



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.



Photo courtesy of Kramer Endres

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LEADING BY EXAMPLE

When he was just 25 years old, Kramer Endres '17 became the youngest donor to pledge an estate gift to the UW Foundation. Now 26 and generous beyond his years, Enders forged a connection with the UW even before he became a Badger. He grew up on Lake Wisconsin and was diagnosed early in his life with spastic quadriplegic cerebral palsy, undergoing many surgeries and procedures at the UW Hospital and Clinics. Despite his physical challenges, Endres was not deterred from his long-term goals.

"As a young kid, I always liked being able to try new things and become more independent," Endres shares. "My family and close friends were very supportive and encouraged me."

A childhood love of math and science led him to pursue a degree in actuarial science at the Wisconsin School of Business. Maneuvering through college can be challenging on its own, but when one's main source of mobility is a power wheelchair, campus resources become even more vital. Still, Endres remains deeply grateful for all of the opportunities he had as a UW student, including getting involved with student organizations like Advocates for Diverse Abilities, going to Adapted Fitness classes, or seeking accommodations from the McBurney Disability Resource Center. Those experiences led him to commit to a \$25,000 bequest, one that he hopes will grow much larger with time, in support of the McBurney Disability Resource Center.

“It’s important to me and my family to have a strong financial core, and a big part of that is giving back.”

– Kramer Endres

“I was fortunate to receive several scholarships and grants,” Endres says. “They were instrumental in helping me through school. At the heart of many of these scholarships was the McBurney Center.”

The McBurney Center opened in 1977 with a focused mission to “lead the campus forward in access for students with disabilities.” It was a transformative resource for Endres during his time at the UW, simplifying his transition from high school and setting him up for success. He is deeply grateful for the kind, hardworking people there who helped improve his college experience. Today, the McBurney Center works with more than 2,600 people each year, partnering with students, faculty, staff, and student organizations to make campus more accessible and equitable for all Badgers.

EMPOWERING FUTURE GENERATIONS

To this day, Endres appreciates the sense of community that he experienced while at UW–Madison and the many opportunities to learn, to collaborate with his peers, and to evolve as an individual. Some of his favorite memories are connected to UW sports; he attended more than 70 athletic events in his four years and remains an avid Badgers fan. Since graduating in 2017, Endres has enjoyed success working as an actuarial analyst with Rural Mutual Insurance Company. During that time, he began to consider the legacy he wanted to leave.

“I am currently healthy and plan on living many happy years; but with my disability,

I don’t know what the future holds — it’s important to me to have something in place. Creating a scholarship to benefit college students with disabilities can go a long way in helping them graduate and move toward more independence, while also having a great journey at the UW,” he says.

Endres approaches his life as well as his physical challenges with a clear and thoughtful perspective. “I am fully independent and enjoy doing just about anything a nondisabled person can do: cooking, fishing, rock climbing, skiing, and working a full-time job,” he says. “I think independence and experiences are a big component of someone’s life. I hope I can help someone with a disability make more gains in these two areas.”

It was that mind-set, along with his family’s core philanthropic values, that initially inspired Endres, and he hopes to pass some of that inspiration on to other members of the UW community.

“You are never too young to start planning your estate or start thinking of ways you can give back. As someone who is an advocate for personal financial success and independence, giving back is a great way to show your support to others and help them in times of need,” Endres shares. “I’m very thankful for the opportunities I have been given over the years and want to see other people with disabilities go out and enjoy the many things life has to offer.”

Grainger Hall is home to the Wisconsin School of Business.
Photo by Bryce Richter, University Communications



SMART ESTATE PLANNING AND STRATEGIC GIFT OPTIONS IN UNCERTAIN TIMES

The past year has made for challenging times. However, one thing that has held true throughout history — and is being demonstrated again — is the generosity of the philanthropic spirit. As people help one another through charitable giving, it makes sense to consider tax-saving gift strategies for the current economic climate as well as future financial and charitable opportunities — such as an estate plan. We know it can be difficult to plan during times of uncertainty, and we are here to help.



A brown thrasher sings its morning song from the top of a crabapple tree in the Longenecker Horticultural Gardens. Photo by Bryce Richter, University Communications

THE FIRST STEPS IN REVIEWING YOUR ESTATE PLAN

Many Americans have been contacting their attorneys and financial advisors recently to review their estate plans, make any needed modifications, and create any new documents that are needed. Before those meetings, your first steps include answering questions such as:

- Do you know where your estate-planning documents are stored?
- Do you have all the documents you need?
- Do your estate-planning documents reflect your current situation and wishes, including your loved ones and your chosen charitable beneficiaries, such as the University of Wisconsin Foundation?

The following pages begin to answer those questions, but much more is described in our complimentary follow-up guide, ***Smart Charitable Planning for Uncertain Times***.

MAKE YOUR DOCUMENTS EASY TO FIND

The first step in reviewing your estate-planning documents is putting your hands on them. If your will and other documents cannot be located, they are worthless — no matter how well they were done. If you have a difficult time locating your documents, use this opportunity to consider where you should store them going forward. Make sure it is a safe, secure, accessible, and easily remembered place. Your executor/personal representative should know the location.

FIVE KEY ELEMENTS OF AN ESTATE PLAN

- 1. Financial Power of Attorney:** This important legal document grants permission to a named person to manage your financial affairs should you become incapacitated. This person must be someone you trust who has financial acumen.
- 2. Will:** This legal document directs the distribution of your assets (other than the ones that are distributed by other methods). You name an executor/personal representative to oversee this distribution. In addition, you can appoint a guardian in your will to take care of minor children.
- 3. Beneficiary Designations:** The determination of the persons and charities that will receive your retirement-plan assets and life



Iconic graphics of the Badger Pride Wall — including Bascom Hall, Abraham Lincoln, the Numen Lumen seal, and Vitamin D research — are part of the many informational displays featured at the Wisconsin Alumni Association's Alumni Park. Photo by Jeff Miller, University Communications

STAY IN TOUCH WITH US!

The University of Wisconsin Foundation 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 uwalumni.com/services/update-info. 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.

insurance proceeds is made through a beneficiary designation. Given that retirement-plan assets are often a person's largest or second-largest asset, it can be argued that the beneficiary designation is the most important component of your estate plan.

4. Health Care Documents: These documents help make sure your wishes about health care are followed. These documents include a health care surrogate designation, your living will, a HIPAA waiver, and possibly several others.

5. Charitable Beneficiaries: Charitable gifts from your estate allow you to express your gratitude to and support of charities, such as the University of Wisconsin Foundation, that have made a difference in your life.

Three additional elements of an estate plan, plus more information on the ones above, are described in our complimentary guide.

THE CURRENT ECONOMY PRESENTS TAX-SAVING GIFT OPPORTUNITIES

1. Rebalance Your Portfolio and Avoid Taxes by Making a Gift: Many charitably minded Americans currently have highly appreciated securities — some that may be worth many times what they paid for them initially. If you are in that situation, you may want to hold on to that stock but also harvest some of that gain without paying the significant capital-gain tax. You can do so by making a gift of the stock to the University of Wisconsin Foundation, avoiding the capital-gain tax. Then you can use the cash you had planned to

give to us to repurchase the stock — which provides you a new cost basis at the current fair-market value.

2. Save Taxes with a Gift from Your IRA, Now or Later: The historic gains in the stock market have provided larger retirement-plan balances than people would have ever anticipated. Your IRA provides two tax-efficient ways for you to make charitable gifts.

Qualified Charitable Distribution (QCD): This gift, also known as the "IRA charitable rollover," can provide multiple tax benefits to you. You do not have to pay income tax on it, and this gift functions like a 100 percent charitable deduction — whether or not you itemize. Please note that there are very specific rules that you must follow when making a QCD gift.

Estate Gifts from Your IRA: If you are planning a charitable gift to the University of Wisconsin–Madison from your estate, you can save income tax for your loved ones by giving them other assets and funding your gift to us from your IRA.

3. Make a Gift That Comes Back to You and Saves Taxes: You can take advantage of the current low interest rates by establishing a charitable lead trust (CLT) that initially provides payments to a charity such as the University of Wisconsin–Madison — with the principal eventually returned to you or given to your loved ones. You can receive a huge income-tax deduction from a CLT when interest rates are low.

Get our follow-up guide for descriptions of four other tax-saving gift opportunities.



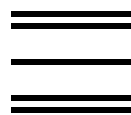
One of many inspirational quotes lining the railing of Progress Point inside the Wisconsin Alumni Association's Alumni Park — located between the Memorial Union and the Red Gym. Photo by Jeff Miller, University Communications

THINK YOU DON'T NEED AN ESTATE PLAN YET? THINK AGAIN.

The years between ages 18 and 50 are the center of life, when we may complete our formal education, launch a career, marry, have children, purchase a home, and probably assume maximum financial responsibility. Beginning in our 30s, we are also more likely to become involved in the community and begin to serve on boards.

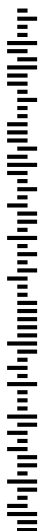
Because our net worth is still probably quite modest, and we may have not yet exited from our immortality complex, we tend to postpone estate planning during these years. That is a mistake, for we need to provide for the care of dependents, plan to dispose properly of the property we do own, and arrange for management of our affairs in the event of a disability resulting from an accident or illness. At the very least, we should have a simple will, power of attorney, a medical directive, and adequate insurance with proper beneficiary designations.

If you choose to name a charitable beneficiary for any of the estate-gift options listed previously, make sure to confirm the legal name of the charity. For example, gifts to benefit the University of Wisconsin–Madison should name the University of Wisconsin Foundation because we are the official fundraising and gift-receiving organization for UW–Madison. You may also be asked to provide the charity's federal tax ID. The University of Wisconsin Foundation's tax ID is 39-0743975.



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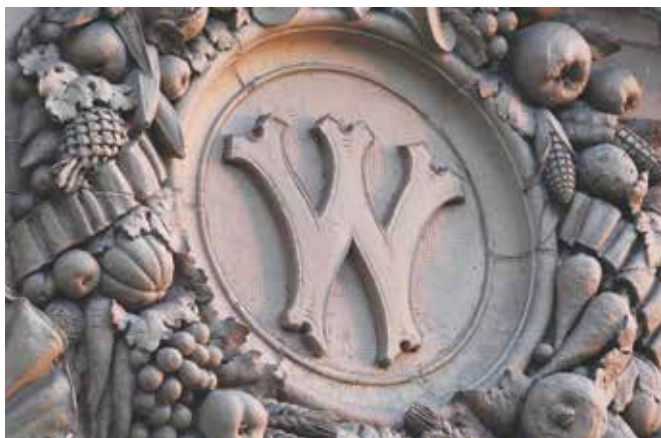
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TO MAIL: FOLD, TAPE, AND APPLY FIRST-CLASS POSTAGE STAMP.



**REQUEST YOUR COMPLIMENTARY GUIDE:
SMART CHARITABLE PLANNING
FOR UNCERTAIN TIMES**

1. Return this card
2. Online at supportuw.giftplans.org/estate
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

GET OUR HELPFUL GUIDE FOR TAX-SAVING OPPORTUNITIES

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 *Smart Charitable Planning for Uncertain Times*.
 - 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 _____
- _____

PLEASE PROVIDE YOUR CONTACT INFORMATION

Name _____

Address _____

City _____

State _____ Zip _____

Telephone (_____) _____

Email _____



UNIVERSITY OF WISCONSIN
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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