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1844 Commonwealth Avenue, Newton, MA 02466



PERSPECTIVES ON PLANNING

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PLANNED GIVING NEWSLETTER

SPRING 2018



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Contact us at 617-243-2152 to get started.
plannedgiving.lasellalumni.org



Ann Sterner Tyler '68

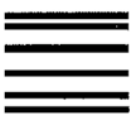
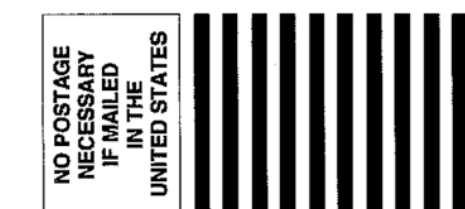
Ann Tyler graduated from Lasell College nearly 50 years ago. When asked why she chose to leave a gift to Lasell College in her will, she sent the following moving statement:

“When the Heritage Society was established in 1991 I felt it was very important to demonstrate my support for the ongoing future of Lasell’s legacy.

Lasell’s leaders have forged ahead with a bold vision for educating students in the 21st century and beyond. It has never been all about the classroom. Lasell has listened to its students, alumni, and the community while maintaining Lasell’s unique heritage.

*We all have the opportunity to make a difference. Hopefully, I will be an example to my family. I left a gift to Lasell College in my will for the students of tomorrow who need support. **THEY ARE OUR FUTURE.**”*

—ANN STERNER TYLER '68



BUSINESS REPLY MAIL

FIRST-CLASS MAIL PERMIT NO. 37280 BOSTON MA

POSTAGE WILL BE PAID BY ADDRESSEE

LASELL COLLEGE
OFFICE OF DEVELOPMENT AND ALUMNI RELATIONS
1844 COMMONWEALTH AVE
AUBURNDALE MA 02466-9917



“ *Attending Lasell was a wonderful experience – excellent education, beautiful New England campus, and making life-long friends. I feel that it is important for me to leave a legacy to my alma mater with a planned gift.* ”

— SUSAN MARK '66



How will the new tax law affect you and your charitable giving?

The new tax law became effective on January 1, 2018. Of the numerous changes, the two most directly affecting charitable gifts are:

- 1. the increase in the standard deduction (\$12,000 for singles, \$24,000 for married couples filing jointly); and
- 2. elimination or restriction of numerous itemized deductions (though the charitable deduction remains intact).

Both of the above will increase the number of individuals claiming the standard deduction, and thus reduce the number of itemizers who can take an income tax charitable deduction. Although if you live in a state with high income and property taxes and you have a mortgage you could find that you still itemize.

Even if you won't itemize, here are some strategies to make lifetime gifts to charity and still receive tax benefits:

- **Make gifts of appreciated property such as publicly-traded securities to charity.** Even if you don't itemize, you will still be able to avoid capital gain tax by making a gift of appreciated assets owned by you for at least one year.
- **Make gifts to charity using the charitable IRA rollover.** If you are over 70½ you can make a direct transfer from your traditional IRA or Roth IRA to charity of up to \$100,000. Such a transfer is not taxable and counts towards satisfying your required minimum distribution.
- **Make larger gifts to charity.** If your total non-charitable deductions are close to equaling the standard deduction, a larger charitable gift may increase your total deductions enough that it makes sense for you to itemize; the additional tax savings that itemizing offers may reduce the effective cost of your gift.
- **Make a gift to charity from all or a portion of what's left in your retirement plan.** Assets in your IRA, 401(k), or other qualified retirement plan may be subject to income tax when distributed to heirs. Making Lasell College a beneficiary of a portion or all of your retirement plan will avoid the income tax that might otherwise be due from your heirs. This is an extremely tax-efficient way for you to make gifts to charity that costs your heirs less than giving other kinds of assets.

As with any change, you should contact your accountant or financial planner to understand how the new tax law will affect your individual tax situation.

Why You Should Include Lasell College in Your Will

There is a common misconception that only the rich need to make a will. That is not true. Without a will, regardless of your personal wishes, state laws will determine the transfer of your estate.

There is an even bigger misconception that only the super-rich leave money to charity when they die. That's also not true. The fact is that most gifts by will, (bequests), are made by everyday people who want to have a lasting, positive impact on their community.

This type of generosity provides the foundation for Lasell students' dreams, persistence, and success.

Here are four reasons why you should include Lasell College in your will:

A Gift by Will Is Easy to Make

A bequest is one of the easiest charitable gifts to make. It is simple to implement and easy to change should you ever need to. You can give specific property or designate a dollar amount or a percentage of your estate. You can also designate Lasell College as a beneficiary of your retirement plan or life insurance policy.

A Gift by Will Does Not Alter Your Current Lifestyle

Making a bequest is a way of demonstrating your commitment to the future of the institution you love that doesn't affect your current asset balance or cash flow. There are no substantial costs, and the gift can easily be modified to address your changing needs.



For confidentiality: tear, fold, tape and return.

A Gift by Will Can Change Lives

Non-profits improve our lives every day through their dedicated work, community, and stability. A bequest can help Lasell College further its mission and values. It can continue making a difference for generations to come.

A Gift by Will Creates a Lasting Legacy

Including Lasell College in your will is a great way to bring dignity, meaning, and purpose to a life well lived. You can demonstrate your commitment to the future of the institution you love, and better yet, a bequest can allow you to give to an institution that you may have always wanted to support, but were unable to during your lifetime. Creating a legacy with your gift ensures that you, and your values, will live on.

You don't have to be wealthy to make a difference. Whoever you are, whatever your situation, you can help make a better world by including Lasell College in your will.

A General Bequest of a stated sum of money may be worded: "I give to Lasell College, a Massachusetts nonprofit corporation, or its successor, Federal Tax Identification Number 04-2103-585, [insert here the exact dollar amount]."

If you have any questions about bequest language or to learn more about how your gift can help Lasell College, please contact Rebecca Brenner. Call (617) 243-2152, email rbrenner@lasell.edu or visit our website at plannedgiving.lasellalumni.org.

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Name(s)

Address

City, State, Zip

Home Phone

Other Phone

Email Address

I am pleased to inform you that:

- ☐ I have included Lasell College in my estate plans.
- ☐ I am considering including Lasell College in my estate plans.

Please send me information on the following:

- ☐ a gift by will or trust
- ☐ an IRA charitable distribution

If you have any questions, contact:

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visit our planned giving website at
plannedgiving.lasellalumni.org.