



KEAN UNIVERSITY
FOUNDATION

Your Guide to Gift Planning



Planned gifts to the Kean University Foundation offer creative and flexible strategies that enable you to support the programs that are most important to you. At the same time, you will also be pursuing your own charitable and financial goals.

The first half of this illustrated brochure describes the types of personal assets the Kean University Foundation can accept. The second half describes vehicles through which those assets can be given. What works for you depends on such factors as when you want the gift to take effect, your desired level of control or involvement, whether family or other beneficiaries will be involved, and tax implications.

Contact the Office of Gift Planning to ensure your gift meets both your charitable goals and the needs of the university.

908.316.8920 or 800.234.5678 (toll-free)

kuf@keanfoundation.org

keanfoundation.org/giving/planned-giving

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Cash

How it Works



Cash



Gift can be outright to the Kean University Foundation or pay you or a loved one income for life or a term of years.

2



Send a check, wire funds, or give to the Kean University Foundation online.

1





How You Benefit



Income Tax
Deduction



Flexibility



Income*

- Cash is the simplest, quickest asset to use in making a gift.
- Income tax charitable deduction is for the full amount of the gift and can be used to offset a larger percentage of your income than a gift of real estate or securities.
- Any portion of the deduction not used in the year of the gift can be carried forward for an additional five years.

How to Give

- Outright
- Charitable Gift Annuity
- Charitable Remainder Trust
- Deferred Charitable Gift Annuity
- Donor Advised Fund
- Will / Living Trust

** If you fund a life income gift (e.g., charitable gift annuity or charitable remainder trust)*

Donor Advised Fund – Beneficiary Designation

How it Works



Donor
Advised Fund



1

Name the Kean University Foundation as a beneficiary of your donor advised fund during your lifetime for any future remainder.

DONOR
ADVISED
FUND

2

At your passing, all or part of the remaining assets pass to the Kean University Foundation to support programs you designate.





How You Benefit



Flexibility

- You control your Kean University Foundation legacy by designating which campus programs will be supported by the remaining assets in your fund.
- You can continue to make fund distribution recommendations from your donor advised fund during your lifetime.
- You can change your beneficiary designation at any time.

How to Give

- Outright
- Beneficiary Designation

Privately Held Securities

How it Works



Stocks and/or
Bonds



1

Give shares of
closely held
stock to the
Kean University
Foundation.



2

The Kean
University
Foundation sells
shares to support
programs you
designate.



How You Benefit



Income Tax
Deduction



Capital Gains
Tax Benefit*



Income**

- You receive an income tax charitable deduction for the appraised value of the shares, even if you obtained the shares at low or no cost, provided you have owned the stock for more than one year.
- You avoid capital gains tax on the appreciation in value.
- You may be able to use closely held stock to fund a life income gift, such as a charitable remainder trust.
- You join other entrepreneurs planning for their continuing legacy with a donation of closely held stock.

How to Give

- Outright
- Charitable Remainder Trust
- Donor Advised Fund

** For appreciated assets held more than one year*

*** If you fund a life income gift (e.g., charitable gift annuity or charitable remainder trust)*

Publicly Traded Securities

How it Works



Stocks and/or
Bonds



Gift can be outright to the Kean University Foundation or pay you or a loved one income for life or a term of years.



1

Give securities to the Kean University Foundation.



2

The Kean University Foundation sells securities to support programs you designate.



How You Benefit



Income Tax
Deduction



Capital Gains
Tax Benefit*



Flexibility



Income**

- You receive an income tax charitable deduction based on full fair market value of securities provided you have owned the stock for more than one year.
- You avoid capital gains tax on the appreciation in value.
- You may be able to use publicly traded securities to fund a life income gift, such as a charitable remainder trust.

How to Give

- Outright
- Charitable Gift Annuity
- Charitable Remainder Trust
- Deferred Charitable Gift Annuity
- Donor Advised Fund
- Will / Living Trust

** For appreciated assets held more than one year*

*** If you fund a life income gift (e.g., charitable gift annuity or charitable remainder trust)*

How it Works



Real Estate



Gift can be outright to the Kean University Foundation or pay you or a loved one income for life or a term of years.



1

Give all or a portion of real estate to the Kean University Foundation.



2

Kean University Foundation sells real estate to support programs you designate.



How You Benefit



Income Tax
Deduction



Capital Gains
Tax Benefit*



Income*

- The income tax charitable deduction will equal full fair-market value of the property, not the price you paid to purchase the property.
- There will be no capital gains tax at time of transfer.
- It is possible to give a partial interest.
- You may be able to use real estate to fund a life income gift, such as a charitable remainder trust.

How to Give

- Outright
- Charitable Remainder Trust
- Donor Advised Fund
- Will / Living Trust

** If you fund a life income gift (e.g., charitable remainder trust)*

Retirement Plans

How it Works



Retirement
Plan



1

Name the Kean University Foundation as a beneficiary of your IRA, 401(k), 403(b), or other retirement plan.

IRA,
401(K),
403(B), OR
OTHER
PLAN

2

All or part of the remaining plan assets pass to the Kean University Foundation tax-free at your passing to support programs you designate.





How You Benefit



Flexibility



Estate Tax
Deduction



Income*



No Income
Tax

- You can continue to take distributions from your retirement accounts during your lifetime.
- You create a tax-efficient estate plan by leaving other assets to loved ones, which — unlike retirement plans — are not subject to both income and estate tax (if applicable).
- You can change your beneficiary designation at any time.
- Possible, with a remainder beneficiary, to pay a loved one income for life or a term of years.

How to Give

- Beneficiary Designation

Beneficiary Designations

How it Works



Retirement
Plan



Donor
Advised Plan



1

Name the Kean
University Foundation
as a beneficiary of
your retirement plan
or external donor
advised fund.

IRA,
401(k),
403(b), OR
DAF

2

All or part of the
remaining plan or fund
assets pass to the Kean
University Foundation
at your passing to
support programs you
designate.





How You Benefit



Flexibility



Estate Tax
Deduction



No Income
Tax

Retirement Plan (e.g., 401(k), 403(b), IRA)

- You can continue to take distributions from your retirement accounts during your lifetime.
- You can create a tax-efficient estate plan by leaving other assets to loved ones, which — unlike retirement plans — are not subject to both income and estate tax (if applicable).
- You can change your beneficiary designation at any time.
- The Kean University Foundation uses the proceeds as you designate.

Donor Advised Fund

- You continue to make grant recommendations from your external donor advised fund.
- You can change your beneficiary designation at any time.
- The Kean University Foundation uses the proceeds as you designate.

Charitable Gift Annuity

How it Works



Cash



Stocks and/or
Bonds

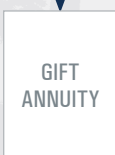


The Kean University
Foundation pays
a fixed amount
to donor or other
annuitant for life.

2



1
Give cash or
securities to the
Kean University
Foundation.



3



Remainder passes to the
Kean University Foundation
at annuity termination.



How You Benefit



Income



Income Tax
Deduction



Capital Gains
Tax Benefit*



Flexibility

- You or loved ones receive fixed income for life.
- You receive an income tax charitable deduction at the time of your gift.
- You pay no capital gains tax at the time of your gift of appreciated assets held more than one year.
- You receive favorable tax treatment for a portion of annuity payments.
- You diversify your assets.

** For appreciated assets such as stocks/bonds
held more than one year*

Charitable Remainder Trust

How it Works



Cash



Stocks and/or
Bonds



Real Estate



Trust pays
fixed % to
donor or
beneficiary.

2



Make a gift of
cash, securities,
or real estate
into a trust.

1



3



Remainder passes to the
Kean University Foundation
at trust termination.



How You Benefit



Income



Income Tax
Deduction



Capital Gains
Tax Benefit*



Flexibility

- You or loved ones retain income stream from donated assets.
- You receive an income tax charitable deduction at time of gift.
- You pay no capital gains tax at time of gift of appreciated assets held more than one year.
- You can make additional gifts to the trust over time.

**For appreciated assets such as stocks/bonds and
real estate held more than one year*

Deferred Charitable Gift Annuity

How it Works



Cash



Stocks and/or
Bonds



The Kean University Foundation pays fixed amount to donor or other annuitant for life, beginning on a future specified date.

2



Give cash or securities to the Kean University Foundation Payments deferred.

1

DEFERRED
GIFT
ANNUITY



3



Remainder passes to the Kean University Foundation at annuity termination.



How You Benefit



Income



Income Tax
Deduction



Capital Gains
Tax Benefit*



Flexibility

- You receive the same benefits as those of a charitable gift annuity (see page 17).
- Your payout rate is higher and income tax charitable deduction is larger than immediate payment gift annuity.
- Your future start date can coincide with important life events, such as a retirement or a grandchild's college years.

** For appreciated assets such as stocks/bonds held more than one year*

IRA Charitable Rollover

How it Works

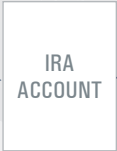


IRA Account



1

Instruct IRA custodian to distribute assets directly to the Kean University Foundation.



IRA distribution to the Kean University Foundation is tax-free.

2





How You Benefit



Flexibility



No Income
Tax

- Your distribution is tax-free.
- You can satisfy all or part of your annual required minimum distribution.
- You can satisfy outstanding pledges with an IRA distribution.

Tax code requirements

- You must be 70½ at time of distribution.
- Distribution cannot exceed \$100,000 per year per individual.
- Distribution must come directly from IRA custodian.
- You cannot receive any goods or services in return for the gift.

Retained Life Estate

How it Works



Real Estate



1

Give all or a portion of your personal residence to the Kean University Foundation (including farms, ranches, etc.) to a right to reside in it for life.

2

Live in the property, maintaining it and paying expenses.



When life estate ends, the Kean University Foundation sells property to support programs you designate.

3





How You Benefit



Income Tax
Deduction

- You continue enjoying the property for life.
- You get an immediate income tax charitable deduction based on the fair market value of property, less the value of the life estate.
- You can terminate the life estate early and receive a second tax deduction.
- Your property is no longer part of your taxable estate and passes to the Kean University Foundation immediately on termination of the life estate.

Will / Living Trust

How it Works



Cash



Stocks and/or
Bonds



Real Estate



Tangible
Property



1

Include the Kean
University Foundation
in your will or trust.

2

The Kean University
Foundation receives
gift at your passing.

WILL OR
TRUST

3

Your legacy
lives on at the
Kean University
Foundation.





How You Benefit



Estate Tax
Deduction



Flexibility

- Assets remain in your control during your lifetime.
- Your gift can be modified if necessary.
- You designate the gift's purpose.

** As of January 2018, not an issue for estates under \$11.2 million (\$22.4 million for married couple), but note this figure is adjusted for inflation*

Help Build a Better Kean University

Thank you for considering a gift to the Kean University Foundation. We invite you to contact the Office of Gift Planning. Our experienced team can offer hands-on guidance in exploring the many creative, flexible giving options available to you.

For additional information on ways to give through life insurance, personal property, a charitable bargain sale, charitable lead trust, and more, please visit **keanfoundation.org/giving/planned-giving**.

Please also let us know if you have already included a gift to the Kean University Foundation in your estate plan. We can review your gift language to ensure the university can implement your philanthropic intentions. We will honor your enduring commitment by inviting you to join The Medallion Society, the Kean University Foundation's community of planned gift donors.

CONTACT INFORMATION

Kean University Foundation c/o Kean University
1000 Morris Avenue • Union, NJ 07083

908.316.8920 or **800.234.5678** (toll-free)

kuf@keanfoundation.org

keanfoundation.org/giving/planned-giving

LEGAL NAME / TAX ID

All charitable gifts should be directed to the Kean University Foundation. Its tax ID number is 22-2849480.





Kean University Foundation

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