



Planned Giving Opportunities:

# SUSTAINING UNIVERSITY CIRCLE'S FUTURE









## FROM OUR ENDOWMENT CHAIR

University Circle Inc. (UCI) is grateful to the many philanthropic partners who have advanced UCI's mission thus far.

UCI continues as the only independent advocacy organization still charged, as it was in 1957, with ensuring the responsible growth of what is now widely recognized as a premier urban district. UCI must ensure it has the financial resources necessary to keep pace with the

demands of an increasingly diverse stakeholder base. Additionally, we must ensure UCI's district development, service, and advocacy responsibilities can be sustained well into the future.

Your *Endowment Campaign* gift will build upon and leverage the essential foundation that was established in 2000 with a community-wide visioning process – Shaping the Future. This plan has guided UCI's efforts to address anticipated future unprecedented employment, institutional, and residential growth.

Gifts will ensure that high priority Circle-wide community investments continue, including:

### DISTRICT-WIDE BEAUTIFICATION

- Enhancing green spaces like Wade Oval, University Circle's central park, with destination community events;
- Keeping Euclid Avenue clean, safe, and beautiful as the district's vibrant main street

### LIFE-LONG LEARNING

- Continuing UCI's collaboration with more than 20 institutional partners to bring learning to life for 20,000+ Pre-K to senior adult learners through arts-enriched community education programs;
- Developing destination education programs such as UCI's newest educational and visitor attraction *CircleWalk*, a planned interactive tour that explores University Circle's rich history and world-class institutions

### LOCAL BUSINESS DEVELOPMENT

- Working with local businesses in and around University Circle to gain business-to-business access to our non-profit anchor institutions through initiatives like our Uptown Business Association;
- Advancing local economic development and employment growth, through business education programming such as our *NextStep* curricula, which is designed to help existing businesses grow

### MARKETING THE CIRCLE & ITS WORLD-CLASS ASSETS

- Planning and executing one-of-a-kind community events and attractions like *WOW! Wade Oval Wednesdays* and *Rink at Wade Oval* to bring visitors to the doors of our member institutions;
- Continuing our extensive promotional activities that place the spotlight on our 40+ institutions;
- Expanding our multimedia destination marketing efforts to generate great awareness of University Circle's offerings among Northeast Ohio's 4 million residents

My colleagues and I look forward to sharing with you, your family, and your advisors the many available gift planning options that will help to achieve the right balance between your financial and charitable goals.

**JOE THOMAS**

*Endowment Campaign Chairman, University Circle Inc.*





## PLANNING YOUR GIFT

Gift planning with University Circle Inc. is a creative process that adapts to the changing philanthropic needs and wishes of our supporters. Successful gift planning allows you to make charitable contributions in ways that maximize personal, family, and philanthropic goals, while also minimizing cost. A range of charitable giving options can be tailored to meet your needs and can include benefits such as:

- **Guaranteed lifetime income for you and/or your loved ones**
- **Savings on capital gains, income gifts, and estate taxes**

## WHAT TO GIVE

Philanthropy should not be complicated, nor should it require great wealth. When you give to University Circle Inc., your gift should be simple to make. You choose what to give, how to give, and how your gift will be used. You can enrich University Circle, a premier urban district that is accessible to all, rich in vitality and beauty, and anchored by a strong sense of community, for generations to come.

A variety of options are available to achieve your financial and philanthropic goals. You can choose a testamentary gift (which will occur after your lifetime), a deferred gift (the gift happens at a date in the future selected by you), or a life income gift (a type of gift that will pay you and/or your spouse an income for life).

*Assets you can use to make a gift:*

- **Cash/Check**
- **Stocks, Bonds, Mutual Funds**
- **Real Estate**
- **Tangible Personal Property (art, jewelry)**
- **Life Insurance Policy**
- **Retirement Plan Assets and/or IRAs**
- **Business and/or Partnership Interests**

## WAYS TO GIVE

### Testamentary:

- **Bequests**

After you have provided for your family and loved ones, a bequest in your will would enable you to make a gift to support University Circle Inc. An example of language that you can use is, “I give and bequeath to University Circle Inc., Cleveland, Ohio, (the sum of \$ \_\_\_\_\_ or \_\_\_\_\_ %) to support its exempt purposes (or insert name of program or project).”





## WAYS TO GIVE

- **Life Insurance**

You can make a gift to University Circle Inc. of your paid-up life insurance policy, or you could buy a new policy and name University Circle Inc. as the owner and beneficiary. With a gift of a paid-up life insurance policy, you can deduct the cash value of the policy at the time of the gift. With the purchase of a new policy, you would establish the policy and then transfer ownership to University Circle Inc. If there are premium payments that remain to be paid, you could make annual gifts to University Circle Inc. to help cover the cost of the premium, which also would be tax-deductible to you.

- **Retirement Plan Assets**

As with a life insurance gift, naming University Circle Inc. as a beneficiary designation can offer you significant value. Due to applicable estate and income taxes, family members usually receive only 25 to 30 percent of the value of an IRA or retirement plan. Much of this tax can be avoided if the assets are instead used to fund a bequest to University Circle Inc.

### Deferred or Life Income Gifts:

- **Gift Annuity**

A charitable gift annuity (CGA) is a simple agreement in which we promise to pay you, or you and your spouse, a lifetime income in exchange for a gift of an asset. The payment is fixed at the time you establish the gift and can be paid to you in monthly, quarterly, semi-annual, or annual payments.

- **Charitable Remainder Trust**

A charitable remainder trust (CRT) is generally used when there are multiple beneficiaries. A CRT can provide you, you and your spouse, or your spouse and your children, income for life or for a term of years, in exchange for a gift. The payment can be fixed (annuity trust) or variable, based on the year-end market value of the trust (unitrust).

- **Retained Life Estate**

A retained life estate is a gift plan that allows you to donate a home to University Circle Inc. while retaining the right to live in it for the rest of your life. A gift to University Circle Inc. of the remainder interest in a personal residence provides you with a current charitable deduction and may allow reduction or elimination of capital gains tax on the property's appreciation. You retain the right to live on the property, but continue to be responsible for all routine expenses – maintenance fees, insurance, property taxes, repairs, etc.



**RECOGNITION:** University Circle Inc. is extremely grateful for the generosity of its many benefactors. To show our appreciation, we welcome the opportunity to recognize each and every contributor or, if you wish, preserve your anonymity.

**CONTACT INFORMATION:** This brochure highlights just a sample of the many options available to you. We encourage you to discuss these options with your financial advisor. If you or your advisor would like more information about UCI's *Endowment Campaign*, contact Amy Dwyer-Shute or Liz Lewis at University Circle Inc. For planned giving assistance, please reference the list of Estate Planning professionals below.

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**Thank you for your interest in supporting University Circle Inc.**

UCI is the development, service, and advocacy organization responsible for the growth of University Circle as a premier urban district and world-class center of innovation in health care, education, and arts and culture. Since 1957, UCI has been successfully protecting the safety and security of the community, offering community outreach education programs, and marketing University Circle to the world. These efforts continue today along with additional programs and initiatives that not only impact the University Circle neighborhood, but also the surrounding communities.



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