

THE REAL DEAL ABOUT GIFT PLANNING

Think it's beyond your reach to honor someone special with a gift to SU? Here's the real deal about bequests, annuities, and other forms of planned giving.

- > **Gift planning isn't just for those over 60.** In fact, 43 percent of bequests and 35 percent of trusts are created by people 55 and younger.
- > **Planned gifts can be simple.** Deferred giving options like annuities and bequests aren't complex, and they can make a big impact—more than you thought possible—while protecting your family's future.
- > **Most donors are motivated by altruism, not tax savings.** Most people give to make a difference. Tax savings are an added bonus.
- > **Creative gift planning can have an immediate impact.** Combine annual, outright, and deferred gifts, and you can support SU's priorities—and The Campaign for Syracuse University—today *and* tomorrow.
- > **You'll be recognized as a Pathfinder.** With a planned gift, you'll join this group of farsighted individuals who have included SU in their long-term financial plans.

To learn how we can help you develop your own giving strategy, contact Executive Director of Gift Planning Mike Mattson at **888.352.9535** or mlmattso@syr.edu, or visit syracuse.planyourlegacy.org.

PATHFINDER

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