



DIVIDENDS

YOUR GUIDE TO CHARITABLE GIFT PLANNING



The University of Wisconsin Foundation engages those who care about the university; provides opportunities to enhance its teaching, research, and outreach programs; and guarantees ethical stewardship of the gifts received.



LEVERAGING MATCHING GIFTS

JAY AND KATIE SEKELSKY USE MATCHES TO MAXIMIZE THEIR GIFTS' IMPACT.

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Jay '81 and Katie Sekelsky '81 believe in the UW and its mission. "Education is a game-changer," Jay says. "It was for me. Which is why we believe so strongly in giving back to the University of Wisconsin–Madison. And we are truly grateful to be in a position to do so."

When they make a gift, they want to make the biggest impact possible. And so matching funds appeal to them. Over the past five years or so, they have set up several endowed funds on campus while taking advantage of matching programs. They intend to further supplement those endowments through their planned giving.

The Sekelskys are leveraging both the Chancellor's Scholarship Program Match and, through their estate plan, the Patterson Match — funded by Susan '79 and James Patterson — to double the impact of their giving. Both plans support scholarships for UW–Madison students.

Jay and Katie both grew up in Superior, Wisconsin, and the UW was instrumental in shaping their career paths: Katie as a neonatal intensive care nurse and Jay in finance and investments.

“We both grew up in very big but humble families,” Katie says. “I knew that I wanted to be a nurse, so I decided on Madison as a nursing school — and I loved it here. I never wanted to go back. We both graduated in 1981 and started our careers right here in Madison.”

ated: the School of Nursing and the Wisconsin School of Business.

When the Sekelskys heard about the Patterson Match for planned gifts, they were intrigued. They had been considering their estate and thought this offered another chance to make the most impact.

“Giving now, as well as through our estate, is just a way for us to pay it forward. We are extremely grateful for the opportunities we’ve had. So why not give others the same opportunity by helping to fund their educational futures?”

— Jay ’81 and Katie Sekelsky ’81

This launched them into long careers, with Katie working at Madison General — now Meriter Hospital — and Jay working as a financial analyst at Madison Gas and Electric. When Jay finished his MBA in 1987, he took a job with the investment firm Wellington Management Company in Boston; but they returned to Madison in 1990. As their careers advanced and their family grew, their connection to the UW only became stronger. All three of their children earned UW degrees; Jay has been on the board for the Wisconsin Foundation and Alumni Association, and he sits on the advisory boards for the Applied Securities Analysis Program in the Wisconsin School of Business, the Center for Professional and Executive Development, and the UW’s American Family Children’s Hospital — and Katie is on the board of advisers for the Carbone Cancer Center.

And over the years, they’ve given support to the university — particularly to the programs from which they gradu-

ated: the School of Nursing and the Wisconsin School of Business. When the Sekelskys heard about the Patterson Match for planned gifts, they were intrigued. They had been considering their estate and thought this offered another chance to make the most impact. “We know we want to give back, but the challenge is trying to decide when to give back. Do we do so in our lifetime so we can see the impact, or do we wait and give through our estate?” says Jay. “With matching gifts, we had the best of both worlds. We could make gifts today to establish funds in the areas on campus that are the most important to us and then add to them through careful estate planning. The various matching opportunities just made those decisions so much easier.”

Describing the match as a “half-off sale,” Jay says that he and Katie were impressed by the opportunity to double the effect of their gift while carefully planning their estate. They designated funds to the Chancellor’s Scholarship Program, which helps UW students from underrepresented groups. Dollars from the Chancellor’s Scholarship Program matching fund then doubled the size of their gift, and funds from the Patterson Match increased it further and are now available for immediate use.

They have also taken advantage of matching funds to establish a professorship in the School of Nursing and a named fund for pediatric cancer research in a joint venture of the Carbone Cancer Center and American Family Children’s Hospital. Their estate plan will further supplement these endowments as well as the Chancellor’s Scholarship Program and the Applied Securities Analysis Program in the School of Business.

“Giving now, as well as through our estate, is just a way for us to pay it forward,” says Jay. “We are extremely grateful for the opportunities we’ve had. So why not give others the same opportunity by helping to fund their educational futures?”

To learn more about the Patterson Match, email jennifer.mcfarland@supportuw.org. To learn about the Chancellor’s Scholarship Program match, email trent.jackson@supportuw.org.



A spirited banner outside Bascom Hall (Photo: Andy Manis)

IS YOUR ESTATE PLAN UP TO DATE? 11 EASY QUESTIONS TO FIND OUT

Mark Twain, in parody of the proverbs of Ben Franklin, once wrote, “Never put off till tomorrow what you can do the day after tomorrow just as well.” Unfortunately, when it comes to estate planning many people tend to adhere more to Twain’s parody than to the real adage: “Never put off till tomorrow what you can do today.”

The sad reality about procrastination is that eventually there isn’t going to be a day after tomorrow — and the absence of an up-to-date estate plan could lead to some unhappy heirs. There truly is no time like the present when it comes to reviewing (or creating) your estate plan.

START YOUR REVIEW BY ANSWERING OUR LIST OF QUESTIONS

The following checklist of 11 easy questions will help you determine what needs to be done. If you are able to answer “yes” to all of these questions, you are to be congratulated for having a complete estate plan. Any “no” answers should constitute your estate-planning agenda.

For instance, some people think that once a will is written that it is good forever. But you may need to update your will if your marital status has changed, if you have moved to another state, if the size of your estate has increased or decreased significantly, if children or grandchildren have been welcomed into your family, or if the person named as your executor may be unable to serve.

In order to understand estate-planning issues and to be better prepared for meetings with the legal and financial advisors who will be assisting you with your estate plan, please return the attached reply card to receive a complimentary copy of *Planning for Your Future: A Personal Estate-Planning Course*.

WILL YOUR FAMILY MEMBERS PAY TAX ON THEIR INHERITANCES?

If any federal estate tax is due, it will be paid from the estate of the person who has died. The tax would diminish what is

available for heirs, but they would have no personal responsibility for it. In addition, an heir pays no income tax on inheritances of cash, securities, real estate, tangible personal property — such as automobiles and artworks — and certain other property. Moreover, an inheritor who sells any of these assets will be taxed only on capital gain that accrues after the death of the person who gave the property.

However, an inheritor does pay income tax on gain in certain items that if disposed of by the decedent would have been taxed as ordinary income. For example, if an individual is named as beneficiary of remaining assets in a regular IRA that was funded by pre-tax dollars, every dollar received will be subject to income tax. The same would be true of gain in U.S. savings bonds or of gain in a commercial annuity.

Gain in these assets is not taxed if a charity is named as beneficiary. Thus, if you want to make a charitable gift to the UW and provide for heirs, it is generally preferable to make us beneficiary of assets that would be taxable to your heirs and to give your heirs other property that would not be subject to income tax.

HONOR A LOVED ONE WITH A TRIBUTE GIFT AND JOIN THE WISCONSIN LEGACY SOCIETY



“Our donors find it rewarding to make gifts in their loved ones’ names.”
— Jennifer McFarland MA’96, Associate Vice President and Managing Director

Tribute gifts have become particularly popular in recent years as donors seek ways to honor their loved ones. You can endow a named fund with the University of Wisconsin Foundation that stands in permanent tribute to a parent, spouse, or other beloved family member. The fund can be in your own name as well. You can designate the named fund to support a particular department or program.

Please contact us for more information about tribute gifts with the University of Wisconsin Foundation or visit supportuw.org/legacy.



A UW–Madison crest banner flutters in the wind on Bascom Hill. (Photo: Jeff Miller, University Communications)

STAY IN TOUCH WITH US!

The University of Wisconsin–Madison wants to stay in touch with you. As the primary manager of the university’s alumni and friends database, the UW Foundation continually seeks up-to-date contact information. You can update your information online by visiting badgerbridge.com. Updating your information will help us to maintain accurate records, which we share selectively with the Wisconsin Alumni Association® and other campus departments and programs with which you may be involved as a graduate, volunteer, faculty member, or donor.

IS YOUR ESTATE PLAN COMPLETE?

1	Do you have a will?	<input type="checkbox"/> YES	<input type="checkbox"/> NO
2	If so, is it current?	<input type="checkbox"/> YES	<input type="checkbox"/> NO
3	Have you executed a durable power of attorney to provide for management of your affairs if you are incapacitated?	<input type="checkbox"/> YES	<input type="checkbox"/> NO
4	Have you made a list of personal property items and who is to receive each?	<input type="checkbox"/> YES	<input type="checkbox"/> NO
5	Have you compiled information about assets, bank accounts, deeds, insurance policies, financial advisors, etc., and told the person(s) responsible for administering your estate where the information is located?	<input type="checkbox"/> YES	<input type="checkbox"/> NO
6	Have you provided for guardianship of any minor children or disabled adult children?	<input type="checkbox"/> YES	<input type="checkbox"/> NO
7	Have you reviewed beneficiary designations of life insurance policies and retirement accounts to make sure they reflect your current wishes?	<input type="checkbox"/> YES	<input type="checkbox"/> NO
8	Have you executed a living will setting forth your wishes about medical treatment?	<input type="checkbox"/> YES	<input type="checkbox"/> NO
9	Have you estimated taxes and other expenses that might be due at the end of your life, taken steps to minimize taxes, and arranged for your estate to have sufficient liquidity?	<input type="checkbox"/> YES	<input type="checkbox"/> NO
10	Have you developed a retirement plan in consultation with a financial advisor to ensure the quality of life you want when you quit working?	<input type="checkbox"/> YES	<input type="checkbox"/> NO
11	Have you included in your estate plan a legacy gift for the university and other charitable organizations that have been important in your life?	<input type="checkbox"/> YES	<input type="checkbox"/> NO



A tree blooms beneath Carillon Tower at UW-Madison (Photo: Jeff Miller, University Communications).

EVERY WOMAN NEEDS A WILL

If you are like most American women, you have assets, you have loved ones, and you have causes that you care about. And that leads to an inescapable conclusion: You need a will.

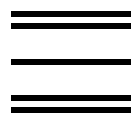
A will is the primary document that ensures that your wishes are fulfilled and that the wealth you have worked so hard to accumulate is distributed to the loved ones and charities such as the University of Wisconsin Foundation that you have selected. While this is true for everyone, it is especially relevant for women:

MARY ANN WEST ('72 BA L&S, '75 MBA BUS)



“Doing something a little bigger in my will just made sense for me. It’s a way I can ensure that other women in the future have the same opportunities I did.”

- **Your assets:** Women now control more than half the wealth in the United States, and the percentage is expected to steadily rise over the next several decades. In your will you will name an executor to collect, manage, and distribute your estate’s assets.
- **Your loved ones:** Women tend to be the primary custodians and caregivers of minor children and infirm parents and may choose to include extended family, friends, and other loved ones in their estate plans. In your will you can specifically decide who is to receive what.
- **Your causes:** More women than men give to charity, including through their estates. In your will you will name your favorite charities and the exact gift for each.



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OFFICE OF GIFT PLANNING
1848 UNIVERSITY AVE
MADISON WI 53726-4090



FOR MORE INFORMATION

Call us at **608-263-4545** to find out how a gift to the UW Foundation will further the university's mission.

Email us at **uwf@supportuw.org**. We are happy to answer any questions you might have or send you more information.

Visit **supportuw.org/gift-planning** to learn more.

Or contact:

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TO MAIL: FOLD, TAPE, AND APPLY FIRST-CLASS POSTAGE STAMP.



Photo: Jeff Miller, University Communications

**REQUEST YOUR COMPLIMENTARY
PLANNING FOR YOUR FUTURE:
A PERSONAL ESTATE-PLANNING COURSE**

1. Return this attached card
2. Online at supportuw.giftplans.org/estateplanning
3. Call 608-263-4545



Did you know that sharing your estate gift intentions can also count as a gift to the university's campaign? Whether your plan is a gift through a will or trust, or naming the University of Wisconsin Foundation as a beneficiary of a retirement plan or life insurance policy, contact us so that we can celebrate your important future support today!

ALLWAYSFORWARD.ORG

**RETURN THIS CARD FOR OUR
COMPLIMENTARY ESTATE-PLANNING COURSE**

Please complete the checklist and provide your contact information below. To mail: detach card, fold, tape, and apply a First-Class postage stamp.

- Please send me a complimentary copy of *Planning for Your Future: A Personal Estate-Planning Course*.
 - I have included the university in my estate plan and have not previously notified you.
 - I am considering including the university in my estate plan. Please contact me to discuss options.
 - I would like more information on the following types of gifts:
 - Real estate
 - Securities
 - Gift annuities
 - Other _____
 - Gifts from an estate
 - Pooled income funds
 - Charitable trusts
- _____

PLEASE PROVIDE YOUR CONTACT INFORMATION

Name _____

Address _____

City _____

State _____ Zip _____

Telephone (____) _____

Email _____



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LEAVE A LASTING LEGACY. JOIN THE WISCONSIN LEGACY SOCIETY TODAY!

By including us in your estate plan, you qualify for membership.

- Receive a certificate of membership.
- Receive a special Wisconsin Legacy Society picture frame.
- Receive special invitations to UW-Madison alumni events.

CONTACT THE OFFICE OF GIFT PLANNING

To learn how you can join the growing community of alumni and friends who have created a legacy for the future of our great university, call **608-263-4545** or visit supportuw.org/legacy