

GIVING TO SYRACUSE UNIVERSITY

Do you want to impact lives? Create opportunities? Incite change? You can, with a gift to The Campaign for Syracuse University.

What, how, and when you give can be as unique as you are. The options are many, and range from a single cash contribution to a creative combination of annual, one-time, and deferred giving that's tailored to your financial circumstances and structured for maximum effect.

Are you unsure of where to begin? Here is a simple, four-step plan to get you started on your path to personal philanthropy.

Step 1: Dream Big!

Maybe you would like to give a deserving student a brighter future by funding a scholarship. Or help SU attract a world-renowned educator by endowing a chair or professorship.

Perhaps you'd like to help build a state-of-the-art teaching facility. Or support a popular academic program. Or partner with us to create a completely new program—something no other university has ever attempted.

Whatever your dream is, your gifts to Syracuse University can bring it to life.

SCHOLARSHIP IN ACTION GROWTH INCITES GIVING, GIVING INCITES GROWTH

Since his days at SU, when he helped raise funds to build the Carrier Dome, Robert Tenney '82 has considered himself part of the SU "team." Shortly after graduation, he began giving annually to The Fund for Syracuse. As he married, became a father, and grew in his success, his gifts grew as well.

In 2006, he and his wife, Rosemarie G'91, learned about the construction of the Life Sciences Complex. Immediately recognizing the vital role the new facility would play—not only in the education of SU students, but in the economic growth of upstate New York—they were compelled to make a one-time gift to the facility's building fund.

Now the parents of four young children, the Tenneys know how important it is to provide for the future. So in 2007, they made a planned gift in support of The Campaign for Syracuse University. Their pledge of life insurance proceeds will create a legacy that will help SU continue to grow in the years to come.



"The Life Sciences Complex is such a necessary component to the vitality and dynamics of research and invention at SU," says Robert Tenney. "The successful discoveries at this world-class, state-of-the-art facility will have international implications." Here, he and Rosemarie are pictured at Notre Dame, where they represented SU at the inauguration of the university's new president.

Step 2: Think About Your Assets

Cash is just one type of asset you can give. There are many others that can have tremendous value to Syracuse University, such as:

- >> **Appreciated securities**, including stocks, bonds, and mutual funds
- >> **Real estate**, such as a personal residence
- >> **Business or partnership interests**
- >> **Retirement plans**
- >> **Life insurance**

Each of these asset types has its own unique benefits, from reducing estate taxes to maximizing income during your lifetime.

Step 3: Think About How—And When—You Want to Give

Do you need great wealth to make a significant gift? No. By combining various types of gifts over the course of your lifetime, you can accomplish great things.

- >> **Annual gifts** create an essential bridge between tuition and the actual cost of an SU education. They can be unrestricted, allowing them to be directed toward the University's highest priorities, or designated to support scholarships, dean's funds, or other units that may have special meaning to you, like the Syracuse University Library or Syracuse University Athletics.
- >> **One-time gifts** of cash, appreciated securities, real estate, or business or partnership interests can provide an immediate benefit to SU—by supporting a wide range of program initiatives, scholarships, research projects, and capital improvements—and to you, in the form of tax deductions.
- >> **Deferred gifts** provide funds for SU to use at a later date. A bequest is a perfect example. By naming SU as a recipient of your estate, you can give a sizeable gift without affecting your cash flow during your lifetime.

A **charitable gift annuity** is an especially attractive type of deferred gift. It enables you to receive a fixed annual income for life—typically at rates higher than CDs. Plus, a portion of that income may be tax-free!

Step 4: Contact Us

The most powerful gifts are often the result of a well-thought-out combination of annual, one-time, and deferred gifts.

Our gift planning strategists will work with you and your legal, tax, and other advisors to design an integrated giving strategy that benefits both you and SU. We think you'll be surprised to learn just how significant your giving—and your impact on future generations—can be.

To Learn More...

To learn more about supporting The Campaign for Syracuse University, call us at **877.2GROWSU**.

The Campaign for Syracuse University

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