

Ways to Give



How Do You Pass on Your Values?

2012



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Founded in 1964, Charleston Southern is located near historic Charleston and the beautiful beaches of the South Carolina coastline.

Charleston Southern is one of South Carolina's largest accredited, independent universities, enrolling approximately 3,300 students. Affiliated with the South Carolina Baptist Convention, the University's vision is to be a Christian university nationally recognized for integrating faith in learning, leading and serving.

CSU has been named to America's 100 Best College Buys, Military Friendly Schools, America's Best Christian Colleges, VA Yellow Ribbon Program and The President's Higher Education Community Service Honor Roll.

The University awards bachelor's and master's degrees and is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools and offers 57 undergraduate majors and four graduate programs in business, criminal justice, education and nursing. Each degree program is combined with a comprehensive liberal arts foundation, which is designed to develop problem-solving and communication skills.

Beyond the classroom, students participate in a variety of campus activities including academic clubs, service organizations, intramural athletics and campus ministries. The University offers intercollegiate athletics for both men and women, competing in the NCAA Division I Big South Conference. Charleston Southern fields teams in basketball, baseball, softball, women's soccer, cross country, track and field, golf, tennis and volleyball, as well as an NCAA Division I Football Championship Subdivision football team.

Situated on 300 acres, formerly the site of a rice and indigo plantation, Charleston Southern University is in the center of the Charleston metropolitan area.



The Legacy Society of Charleston Southern University is comprised of a special group of friends who believe in the Christian mission of the University and want to ensure that valuable life-changing educational programs and services will continue for future generations. Each member of The Legacy Society has remembered the University through a bequest intention, charitable trust, life income plan, life insurance, endowed scholarship or other estate planning technique. Membership in The Legacy Society is activated when the donor notifies Charleston Southern that he or she has named the University as a benefactor.

The Fruits of Joining

- Giving to the University passes your values to generations to come.
- The University is able to better plan and prepare for future students.
- By the example of your special gift, you will encourage others who may consider passing on the same type of legacy.
- Providing a planned gift may financially benefit you and your family by offering immediate or deferred tax advantages.

Gratitude & Tribute

- Members receive an attractive certificate and lapel pin as special mementos symbolizing their membership and acknowledging their gift.
- Members are invited to the annual President's Club formal dinner and other University functions.
- Members are recognized in Charleston Southern University publications, including the *CSU Magazine* and *The Legacy* newsletter.

How Do You Pass on Your Values?

In estate planning, it is common to leave loved ones with financial resources and tangible goods gathered during a productive lifetime. Passing on wealth to family members and others is a wonderful gift to leave. However, beyond that, how do you pass on your values? Your values and beliefs define who you are. As you plan your estate, you will notice there is no section asking about the distribution of your moral values.

At Charleston Southern University, we have a solution that will preserve the essence of your beliefs, long after your worldly possessions have faded. Charleston Southern University is built on a foundation of timeless biblical principles consistent with a Christian worldview. You have the opportunity to contribute to our mission of promoting academic excellence in a Christian environment. In doing so, you will be passing on your values.

How to Begin Planning Your Estate

Begin by organizing your personal data. Start by making a list that includes the people in your life, the property you own, your plans for the future and the people who will help you in the planning process.

The People:

List all the people you would like to provide for. Make sure to list yourself, your spouse, children, relatives and friends. Also include charitable organizations you support, such as Charleston Southern University.

The Property:

List all the property you own, including bank accounts, money on loan, securities, personal property (such as automobiles, boats, antiques and jewelry), real estate, retirement benefits, and life insurance policies. Also, make a list of all your liabilities (such as mortgages, leases and credit card debts).

The Plans:

Write down your plans for the future. What will your own financial needs be? Would you like to give financial support or property to your children or grandchildren? If so, when would you like for them to receive this income or property? What are your charitable desires? Would you like to make a gift and receive an income for life to supplement your retirement?

The Planners:

Make a list of professional planners who have helped you in the past. This list might include a representative from Charleston Southern University, attorneys, financial planners, stockbrokers, insurance agents or other professionals.

The Will:

Make sure you have a will and have appointed someone as “durable power of attorney” for your affairs. This ensures that a trusted individual will handle your affairs if you are no longer able to do so.

If needed, seek advice on placing property in a trust. Also, make a decision as to whether or not you want a “living will.” The “living will” lets others know your feelings about prolonged life support in case of terminal illness.

Giving

Giving to Charleston Southern University during your lifetime will allow you the privilege of seeing the fruits of your generosity instantly. There are many deserving students and needs at the University you can help support. Not only are you receiving a tax deduction, you are also helping higher education.

- **Cash**

Giving cash allows you to take a tax deduction. Gifts of cash are fully deductible for federal income tax purposes up to 50 % of adjusted gross income. If the amount of the gift should exceed this limitation, the excess may be carried forward for tax purposes for an additional five years.

However, you may be able to give more, and at less cost to you by giving the following:

- **Securities**

If your appreciated securities (stocks or bonds) are worth more now than when you purchased or received them and you were to sell them, you would pay capital gains tax.

By giving the actual securities to Charleston Southern University, you receive the maximum allowable tax deduction for their full market value and may be able to spread the deduction over more than one year. The more the stock has appreciated, the greater the benefit will be.

- **Tangible Personal Property**

You may own valuables you no longer need such as: automobiles, antiques, works of art, books or jewelry. If you sell these items you will have to pay capital gains tax, however, if you give the valuables to Charleston Southern, you receive a tax deduction. The amount of your deduction varies, depending on whether or not the gift is related to our tax-exempt status. Your tax advisor can clarify the specifics for you.

The more your gift has appreciated, the greater the benefit will be. Mutual funds, real estate and other appreciated assets can make great gifts as well.

Ways to Give Now

Board of Visitors

The Board of Visitors is an important student scholarship support program and a channel for the involvement and networking of distinguished citizens and leaders who are interested in furthering the University's mission and providing assistance in the areas of planning, promoting and resource development. Length of membership term varies with membership level with all gifts providing direct scholarship support to deserving students.

For many students, the quality education in the Christian environment of Charleston Southern carries a high price tag. Over 90% of our students receive financial aid. Annual gifts from Board of Visitor members help worthy and deserving students afford a CSU education by supplementing tuition. Many of CSU's graduates can thank the generosity and commitment of Board of Visitor members for making their education possible.

Program Benefits:

A grateful student

All of the money raised by the Board of Visitors membership goes 100 percent to student scholarships. Each Board of Visitors member is assigned to a deserving student. Once a year the Board of Visitors will receive a handwritten letter and photograph of the student who earns this scholarship. At the spring Scholarship Lunch the donors and students meet.

Twice yearly Board of Visitors meetings:

In the fall and spring the Board of Visitors join for a half-day meeting that includes a continental breakfast and catered lunch. The Board of Visitors meeting is a time for our donors to network with each other, learn about the current and future projects of the University, give input on ideas and meet and hear from our students.

Invitation to the President's Club Dinner:

This black-tie optional event is held on campus in the fall for all donors of the University giving \$1,000 per year or more. This relaxing evening includes a fine dinner, highlighted student and guest speakers, student entertainment and a message from the President.

Invitation to the spring Scholarship Luncheon:

This is a special time where the donor has the opportunity to meet the specific student they help support while enjoying a catered lunch. During this time the students express their appreciation to their donors.

Quarterly Networking Breakfasts

This Friday morning event was created to allow our Board of Visitors to simply network with each other. During this breakfast a speaker from the business community will highlight a specific topic of interest to those in the business world. Board of Visitors are also highlighted during this breakfast, and everyone is encouraged to bring promotional information about his/her company.

Recognition

Your name and/or company name will also be recognized in the *CSU Magazine*, circulation 20,000.

Each member contributes a minimum gift of \$1,000 annually, which provides direct scholarship support to a deserving student. Multiple scholarship levels of giving are available with additional benefits for higher levels of giving. Gift may be paid on a monthly, quarterly or semiannual basis, if desired.

Endowed Gifts

The endowment provides a permanent source of income for the University and is a critical part of developing the campus and its programs. Gifts to the endowment are invested, with a percentage of the income supporting scholarships, professorships, academic chairs or other areas of interest.

Requirements:

1. Minimum required to establish - \$25,000
 - May take up to 5 years to reach minimum amount.
 - Corpus invested with University's endowment.
 - Average historic annual yield - 5 to 7% (not guaranteed).
 - The amount of the annual award will be determined by the University's Endowment Payout Policy in effect at the time, as approved by the Board of Trustees.
 - May be added to at any time and in any amount by directed gifts or deferred gifts through estate planning.
 - Corpus is never invaded.
 - No retained earnings unless stated in the scholarship guidelines.
 - No scholarship(s) awarded until minimum is reached.

2. Donors choose name for scholarship and determine required criteria for eligibility.

- May be established in honor of or in memory of a person living or deceased.
 - May be need based or merit based.
 - Particular curriculum(s) may be chosen, i.e., Business, Nursing, Teacher Education, etc.
 - May benefit students from a particular geographical region or area.
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- Other eligibility criteria as established by donors and agreed to by the university.
3. Administered by the Financial Aid Office of the university.
 4. Selection of recipient shall be made by the university based upon the established guidelines unless otherwise agreed to in writing.
 5. Guidelines will be signed by the donors and the university.
 6. Donors will be sent the names and addresses of scholarship recipients.
 7. Donors will be provided the balance in the endowment upon request.
 8. Donors will be invited to attend the annual scholarship luncheon.
 9. Endowed Chair - Minimum required to establish -\$500,000.
 10. Endowed professorship - Minimum required to establish -\$400,000.

Funded Scholarship

This is a scholarship fund in which the donor contributes the award amount annually. Contributions can be added to the fund by the initial donor and/or others who may wish to contribute to the fund (i.e., family, friends, employers, etc.). The scholarship may be established in the name of an individual, family, company, organization, or group. This scholarship also may be a way to honor or memorialize an alumnus, faculty/staff member, student, family member, or others who may have a special connection to Charleston Southern University.

Giving Life Insurance

Your Situation:

You have been paying premiums on life insurance for years and now the protection it offered earlier is no longer needed. The policies have some value, and you would like Charleston Southern University to benefit. You can choose one of the following options:

Strategies and Benefits:

1. Name Charleston Southern University as beneficiary of the policy:
The University can be named as:
 - a) primary beneficiary
 - b) secondary beneficiary
 - c) final beneficiary
 - d) remainder beneficiary
2. Assign your annual dividends to Charleston Southern University:
The dividends are tax deductible as gifts.
3. Donate to Charleston Southern a paid-up policy you already own:
You can receive an immediate tax deduction, usually in an amount equal to the policies' cash surrender value.
4. Donate a policy on which you are paying premiums:
If Charleston Southern is the owner and beneficiary, you can deduct future premium payments, as well as approximate cash surrender value at the time the gift is made.

Your Situation:

You would like to buy an insurance policy now, so that Charleston Southern University will receive a large gift in the future. You would like a tax deduction for the payments you make.

Strategy and Benefits:

Buy a new insurance policy and name Charleston Southern University as the beneficiary. If the University is the owner and beneficiary of the policy, you can deduct the premiums. This strategy provides an opportunity for someone who may not be in a position to make a single substantial gift right now but can afford small monthly premiums to leverage a larger gift at death.

Your Situation:

You want to make a gift to Charleston Southern University and still provide for your family. You wonder how you can use life insurance to replace assets you give to Charleston Southern.

Strategy and Benefits:

You can use the tax or other financial benefits resulting from your gift to the University to buy a life insurance policy. List your family as beneficiaries and this policy will replace wealth you have given to Charleston Southern University.

For Example:

Instead of leaving a qualified retirement plan (i.e. 401K, IRA, 403B etc.) to your children, which could be fully taxable to them during their peak earning years, consider using a charitable Gift Annuity to pay the premium on a life insurance contract that could transfer an amount equivalent to your retirement plan with no income tax consequences for your children. Charleston Southern will receive the residual of the gift annuity at your death.

Your Situation:

You are uninsurable, but you would like to buy life insurance to benefit Charleston Southern University.

Strategy and Benefit:

You can buy a life insurance policy based on the life of another person. You can name the University as beneficiary in one of the ways already mentioned.

Giving Real Estate

Your Situation:

You no longer wish to occupy or manage the home or property you own. You have owned the property for a number of years and know if you sell it you will be faced with a sizable capital gains tax.

Strategies and Benefits:

You can give the real estate to Charleston Southern University and receive a double tax savings. First, in most cases, you are able to deduct the full market value from your taxes. You may be able to spread this deduction over more than one year. Second, you will not pay any capital gains tax.

Your Situation:

You would like to make a gift of your current home or other property to Charleston Southern University, but you would like to live in the house for the rest of your life. Your plan is to leave the bulk of your estate to your children who live in other areas of the country. Since your family would not be able to use your home, you would like to give it to Charleston Southern.

Strategies and Benefits:

You can make a gift of the remainder interest in your home to Charleston Southern. This is called a “**Life Estate in Residence or Farm.**” You can continue to live on the property and to manage it while receiving a tax deduction now.

If your remainder interest gift includes more than your personal primary residence, you can also give the remainder interest in your vacation house, condominium, or farm. A farm may include acreage with or without the house.

Your Situation:

You would like to make a gift to Charleston Southern University, but you feel you can't afford to make a gift of the entire property. You want to know how to sell the property, retain part of the proceeds, and make a gift to Charleston Southern at the same time.

Strategy and Benefits:

You can transfer the property to Charleston Southern University. In return, the University pays you an agreed-upon amount that is less than the full fair market value. Basically, you are selling your property to Charleston Southern for less than its fair market value; this is called a “**Bargain Sale.**” The transaction is part sale and part gift. You receive a tax deduction based on the difference between the sale price to the University and the full fair market value.

The Charitable Gift Annuity: Life Income Through Giving

Your Situation:

You want to make a larger gift to Charleston Southern University but can't afford to reduce your cash flow. You're looking for a guaranteed retirement income with no investment worries or responsibilities.

Strategy and Benefits:

When make a gift to Charleston Southern, in return, you receive regular, fixed payments to you and your spouse for the rest of your lives. When either of you pass, the survivor will receive the income. This is called a "**Charitable Gift Annuity.**" The size of each payment depends on the amount you place in the gift annuity and your ages at the time the agreement is created.

Your Situation:

You want to give to Charleston Southern and, at the same time, supplement your retirement program. You also would like to receive a tax deduction now and wonder how you can give now and receive later.

Strategies and Benefits:

Instead of receiving payments now, you can receive payments at a later date, such as your retirement. If you make a gift now, the University agrees to pay you a guaranteed life income starting at an agreed upon date in the future. The longer you wait, the higher your annual payment. This is called a "**Deferred Gift Annuity.**"

The Charitable Remainder Trust: Life Income Through Giving

Your Situation:

“Life Income, Fixed Amount”

You find yourself in your older years concerned about insufficient income from some of your long-term investments. You are not extremely wealthy, but comfortable, and you would like an assured income for you and your spouse for the rest of your lives. You figure out just the amount you will want each year. You want Charleston Southern University to benefit after both your lifetimes.

Strategies and Benefits:

When you transfer cash, securities or property to a professionally managed trust, in return you will receive regular, fixed payments to you and your spouse for the rest of your lives. When either of you passes, the survivor will receive the income. Your estate taxes will be reduced, and the University will benefit by the remainder.

If you prefer, you can do this in your will, providing a life income for your surviving spouse. Because of the charitable deduction, the surviving spouse may actually receive a larger income than would otherwise be the case. This is called a “**Charitable Remainder Annuity Trust.**”

Your Situation:

“Life Income, Variable Amount”

You would like to make a gift to Charleston Southern University and receive a retirement income, but you are worried about inflation. A fixed income might buy less and less, therefore, you would like a chance to have the income grow over the years.

Strategies and Benefits:

When you transfer cash, securities, or property to a professionally managed trust you receive an income for life (determined by a fixed percentage you select at the start.) There is no need to worry about the ups and downs of the financial markets. This is called a “**Charitable Remainder Unitrust.**”

Charitable Lead Trust or “Wait-Awhile” Trust

Your Situation:

You are trying to plan what will happen to your sizable estate. You can take good care of your children, even though estate taxes will take a bite out of what you leave. But what about your grandchildren? Will there be much left for them when more big tax bites are taken out of your children’s estate?

Strategies and Benefits:

You set up what is called a “**Charitable Lead Trust.**” With a Charitable Lead Trust you donate part of your estate to the trust now, and the income goes to Charleston Southern University for a designated period of years. Your estate taxes are reduced, and the property is not taxed to your children. When your grandchildren reach maturity, the trust terminates, and they receive the assets. Charleston Southern University benefits during all those years, and your grandchildren receive much more than they would have otherwise.

Scholarship Opportunities

Your Situation:

You would like to set up a scholarship in your name or the name of a loved one so that deserving young people can get an education in a Christian environment. You realize that without your help, these students may not be able to attend Charleston Southern University.

Strategies and Benefits:

You can set up a scholarship fund in your name or in the name of someone else. You can give to your scholarship fund during your lifetime, and add to it through your will.

This is an endowed scholarship, meaning only the earnings off the gift will be used. The principal is never touched. Because of this, your gift will leave a lasting legacy of your commitment to education in a Christian environment. Year after year, your gift will continue providing scholarship support to needy students.

As a donor you can stipulate for the reward of the scholarship to provide for students in a certain area of study, or with a certain grade point average. The decision is yours. However, we prefer flexible requirements for the scholarship so more deserving students can qualify, regardless of major. Overall, the decision is yours.

Remembering Others

Your Situation:

You want to make a gift in honor or in memory of a family member or friend. You want your gift to be a living gift—a gift that will live on in the lives of others. By supporting Christian education, your gift will be embodied in the lives of young men and women.

Strategies and Benefits:

You can establish an endowment now in honor of a friend or loved one. You can add to it through your will. By creating the named endowment now, you have the pleasure during your own lifetime of honoring someone you love and seeing lives touched.

Think of the possibilities: you can name a chair or professorship, create a scholarship, name a library collection, set up a scholarship in memory of your loved one or you can decide to construct a new building in honor of someone. Many creative naming opportunities are available.

Your Situation:

You wonder how you can fund your named endowment. You want to plan so that you make the best possible use of your charitable resources.

Strategies and Benefits:

Consider the timing when making your gift in honor or in memory of someone. Your income and expenses vary, so you should plan accordingly. Sometimes you can find other ways of giving more practical than giving cash.

You can give stocks, bonds, mutual funds, life insurance policies, real estate, automobiles, art collections or other personal property. Talk with your financial advisor to make sure you choose the best way to make your gift.

Giving Through Your Will

Your Situation:

You are making decisions on a new will. You have taken care of all the usual details, have assigned sentimental possessions, and have provided for relatives. You decide you want to leave a legacy to Charleston Southern University.

Strategies and Benefits:

You could provide that all the remaining assets go to Charleston Southern University, significantly reducing the taxes otherwise payable by your estate. Your gift can continue supporting Charleston Southern in your name permanently. Your gift is a living symbol of your caring and dedication to education in a Christian environment.

You could also provide that a specific amount or percentage of your estate goes to Charleston Southern University. Perhaps you established a scholarship you want to fund, or you may have a special project you would like to support. Either way, a gift from your life estate is a cherished gift that will live on through the ministry of the University.

Passing On Your Values

Leaving a legacy to Charleston Southern University will help preserve faith and values in higher education. Should you have any questions about any of the estate planning terms, benefits of giving, joining The Legacy Society or would like to tour the campus, please contact us. We have a team of professionals willing to assist you.

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