

Campaign CONNECTION



ISSUE 9

THE NEWSLETTER OF THE CAMPAIGN FOR GEORGIA SOUTHWESTERN STATE UNIVERSITY

APRIL 2005

BOARD OF TRUSTEES Campaign Leaders

Chair,
John T. Argo
Vice Chairs,
Greg Austin
Barry Blount
O. Jay Cliett, Ed.D.
Harold Holloway, D.O.
Marion "Pete" Silver
Henry K. Stanford, Ph.D.
Ginger Starlin
William L. Tietjen, Ph.D.
Rick Whaley

FACULTY AND STAFF Campaign Leaders

FACULTY COMMITTEE

Chairman,
Harold Isaacs, Ph.D.
Pat Cook
Michael Fathi, D.B.A.
Vera Weisskopf
Bill Wysochansky, Ph.D.

STAFF COMMITTEE

Chairman,
Cody King
Gaye Hayes
Hugh Slaton, Jr.

RCI & SELECT FRIENDS Campaign Leaders

Co-Chairs,
Kathryn Cade
Michael Cheokas

FACULTY AND STAFF RETIREES Campaign Leaders

Co-Chairs,
William L. Tietjen, Ph.D.
Liz Smith Kelly

ALUMNI Campaign Leaders

Chairman,
Lee Belford
Vice Chairs,
Rudolph Patterson
Mary Wysochansky

2004 a record year for giving to Georgia Southwestern

Momentum builds as capital campaign makes progress

Georgia Southwestern recorded 3,667 gifts in 2004—the highest number of gifts in six years, according to the Division of University Relations.

The record year comes as GSW continues its *Voices...Celebrating Our Past, Shaping Our Future* capital campaign that is laying the foundation for future growth and expansion at the institution. To date, the drive has logged more than \$9.3 million.

In 2004, GSW recorded 52 major gifts above \$5,000—a seven year high. There were 159

members of the President's Circle—donors contributing more than \$1,000—also a high mark. (The 2004 honor roll of donors can be found on pages 17-19 of this edition of the *Aeolian*.)

"The University continues to make great progress in acquiring additional sources of support to meet the changing needs of our campus," said President Michael L. Hanes, Ph.D. "The 2004 year was notable for its successes. We are continuing that effort this year, and have great expectations for what 2005 will bring for our University."



Building—2004 was a notable year for fundraising at GSW, insuring that future generations of students have a variety of educational resources.



TO DATE: the overall campaign total is **\$9,346,789**, or 78% of the base goal of \$12 million.

There are a variety of ways to give to your alma mater

Cash—Cash contributions from individuals qualify for charitable tax deduction, but are limited to 50 percent of the donor's adjusted gross income in the year of the gift. Any excess amount over the 50 percent limitation can be carried forward for up to five consecutive years to use the full deduction.

Appreciated Securities—There are several distinct tax advantages in giving long-term securities that have increased in value. Donors receive a tax deduction for the current market value of their securities, generally with no capital gains tax on appreciation.

Real Estate—We will be happy to discuss the possible gift of land, a house, or vacation home. The benefits to the donor could include a full fair market value income tax deduction that is up to 30 percent of adjusted gross income with a five-year carry-over provision and generally no capital gains tax on the property's appreciation.

Bonds and Mutual Funds—Bonds and mutual funds are similar to stocks in their tax treatment with a tax deduction for the full value of the gift if they have been held by you for more than one year. Corporate, state, municipal, and U.S. Government bonds are welcome.

Gift Annuity—In exchange for a gift of cash or securities, Georgia Southwestern will pay you and your survivor a guaranteed income for life. You receive a substantial income tax deduction in the year of the gift and part of the income may be tax free. Upon your death, the gift remainder supports Georgia Southwestern. Your income and tax deduction are based on your age.

Deferred Gift Annuity—Similar to a gift annuity except that payments begin at a future date determined by you—at retirement for example. Your tax deduction and annual rate of return increase the longer you wait to start payments. This is a good retirement planning vehicle especially for self employed people.

Charitable Remainder Trusts—(Irrevocable) (Annuity and Unitrusts) Donors can select the rate of return from these income arrangements and also choose a fixed or fluctuating annual payment. Capital gains taxes are avoided and you will receive a tax deduction based on the age of the income recipient and rate of return.

Charitable Lead Trust—In a charitable lead trust, assets are transferred to a trust which pays income from the fund to Georgia Southwestern for an amount of years you determine. At the end of the time period, the trust terminates and the assets are given back to the person(s) you name including yourself, if that is your choice.

Bequest Through Your Will—Through this simple way to give of your estate, you can make a gift bequest to Georgia Southwestern of a dollar amount, specific property, a percentage of your estate, or what is left (remainder).

Revocable Charitable Living Trust—The gift that can be taken back! Gifts should be made only on a permanent basis when it is in your best interest to do so. The revocable trust provides for gifts of cash, property, and/or income now, while retaining the right to retrieve the property if necessary. There is no tax deduction for the gift but there may be savings in estate settlement costs if the trust is not revoked.

Gifts of Life Insurance—There are several ways life insurance can assist you in making a significant gift to Georgia Southwestern State University.

Gift of Life Insurance proceeds—You can name GSW as beneficiary of all or a portion of the proceeds of an existing life insurance policy.

Gift of Life Insurance Policy—You can transfer ownership of all or part of an existing policy.

Purchase a new Life Insurance Policy naming GSW as owner & beneficiary.

For more information on discussing your options, contact Roger Congdon at (229) 931-2037 or e-mail rcongdon@canes.gsw.edu.

BUILDING THE VISION

Funding Opportunities

Rosalynn Carter Institute for Caregiving Endowment

Base Goal: \$3,000,000

Challenge Goal: \$4,000,000

New Residential Complex

Base Goal: \$1,500,000

Challenge Goal: \$4,800,000

Student Scholarship Endowments

Base Goal: \$1,500,000

Challenge Goal: \$3,000,000

Faculty Development Endowment

Base Goal: \$1,500,000

Challenge Goal: \$2,000,000

Honors Program Endowment

Base Goal: \$1,000,000

Challenge Goal: \$1,200,000

Eminent Scholars Program Endowment

Base Goal: \$1,500,000

Challenge Goal: \$2,000,000

Conference Center

Base Goal: \$1,500,000

Challenge Goal: \$2,500,000

Campus Facilities Improvements

Base Goal: \$500,000

