Gift Planning on a Shoestring

Kent C. Weimer, Chartered Advisor in Philanthropy®
Director of Trusts, Estates and Gift Planning
Parkland Foundation
Chair
National Association of Charitable Gift Planners
- Education
- Your voice on capital hill
- CGP Link
- Standards for Gift Planning Success
75%
More $$$$$$
Why

Russell James, J.D., Ph.D., CFP®
Professor of Charitable Financial Planning at Texas Tech University

Research shows that donors who include your charity in their estate plans typically increase their giving in the subsequent 5 years by 75%
Why

Martha Markey

Lifetime giving $550

11 gifts between 1995 and 2006

Usually $25 or $50 with a couple at $100
$800,000
Assumptions

To do charitable gift planning we need:

- A large budget
- Specialized knowledge
- Highly trained staff
Assumptions

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3 Things

• Why charitable gift planning is important and everyone should be doing it

• Simple things you can do now

• Move beyond check book philanthropy
Why

- 45% only somewhat satisfied with giving
- 21% would increase the amount if they were educated on methods to donate

US Trust Study on High Net Worth Philanthropy
Why

• 40% Seek charitable advice

• 33% Nonprofit advisor

US Trust Study on High Net Worth Philanthropy
How do I start?
Use a PS

Warm regards,

Kent

P.S. Make a gift that costs you nothing now!

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Use a PS

Consider a gift to Parkland in your will.

Want an easy will substitute? Use a beneficiary designation!

Preserve your cash by donating mineral rights, real estate and other assets.

Make a gift and receive income for life!

Leave part of your retirement assets to charity instead of the IRS.

You don’t have to be wealthy to make a difference.
I want to help Parkland. **Please use my gift for the following purpose:**

- Unrestricted gift
- Restricted gift for ____________________________

I am making my gift in honor/memory (circle one) of ________________________________

**Please notify the following of my gift:**

Name (as you would like it to appear) ________________________________

Address ________________________________

City ___________________________ State _____ Zip _____ Phone ______

- I would like my gift to remain anonymous.
- My employer matches my gifts and I have enclosed a matching gift form.
- I have included Parkland in my estate plan.
- I would like to receive information about including Parkland in my estate plan.
- Please remove my name from your mailing list.
How do you take care of the things that are important to you?

Through careful planning, you can benefit your loved ones and your charitable interests while ensuring that your deepest passions in life will continue to thrive in perpetuity. Some reasons to create a plan include:

- Taking care of loved ones
- Memorializing someone you care about
- Supporting the role Parkland plays in providing quality care
- Increasing current income for you or others
- Passing more on to heirs with reduced taxes
- Reducing income tax
- Avoiding capital gains tax

Our charitable advisor is ready to work with you, your family and your advisors in structuring the charitable dimension of their financial, estate and legacy plans.

For assistance contact Kent C. Weimer at kent.weimer@phhs.org or 214.266.2036.

To make a gift to an existing endowment, click here.

For estate documents or beneficiary designations please use the following information: Parkland Foundation, Dallas Texas, Tax Payer Identification Number 75-2089180.
Creating your legacy just got easier
Support keeping Dallas healthy for generations to come.

Learn More
Tell Stories

- Newsletters
- Online
- E-News
- Letters
National Breast Cancer Foundation grants provide help, hope

JARIKELLE HAIL WAS 24 YEARS OLD AND MARRIED with three young sons when she was diagnosed with breast cancer in 1986. At the time of her diagnosis, there was little information about the disease. After her treatment, she made a commitment to help women around the world by educating them about breast cancer and the importance of early detection. This dream became a reality in 1991 when she founded the National Breast Cancer Foundation (NBCF).

As the organization works to carry out their mission “to give help for today and hope for tomorrow,” NBCF has provided generous donations to Parkland since 2008 to help fund mammograms and patient navigation services.

“NBCF has a message and a mission of hope,” said Douglas Feil, vice president of programs for NBCF. “Our focus is on how we can help women today and ensure patients do not experience breast cancer alone.”

“Without Parkland, so many in our community would have nowhere else to go for care,” added Feil. “These women would have truly been alone. We are grateful to provide services to patients in partnership with the Parkland team.”

Evelyn Harrison is a member of the Parkland team who helps care for patients through the NBCF mission. As a patient navigator, she helps guide patients through the cancer care system to help ensure timely diagnosis, treatment and support. This proactive approach helps patients overcome the barriers of cost, fear and misinformation surrounding a disease and its prevention, by helping underserved women navigate the healthcare system, navigators provide the vision that gives women hope.

“There are grants, transportation vouchers for appointments and other resources patients need but they don’t know exist,” said Feil. “Navigators open doors for patients to be able to access care and services that are available to them. You need a person like Evelyn to take patients through the barriers. She is a remarkable person and is dedicated to her patients. Because of her, this program is a success.”

“To see what can be achieved at Parkland through our gifts is truly amazing,” added Feil. “Dallas is our home turf and we are proud to support the high quality and efficient care at Parkland. It’s good to know we are helping women in our own backyard.”

A gift of faith

Multi-million dollar estate gift will help Parkland build relationships with faith community

Faith Health Initiative core principles

The new Faith Health Initiative, created through the generosity of Dr. Alice Smith, will build robust relationships between Parkland and congregations of all faiths. This will be achieved through four core principles:

ACCESS TO THE RIGHT DOOR – helping patients understand how they can obtain preventive care versus visiting the emergency room

ACCESS AT THE RIGHT TIME – educating patients to seek care sooner, rather than waiting until their illness or disease has progressed

READY TO BE TREATED – understanding what is needed for the patient’s appointment, and the necessary information about medications

NOT ALONE – having someone to support the patient as they navigate the health system

THE NAMES DR. ALICE SMITH AND PARKLAND GO HAND-IN-HAND. After receiving her medical degree from UT Southwestern in 1946 and a rotating internship, she completed her residency at Parkland. She joined the UT Southwestern pathology department in 1950 and, with the exception of four years, she cared for Parkland patients and taught medical students for 60 years.

Before she passed away in June 2014, she included Parkland in her estate plans to ensure her legacy would continue to help Parkland.

the least of these, making sure the people of Dallas County had access to healthcare, no matter who they were or what their circumstances might be.”

Wilken added that Dr. Smith was an incredibly wonderful supporter of pastoral care, partly due to what she witnessed when President John F. Kennedy was brought to Parkland in 1963. At that time Parkland did not have a pastoral care department and the experience made Dr. Smith realize how critical it is to have

THE LEGACY OF DR. ALICE SMITH will continue at Parkland through the generosity of a $2 million estate gift.
Marilyn Wilson was introduced to Parkland like so many others before her—through a tragic accident in her family.

“Marilyn’s dad grew all kinds of orchids and poisoned himself in his own greenhouse with some insecticide,” explained Mrs. Wilson’s nephew, Dr. James Camak. The poisoning resulted in renal failure and Mrs. Wilson spent months at Parkland by her father’s side while he recovered.

“She always said Parkland saved her daddy’s life,” added Camak.

A resident of Mineola, Texas, Mrs. Wilson worked and saved money all of her adult life and, upon her death, remembered her hometown with her generosity, bequeathing more than $1 million to be distributed to local charitable causes. She also left almost $500,000 to the Parkland Burn Center where a waiting room will be named in her memory in the new Parkland hospital.

“She wanted to thank Parkland for her father’s treatment in the early ’70s,” said Camak. “She had always heard of the burn unit as being especially good, so she decided to leave her thanks to that department.”

Mrs. Wilson attended Texas Women’s University and became active in civic affairs and charitable works. A member of Parkland’s auxiliary, she was decorated with the Auxiliary’s highest award, the Silver Rose. She was a strong woman who was a role model for the youth of Mineola. When she died on Christmas Eve 2016 at 100 years old, she left a legacy that will live on in Parkland’s Burn Center.

“She was a Type A personality. Everything was done to the last detail. Strong willed. I think she was very loyal to friends and she loved her parents a great deal.”

“There was a lot of hard work and scrimping and saving,” said Camak. “It’s a true testament of her generosity. She always wanted to give back.”

Marilyn Wilson
The Discover Parkland event series is moving online and we hope you will join us. During the virtual events, Parkland leaders and community partners will explore new programs and initiatives that are critical to the health and wellbeing of our community.

Sign up to attend at [www.IStandforParkland.org/Discover](http://www.IStandforParkland.org/Discover).
My name is David Ratliff, like you, I do what I can to help support the good work of Parkland. I updated my will and made a “bequest” to Parkland. Is Parkland named in your will or other estate plans? If it is, would you please return the enclosed card and let them know?

If you would like to include a bequest to Parkland, you can talk to Kent Weimer. He provided me with all the information I needed and was very helpful.

You will become a member of the 1894 Society and be invited to some really nice, exclusive events like the fall luncheon.
It's Estate Planning, Not Rocket Science
Prepare for the Unexpected

Five Questions to Ask to Make Sure Your Plans Are Keeping Up
Don’t Let Planning Slip Your Mind
Make It Easy With a Beneficiary Designation
Donors can only give you what they got –

So ask them what they got!

Robert Sharpe
Cash: 7%

Financial Assets: 31%

Non-Financial Assets: 62%
Assets are where the wealth is!

**93% of it**

- Personal residence
- Farms
- Livestock
- Privately held businesses
- Mineral rights
- Tangible personal property
- Intellectual property
- Vacation homes
- Commercial property
- Retirement plans
- Investments
- Art
Retirement Assets

• 1/3 of assets in retirement accounts ($14.5 Trillion)

• 25% of retirement assets is in IRAs

• Baby Boomers
Discover your ideal prospect

Look at your bequest history

If you have no bequest history, then:

• 65 or older
• Long time donors
My Prospect Gold Standard

- 67 or older
- 5 or more consecutive years of giving
- 10 or more gifts in the last 7 years
Keep It Simple

Most realized gift plans are:

• Bequests
• Beneficiary Designations

Start the Conversation and Listen
Objections vs Magic Words

–I wish I could do more
–I can’t afford to give anymore
–I’m taking care of (kids, parents, great aunt)
–I need enough to retire on
–I don’t want to have to hire an attorney
I wish I could do more

Many of our donors make their most meaningful gift through their will.

Have you ever thought of including us in your plans?
I can’t afford to give anymore

Would you be interested in making a gift that costs you nothing now?
I’m taking care of .......

What if I showed you a way you could do both
I need enough to retire on. Would you like to have a secure income for life AND make a charitable donation?
I don’t want to have to hire an attorney

Or

I want to keep my giving private
Beneficiary Designation

• Life insurance
• Retirement accounts
• Bank accounts
• Investment accounts
• Real Estate

or

Donor Advised Funds
Final Thoughts

Being Part of the Family

If someone puts your organization in their will or estate plans, they have raised you to the level of a family member.
The power of saying

THANK YOU
Resources

CGP Link Resources
https://cgplink.charitablegiftplanners.org/resources

Dr. Russell James, gift planning training video series
https://www.youtube.com/playlist?list=PLXlw33tLHLH_ROHvdFp-QJ34rQfpXyV8d

Sharpe Group, Give and Take
http://sharpenet.com/give-take/

Kathryn Miree & Associates, Resources
http://kathrynmiereeanndassociates.com/resource-library/

Planned Giving Design Center
http://www.pgdc.com/
Emerging Philanthropy Conference 2020

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