and to work with me to include in my Will a provision of the type hereinafter indicated (subject to your opinion as to the most advantageous way for me to provide a benefit for Haven).

- Unconditional Bequest of _____ percent of my Residuary Estate.
- Unconditional Bequest of the following Property: _____
- Unconditional Cash bequest in the amount of \$ _____
- Unconditional Bequest of my entire Residuary Estate
- Bequest of the type above indicated to establish the _____

Endowment Fund to benefit the following purpose: _____

Continued on the back.

Haven Hospice beneficiary download language



HAVEN Charitable Endowment Insurance Policy
Letter of Instructions

TO: Haven
4200 NW 90th Boulevard
Gainesville, FL 32609

FROM: _____ (donor name)
_____ (donor address)

DATE: _____

On the _____ day of _____, I purchased a life insurance policy # _____
from _____ (insurance company name) in the face amount of \$ _____.

The nonprofit organization North Central Florida Hospice, Inc., d/b/a Haven, is the owner and beneficiary of that policy. I am the insured.

This Letter of Instruction is my directive as to the division of the net cash value of death benefits which you may receive from the above named policy. This letter supersedes and replaces any Letter of Instruction which I may have previously given to you concerning this policy.

I wish that the proceeds be distributed to endow the following:

_____ % to Haven, for the greatest need

_____ % to _____

_____ % to _____

_____ % to _____

Continued on the back.

www.BethounHaven.org

Planned Giving

Codicils

The following is an example of a codicil to an existing living trust or will that enables you to include a charitable bequest. Please Note - this is an example only. Please consult with your attorney.

This is a codicil to my living trust or will dated, _____

I give and bequeath the sum of \$ _____

[or] the following described property _____

[or] _____ % of my estate

[or] the residue of my estate

to North Central Florida Hospice Inc d/b/a Haven Hospice. In all other respects I confirm my said living trust or will.

Signed: _____

Witnessed By: _____

Dated: _____

Options for specifying the purpose of the gift:

☐ Where the need is greatest:

☐ Designated for (fund, program, equipment, building, etc.) _____

Return to [Legacy Giving/Forms page](#) or to [Bequests](#).

We would like to help make certain your intentions are executed accordingly. For more information about the importance of having a will, please email or call the Vice President of Development, Sharon A. Jones, at 352-379-6222. We are happy to answer questions and offer suggestions confidentially based on your personal circumstances.

Please note, individual financial circumstances will vary. The information on this site does not constitute legal or tax advice, either in whole or in part. Donor stories and photographs are for purposes of illustration only. As with all law and estate planning, please consult your attorney or estate specialist. All material is copyrighted and is for viewing purposes only. Use of this site signifies your agreement with the terms of use. The content on this Gift Planning section has been developed for Haven Hospice by Bethoun Jones. Please report any problems to [bethoun@haven.org](#).

LEGACY GIVING HOME

LEGACY GIVING OPTIONS

CONTACT LEGACY GIVING

FAQS

BUDGETARY

SECTION SITE MAP


FOR ADVISORS

NEWS AND INFORMATION

DOWNLOAD BROCHURES

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Gifts by will, trust or beneficiary designation



- 9. Provide an income & property to a spouse, children, grandchildren, or others and then provide a gift to charity
 - Testamentary gift annuity
 - Testamentary Unitrust or Annuity Trust
- 10. Disclaimer
- 11. Testamentary gift that provides an income to your charitable interests for awhile and then provide the property to your children, grandchildren or others
 - Testamentary Charitable Lead Trust



FreeWill.com

-a new software offering may be one of the most advanced concepts to effect the planned gift field in the last decade.
- FreeWill makes it easy for charities to encourage donors and non-donors to care for the people and causes they love by creating valid bequests.

A gift for you and your future

Create or update your will today –
fast and 100% free

Get started now



Forbes

AARP

The New York Times

GOOD HOUSEKEEPING

marie claire

yahoo! finance

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Recognition and Stewardship

- Create a legacy society
- Recognize all past and current deferred givers
- Recognize in printed materials and web
- Host annual event
- Invite to ongoing educational activities

Legacy Giving

First Dr. F. H. McLeod Legacy Society Dinner and Reception

At the annual Dr. F. H. McLeod Legacy Society Reception and Dinner held in January 2016, the following new members were honored and welcomed: Buzz and Rae Rogers, Audrey Gilbert (who was joined by her godson, Gino Eaddy) and Boone and Robin Aiken.



2016 See Larger Image

In January, 2015, the McLeod Legacy Society again welcomed new members who had joined during the previous year. Pictured are Mr. and Mrs. Asa Godbold, Dr. Armit and Dr. Meenakshi Pandey, Dr. Sarawadee S. Sitt, and Dr. Orachun Sitt. Not pictured are Mr. and Mrs. John G. Smith, Jr.



2015 (see larger image)

Marketing matrix for a successful
planned gift effort

| Marketing Matrix | Newsletter | Events | Ads | Special Pubs. | Web | Visits |
|-----------------------|------------|--------|-----|---------------|-----|--------|
| Seek leads | Yes | Yes | Yes | No | Yes | No |
| Qualify prospects | No | No | No | No | No | Yes |
| Build base of support | Yes | No | Yes | No | Yes | Yes |
| Donor relationships | No | Yes | No | Yes | No | Yes |
| Close gifts | No | No | No | No | No | Yes |

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Simple marketing
opportunities



- 1. Consider a bequest campaign to increase you living endowment
- 2. Put - "Remember XXXXXX in your will or living trust and estate plan" on your letterhead.
- 3. Put - Bequest wording examples on your web site. Be sure to include your exact name and tax exempt number in wording.
 - Revise if you change your name or merge

Simple marketing opportunities



- 4. Print – Sample bequest wording flyer and send it to all attorneys and professional advisors in your area (see Haven Hospice material)
- 5. Write – Separate articles on each type of bequest options
- 6. Write – Stories on bequests received

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Simple marketing opportunities



- 7. Stuff – Bequest options and gift annuity (Word) flyer in gift thank you notes or receipts
- 8. Place – Bequest society brochures in a convenient place next to recognition plaques or on a brochure takeaway table
- 9. Web site – Put current Bequest Society brochure as a downloadable file

Simple marketing opportunities

10. Web site - Put downloadable file of bequest flyer developed for professional advisors

Add a codicil example in print format

11. Web site - Put current list of bequest society members on your web site

Alternative is a PDF download file of current and deceased members

Add pictures of current members being inducted to society at your recognition event

MARKETING STRATEGY

WEBSITE DESIGN, MARKETING, CONTENT, SETTING UP FOLLOW-UP, TRAFFIC BUILDING, CONVERSION ANALYSIS, DEFINITION PHASES, SOCIAL MEDIA

Daphne and Dr. Joel Heffler

A Callijng to Care
Click here for more

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Dr. F. H. McLeod Legacy Society

Legacy Giving Section Sitemap

Professional Advisory Council

News and Information

Order eBrochures

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Apply for Scholarships

Stories and News

Foundation Publications

Photo Gallery

Contact Us

Donate Now

Home > MRMC > McLeod Foundation > Ways to Give

Legacy Giving

Bequests and Other Legacy Gift Options

Welcome to the Gift and Legacy Planning section of the McLeod Foundation web site!

Recent News! Congress has passed a new law extending the IRA charitable rollover. For more information, click here.

Thoughtful estate planning allows an individual to take care of themselves, their loved ones and the causes that were important to them during their lifetime.

With a little planning, today's generous donors, like you, can continue to make a difference beyond their own lifetime.

If you have already included McLeod Health Foundation in your estate plans, please let us know by contacting us or filling out our estate intention form. We would like to assist you in making certain your intentions will be properly carried out and offer you a membership in the Dr. F. H. McLeod Legacy Society. If appropriate, here is a link to the Legacy Society Membership form.

We hope that you will take advantage of the many resources available to you and will call on us (see contact page) with any questions or concerns.

Legacy Gift Options

The following pages will offer ideas as to how you can be a partner in shaping and developing the future of McLeod Health through your gifts and support of McLeod Health Foundation.

There are a lot of factors to consider. If you are not familiar with the concepts and strategies of charitable gift planning, you might want to take a moment to consider some of the factors in planning for the future.

And check out our chart briefly describing some of the charitable means that are available to you - see How Can I...

Wills and Bequests

Charitable Gift Annuities

Deferred Gift Annuities

Gifts of Appreciated Stock

Charitable Remainder Trusts

Gifts of Life Insurance

Daphne and Dr. Joel Heffler

A Callijng to Care
Click here for more

Giving Makes Her Feel Good

Click here for more

James E. Connell & Associates

Charitable Estate and Gift Planning Specialists

Box 3335, Pinehurst, North Carolina 28374

Phone 910-295-6800 Fax 910-295-6866

"Building Endowments for American Charities"

Page 30

Simple marketing opportunities



- 12. Web site – Construct a mission video for your main page or development page which links to your support/ bequest /planned giving pages
- 13. Social media – Place a bequest story on your social media page
- 14. Social media - Construct an estate planning quiz that drives inquiries to your web site

Keep in contact with your bequest donors

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Web site providers

- Crescendo Interactive
www.crescendointeractive.com
 - Various costs estimate \$5,000
- Future Focus
www.futurefocus.net
 - Set up \$500, Annual \$799, plus optional calculator
- Sharpe Group
www.sharpenet.com
 - Various costs estimate \$5,000, includes calculator
- Stelter Group
www.stelter.com
 - Various plans estimate \$2,000 - \$5,000
- Virtual Giving
www.virtualgiving.com
 - Various plans estimate \$2,000 - \$5,000





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A presentation slide with a white background. At the top, the title "Avow Hospice – Community seminar" is written in blue. To the left of the title is a small graphic of overlapping yellow, red, and blue squares. Below the title is a blue banner with the text "IRAs: Estate and Year-End Planning". Underneath the banner are four headshots of the panelists. Below each headshot is their name and title. At the bottom of the banner area is the text "Moderator: Betsy Keteltas, CFRE - Avow Foundation". Below the banner is the Avow Foundation logo, which consists of a stylized sunburst icon and the text "Foundation Avow" with the tagline "Changing moments, changing lives." below it. At the bottom of the slide is a paragraph of text providing details about the seminar.

James E. Connell & Associates
Charitable Estate and Gift Planning Specialists
Box 3335, Pinehurst, North Carolina 28374
Phone 910-295-6800 Fax 910-295-6866
“Building Endowments for American Charities”

Recognize the role of financial
professions in developing bequests



Weinig Estate Gift Will Help Seriously Ill in Southwest Florida

Avow Foundation, Inc. announces it has received a gift of \$795,000 from the Nancy L. Weinig estate. The gift will be used to help seriously ill community residents who can benefit from hospice care. According to Mrs. Weinig's estate planning lawyer, Bradley G. Rigor of Quarles and Brady, LLP, "Ms. Weinig was deeply touched by the loving care her close friends and family received through Avow's hospice care services, and wanted to help Avow continue its wonderful work." Avow was [...]

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