

Ways of Giving

EXPLORING
GIVING
OPTIONS

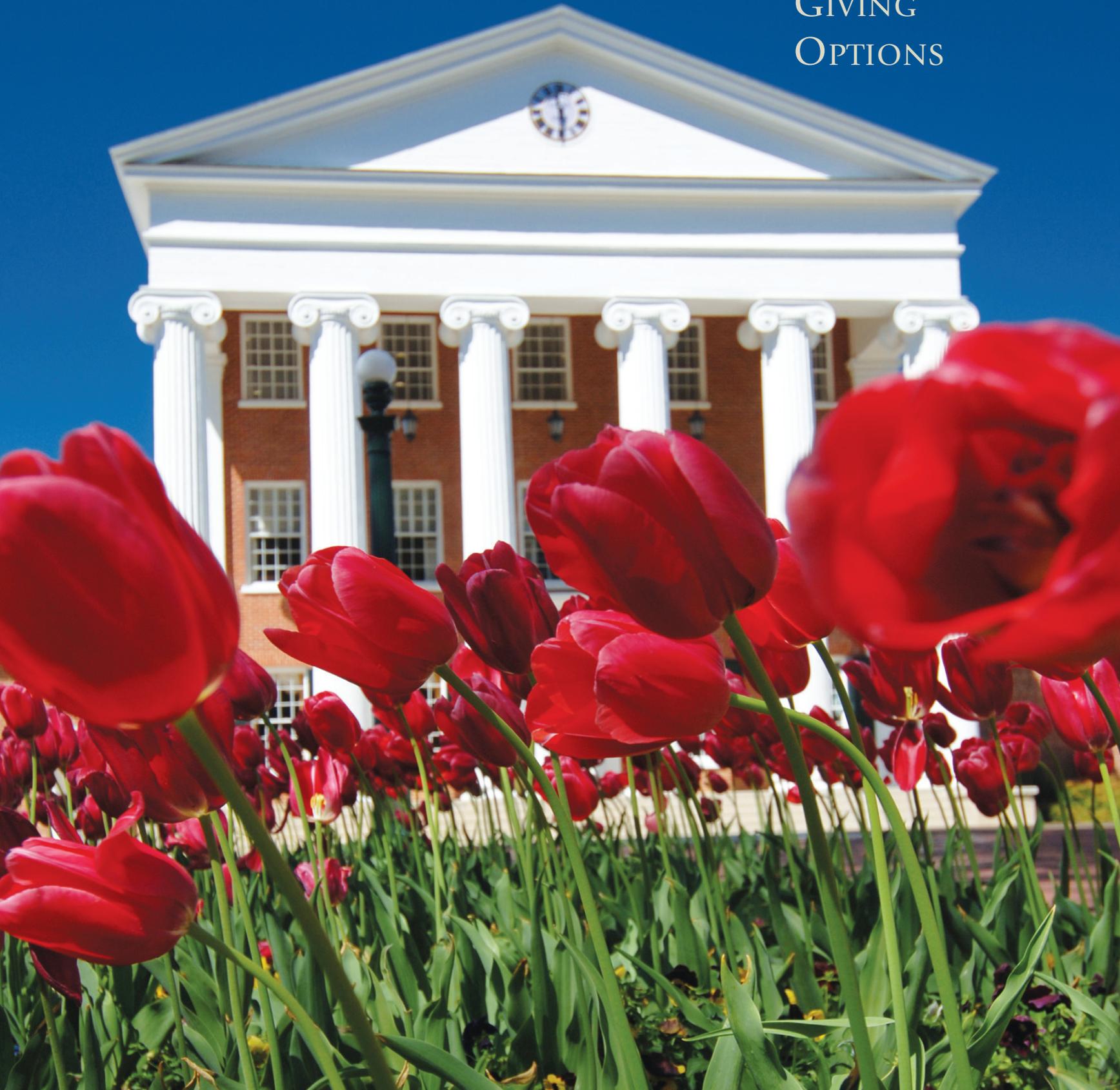


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PLANNING YOUR GIFTS TO OLE MISS

Individuals come to The University of Mississippi to pursue their dreams through education, and they leave with a foundation for success and fulfillment. Alumni build remarkable careers across the country and around the globe—careers that, in turn, help create a stronger society and a better world. Graduates shine powerful light back on the university through their life-changing contributions to business, industry, technology, law, health care, education, philanthropy, and myriad other areas.

The University of Mississippi, one of the oldest public institutions of higher education in the South, opened its doors to 80 students in 1848 and now enrolls nearly 17,000 students on four campuses, including the Medical Center in Jackson. A classical liberal arts institution, Ole Miss also offers high-quality professional programs in business, accountancy, engineering, law, education, and applied sciences. The faculty shelters a chapter of Phi Beta Kappa, one of the oldest and most prestigious undergraduate honor societies in the nation and the only chapter at a public university in Mississippi.



That's just the beginning of the story.



The eyes of the university community remain fixed on the goal of providing students a college experience unrivaled by other public universities, and year after year the reach for excellence continues to create the facilities and infrastructure to make that vision a reality. Ole Miss emphasizes strong classroom teaching supported by tremendous out-of-class experiences and library, laboratory, and technical facilities. The university competes at the NCAA's highest level in 18 men's and women's intercollegiate sports.

Take a close look at The University of Mississippi, which literally has been transformed—from its bricks, mortar, and landscaping to its faculty, programs, and offerings—into one of America's great public universities. Visionary leadership, exceptional efforts, and private resources from devoted alumni and friends persist in fueling this astounding growth

ence through top-caliber artists and performers, as well as thought-provoking national and international speakers.

With 20 major research centers, university researchers are turning their ideas into innovative solutions that benefit humankind. More than \$100 million in research is conducted annually, with world-class studies in pharmacy, physical acoustics, and cardiovascular disease. In addition, the main UM campus in Oxford, home of the late Nobel- and Pulitzer Prize-winning author William Faulkner, continues to be an incubator for writers and literary scholars. The 1.2 million-volume library houses the nation's most extensive Blues archive, Faulkner's papers, and the accountancy profession's complete archive; the Center for the Study of Southern Culture is renowned as a pioneer in Southern studies, cur-



THOSE WHO LEND FINANCIAL SUPPORT TO *Ole Miss* ENSURE A PROMISING FUTURE FOR GENERATIONS OF STUDENTS.

and progress. UM's Sally McDonnell Barksdale Honors College has been recognized as one of the three best in the nation. The Lott Leadership Institute, as well as other mentoring programs, provide Ole Miss students with unique training and perspectives. Vast opportunities also come from the Croft Institute for International Studies, Galtney Center for Academic Computing, and Winter Institute for Racial Reconciliation. There's the cultural heart of campus, the Gertrude C. Ford Center for the Performing Arts, which adds even greater depth to the college experi-

riculum, research, documentation, and symposia.

Individuals come to The University of Mississippi and find the best within themselves.

Graduates and university friends alike leave with Ole Miss held close to their hearts. And because of what this beloved university means, private donors choose to provide resources to build living legacies—ensuring that others have the opportunity to experience Ole Miss and propelling the university to even greater prominence.



CONSIDERING THE BEST WAYS TO GIVE

There are many ways to make gifts in support of Ole Miss. Some methods result in gifts that are completed today, while others provide for funding over a period of time.

COMPLETE YOUR GIFT NOW

After providing for their own needs and those of their loved ones, many friends of Ole Miss choose to make outright gifts each year. Whether in the form of cash, securities, real estate, or other property, such gifts are greatly appreciated and form an important base of support in our quest for excellence.

MAKE GIFTS OVER TIME

There are other welcome gifts to Ole Miss each year that are realized over time. Through the use of a trust, for example, assets can be held temporarily for the benefit of Ole Miss with annual payments to fund programs that interest you for a period of time you determine. When the term ends, the underlying funds are eventually returned to you or others you designate.

This option can be especially helpful to those who would like to make meaningful gifts while preserving long-term financial security for themselves and their loved ones. Through careful planning, these methods of giving can also greatly reduce or eliminate gift and estate taxes that might otherwise be due.

GIFTS THAT GIVE BACK

For those who would like to make gifts in support of Ole Miss yet hesitate to do so because they need the income produced by the assets they would like to give, there are a number of helpful alternatives.

It is possible to make gifts that feature income payable to you and/or loved ones for a predetermined period of time or for the remainder of one or more persons' lifetimes. By giving in this manner, you may also benefit from income, gift, estate, and capital gains tax savings.

GIVING THROUGH YOUR ESTATE

Each year Ole Miss receives gifts from the estates of special persons who thoughtfully provided that a portion of their accumulated assets be reinvested in future generations of students through legacies entrusted for our use.

Such gifts can be made in the form of a bequest included in one's will, a portion of the remainder of a living trust, or as a beneficiary of a life insurance policy, IRA, or other retirement planning account.

A legacy gift can be made with a specific amount of money or other property, a percentage of one's estate, or all or a portion of what remains after funding gifts to family and other loved ones.



VENTRESS HALL





CHOOSING WHAT TO GIVE

*A*fter deciding whether you would like to make a gift immediately, over a period of time, or as part of your long-range financial and estate planning, it is important to choose the best asset for use in funding your gift.

CASH

Gifts of cash and by check are the most popular form of charitable gifts. Tax benefits are available for such gifts when you itemize deductions on your tax return. This can bring welcome savings at tax time—eliminating tax on up to 50 percent of your adjusted gross income each year.

SECURITIES

If you own stocks, bonds, mutual funds, or other property, you may want to consider using that property to make charitable gifts to Ole Miss. When you give property that you have owned for more than one year and that has increased in value, you bypass capital gains tax while you are still allowed to deduct the full fair-market value on your income tax return in amounts up to 30 percent of your adjusted gross income.

If the securities or other property you would like to give has decreased in value, it is usually best to sell the property and make a gift of all or a portion of the cash proceeds. You may then be able to claim a deduction for both the capital loss and the charitable

gift, effectively deducting more than the current value of the asset.

Where securities have increased in value and are expected to be worth more in future years, it can be best from a tax-planning perspective to give the security and use cash that might otherwise have been given to instead repurchase the same security at current market prices. In so doing, you are allowed to donate the profits in the stock and, following your gift, own the same security with a new, higher cost basis.

You may also find that contributing appreciated, low-yielding assets to fund a gift that provides income to you and/or others over time can be a tax-efficient way to increase income from an investment.

REAL ESTATE

Giving homes or other real estate has become increasingly attractive. Tax benefits are very similar to those enjoyed through gifts of securities. It is even possible to make a gift to Ole Miss of a personal residence or certain other property that allows you and your spouse the right to enjoy the property for life. You would enjoy an immediate income tax deduction equal to the value of the eventual charitable gift in the year the gift is arranged.



PUTTING IT ALL TOGETHER

*G*iving to Ole Miss need not compete with your desire to meet personal financial obligations. There are many creative ways to help meet your personal financial goals and provide for your loved ones while making a difference in the lives of future generations of students. The planning options covered in this booklet and the accompanying materials can be used to help you make gifts while meeting the following needs.

PLANNING FOR RETIREMENT

If you are at a point in life where you are considering how to provide for financial security in retirement, a number of gift planning tools can help you maintain—or even enhance—your economic freedom.

MEETING TEMPORARY NEEDS

In cases where one's retirement is funded but income is needed for various purposes prior to retirement, it is possible to make gifts that result in immediate income and capital gains tax savings while providing a dependable source of income for a predetermined period of time.

PROVIDING FOR OTHERS

You can also make meaningful gifts to Ole Miss in ways that help supplement the income of parents, children, brothers, sisters, or other loved ones.

FUNDING EDUCATIONAL EXPENSES

Surprisingly, there are actually methods of giving that result in funding a gift to Ole Miss while first providing for educational expenses for children, grandchildren, or others.

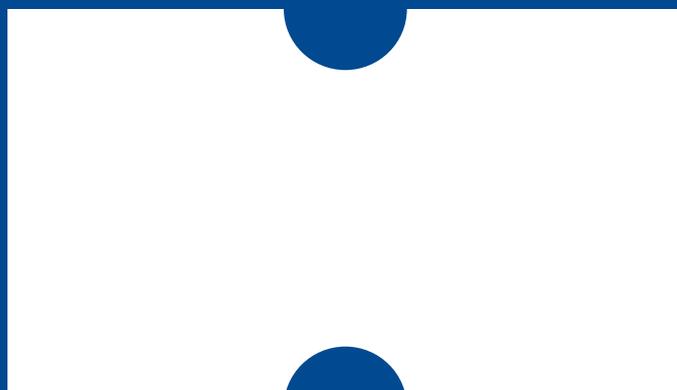
CREATING TAX-FREE INHERITANCES

There are welcome alternatives to payment of gift and estate taxes that can help underwrite your gifts to Ole Miss for a number of years while children and/or other heirs inherit substantially the same amount they would have received if taxes were paid on their inheritance.

MORE INFORMATION

Charitable giving is a rewarding activity that can provide many benefits to you, your loved ones, and our institution. The key to making the most of your charitable gifts is to carefully consider what you want to accomplish and then take the time to plan effectively. Devoting a small amount of time to deciding *what* to give, *when* to give, and *how* to give can make a difference when deciding *how much* you wish to give.

If you would like additional information about any of the ideas presented in this booklet, we will be pleased to work with you and your advisors to discover the gift-planning options that are best for you.





The University of Mississippi
A Great American Public University

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