

Brandeis

Today
and
Tomorrow

Brandeis University Office of Planned Giving

Dear Friends,

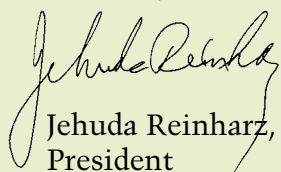
I hope you enjoy the new *Brandeis Today and Tomorrow*.

Along with important information about charitable gift arrangements that can benefit both you and the University, this publication is designed to tell you about some of the exciting developments on the Brandeis campus.

As you read further in *Brandeis Today and Tomorrow*, you will discover how charitable gifts can work in harmony with your tax and estate plans. Such gifts can serve as a vital component of long-range estate and financial planning objectives, while also providing important support for the future of Brandeis.

Thanks to the ongoing generosity of our alumni, parents, and friends, Brandeis continues to attract the top students and faculty in the world.

Sincerely,



Jehuda Reinharz,
President



A Lifetime of Commitment

On one glorious spring day in the late 1970s, Robert Benjamin spent an unforgettable day with his own family and his Brandeis family – his two greatest passions in life.

Thanks to a rather unorthodox travel schedule, the then-chair of the University's Board of Trustees was able to attend both his son's graduation from medical school on Long Island and Commencement ceremonies at Brandeis.

Robert's deep loyalty and affection for Brandeis extends to his wife, Jean, who recently joined the Sachar Legacy Society, an organization of individuals who have included the University in their estate plans.

Jean was the first Benjamin to forge ties with Brandeis. In the early 1950s, a neighbor invited Jean to join the local chapter of the Brandeis National Women's Committee. She later became chapter president and visited the campus one summer with Robert, chairman of United Artists.

"I just had to get him there, and I knew he would fall in love with the place and the whole idea of it," she remembers.



The Benjamins grew close with Brandeis founding president Dr. Abram Sachar. Robert joined the Brandeis Board of Trustees in 1967 and served as chair from 1977 until his death in 1979.

The Benjamins were always involved with the United Nations – Jean was born in China and grew up in England – so it was only natural that they established the Robert and Jean Benjamin Fellowship Endowment in International Relations. The fellowship is awarded annually to graduate students in the field of international affairs.

"We hope that they will go back to their countries and become influential leaders and help develop forward-thinking foreign policy," says Jean, who speaks frequently with the Benjamin Fellows.

Giving to Augment Income

What would you do if you suddenly came into a million dollars? Most of us could come up with a “wish list” fairly quickly. But, after satisfying our more pressing material desires, we would probably decide to invest the money to generate additional income.

So, when most people consider making a substantial charitable gift, their main concern lies not so much in parting with their cash or other assets but in giving up the income those assets generate. Many of our friends have discovered that there are ways they can make substantial gifts yet receive spendable cash.



The Popular Gift Annuity: Simple and Safe

The most popular way of doing this is also the simplest: the charitable gift annuity. With a simple contractual agreement, you can make a gift to Brandeis University and receive guaranteed lifetime payments for yourself or designated beneficiaries.

In return for a gift of a specified amount, we will pay you, or whomever you designate, a stream of income for life. The payments are a fixed amount and generally depend on the number (up to two) and age(s) of the beneficiary(ies). For instance, payments would be higher for an annuity payable for life to one person, aged 70, than to a couple, both 70, because of the longer life expectancy of the couple. In addition to these payments, you receive an income-tax deduction for a portion of the gift.

Example: Robert and Susan, aged 72 and 70, make a gift of \$25,000 to support scholarships in return for an annuity of \$1,500 per year as long as they live. The gift generates an income-tax deduction of \$8,527.25. Better still, a portion of the annual payment is tax-free. Of the \$1,500 annual payments Robert and Susan receive, \$835.50 will be tax-free for the remainder of their life expectancies.

In addition to these benefits, the gift annuity offers the opportunity to reduce capital-gain tax when long-term, appreciated property is used to fund it. And this reduced amount is payable over the donor’s life expectancy.

Increasing Spendable Cash

When you make an investment, you hope to see it go up in value. But when it does, you are faced with the unpleasant prospect of a tax on your capital gain. For example, if you have owned stock for more than 12 months, any gain you realize on its sale would be subject to capital-gain tax at rates as high as 15%. The potential tax can leave you “locked in” to your investment.

If the investment pays little or no income, you face a double dilemma: keep it and realize no income or liquidate the investment and forfeit a sizeable chunk of principal to capital-gain tax. A charitable gift annuity offers a solution to both problems. It gives you the opportunity to receive a stream of income based on the full fair-market value of the asset, thus enabling you to “unlock” your investment.

A \$25,000 Gift Annuity

Age	%	Annuity Payment	Tax-Free Portion	Charitable Deduction
70	6.5%	\$1,625.00	\$ 924.63	\$10,296.00
75	7.1%	\$1,775.00	\$1,095.17	\$11,409.00
80	8.0%	\$2,000.00	\$1,328.00	\$12,512.50
85	9.5%	\$2,375.00	\$1,717.12	\$13,328.00
90	11.3%	\$2,825.00	\$2,152.65	\$14,452.50

Providing for a Dependent Relative with a Gift Annuity

Example: Judy, 67, owns stock worth \$50,000 that she bought years ago for \$10,000. Recently, she has been considering selling the stock and reinvesting the proceeds, since it pays no dividends. At the 15% capital-gain tax rate, Judy would pay a tax of \$6,000 on her \$40,000 gain if she sells the stock. This will leave her with just \$44,000, which at 5% would generate \$2,200 in annual income.

Instead of selling, Judy funds a charitable gift annuity with her stock. The annuity will pay her \$3,100 a year, and she will realize a current income-tax deduction of \$19,391 – saving \$5,429.48 in taxes in her 28% tax bracket. Invested at 5%, the tax savings will yield \$271.47 a year. In all, she will have \$3,371.47 (\$3,100 plus \$271.47) more annual spendable cash than if she had retained the stock. This is more than 50% more than the sell-reinvest strategy would have provided.

If you add the cost of supporting a dependent to your everyday financial demands, the need to preserve more income becomes even greater.

Example: Consider the case of Fred Martin, who helps support his 80-year-old mother with annual gifts of \$6,000. Fred must earn \$8,955 in his 33% tax bracket to net the \$6,000 he gives to his mother. He would like to make a significant gift to Brandeis but feels that demands on his income prevent him from doing so at this time.

After consulting with his advisors and a member of our staff, Fred decides to create a gift annuity that will pay his mother \$6,400 a year. He funds it with \$80,000. Fred gets an immediate charitable income-tax deduction of \$40,040. Note: The value of Fred's mother's income interest of \$39,960 (\$80,000 less \$40,040) is a reportable gift for federal gift-tax purposes. However, his gift-tax annual exclusion and available exemption amount will offset any potential gift-tax liability. In her 25% tax bracket, Fred's mother nets \$5,862.



For More Information

If you would like more information about gift planning with annuities or other planned gift opportunities, please call 1-800-333-1948 ext. 64069. To help with your planning, we would like you to have a complimentary copy of our booklet, *The Charitable Gift Annuity: Guaranteed Payments for Life*. Simply return the attached postcard and we will gladly send it to you.

News on Campus

- Longtime Brandeis benefactors Carl J. and Ruth Shapiro donated \$25 million for a new 175,000-square-foot science center. Ground will be broken this spring for the \$154 million Carl J. Shapiro Science Center, the largest capital initiative in Brandeis history.
- Three-time Pulitzer Prize winner Thomas Friedman '75 will teach a class at his alma mater next year. Friedman, a foreign-affairs columnist at *The New York Times*, will serve as the Fred and Rita Richman Distinguished Visiting Professor.
- Shai Feldman, the director of the Crown Center for Middle East Studies, team-taught a course on the Middle East conflict with leading Egyptian and Palestinian academics. The course was believed to be the first of its kind at a U.S. university.
- Leading social scientists and demographers gathered at the inaugural conference of the Steinhardt Social Research Institute to learn about the Institute's pioneering approach to understanding the American Jewish community. The Institute was established last year with a \$12 million gift from Michael and Judy Steinhardt.
- In time for his 150th birthday, "Louis Brandeis" is coming home to the University that bears his name. A renowned Andy Warhol portrait of the famed U.S. Supreme Court Justice has been donated to The Rose Art Museum at Brandeis by the Feldman family.

Brandeis Today and Tomorrow is a publication of Brandeis University, exclusively for alumni, parents, and friends. Information provided is not intended as legal or tax advice. Please consult your attorney, accountant, or financial consultant to discuss the legal or tax implications for your individual situation.

Please Send Me Information

- I/We would like to receive a copy of your booklet, ***The Charitable Gift Annuity: Guaranteed Payments for Life.***
- I/We would like information about the Sachar Legacy Society.
- I/We would like more information on other types of life-income gifts and bequests.
- I/We have already included Brandeis in my/our estate plan(s) through:
 - a will
 - a trust agreement
 - an insurance policy
 - other _____ .

If you are a Brandeis alumnus or alumna, please indicate your class year _____ .

Name(s)

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Sachar Legacy Society

In the last fifty years, Brandeis University has benefited from the vision and commitment of individuals who have included the University in their estate plans. Over five hundred alumni, parents, and friends have joined the Sachar Legacy Society, named in honor of Dr. Abram L. Sachar, founding president of Brandeis.

The Sachar Legacy Society honors and recognizes individuals who have indicated that Brandeis University is in their will, have established a charitable gift annuity, have created a charitable remainder trust, or have set up a pooled income fund or other planned gift. These donors to Brandeis realize the merit and strength of gifts that will provide for the future of this young institution of higher learning.

To become eligible for Sachar Legacy Society membership, an individual simply informs the University in writing that Brandeis has been included in his or her estate plans.

If you would like more information about becoming a member of the Sachar Legacy Society, please contact the planned giving office at 1-800-333-1948 ext. 64069.

Sachar Legacy Society Luncheon

More than 130 alumni, parents, and friends gathered to hear Professor Jonathan Sarna '75 discuss his latest book, *American Judaism: A History*, at the annual Sachar Legacy Society Luncheon. Chaired this year by Fellow Stanley Hatoff, the luncheon honors people who have included Brandeis in their estate plans.

Fellow Stanley Hatoff presents Dena Robbins, a member of the National Women's Committee, with her certificate.

Brandeis Fellows Stanley Hatoff and Thelma Linsey enjoy speaking with his cousin Jessica Goldings '06.



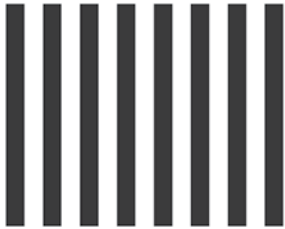
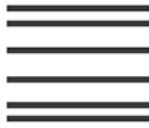
Fellow Genevieve Bohan Thalberg receives her Sachar Legacy Society certificate from Nancy Winship.

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THE SACHAR LEGACY SOCIETY



Left: Muriel Pokross is presented her Sachar Legacy Society certificate by Nancy Winship, senior vice president for institutional advancement.

Right: Stanley Hatoff, chair of the Sachar Legacy Society Luncheon, and Mervin Gray



Center: Aileen Cabitt '53 and Dr. Paul Norman

Right: Syrul Frank Lurie '55 and Samuel Leech-Chandler



Center: Fellow Hans Lopater and Selma Gordon

Right: Professor Jonathan Sarna '75 speaks about his most recent book, *American Judaism: A History*.



Brandeis University

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