

# East Carolina University



College of Health and Human Performance

*Ways to Give*



Your gifts to the College of Health and Human Performance are used exclusively to advance the college's mission of providing instruction, conducting research, and performing service in health, exercise science, and recreation and leisure.

All contributors, regardless of the amount, will be listed in the development section of the College of Health and Human Performance Web page and annually in the Honor Roll of Donors in the *Health and Human Performance News*, which circulates to approximately seven thousand alumni and friends of the college. Your contributions count toward membership in all university gift societies.

However, whether you wish to be recognized for your gift or prefer to remain anonymous is up to you; your wishes will always be honored.



# Ways to Give

## Cash

Cash donations may be made in one or multiple transactions. Cash gifts may be deducted for income-tax purposes in an amount up to 50 percent of your adjusted gross income, and contributions over that limit can be carried forward for up to five subsequent years.

## Publicly Traded Securities

A contribution of appreciated securities can produce significant tax savings for you and help you be more philanthropic than you thought possible. That's because you receive a double benefit: your contribution nets you an immediate charitable deduction for the fair market value of the securities, and you are not subject to any capital gains tax on the appreciation in value. The fair market value of your contributed securities can be deducted up to 30 percent of your adjusted gross income. In addition, if the amount is larger than you can use in one year, you can carry the surplus as a charitable deduction over the next five years.

## Mutual Fund Shares

Mutual fund shares can also be excellent assets to contribute to the College of Health and Human Performance. Like gifts of publicly traded securities, gifts of mutual fund shares are deductible up to their full fair market value. Some mutual fund companies have special procedures for gifts of mutual funds. Electronic transfers of stock and mutual fund shares can be quick and easy.

## Real Estate

Gifts of real estate can include a house, apartment building, farm, vacation home, commercial buildings, and income-producing and nonincome-producing land. You can make an outright gift of real property now or through your estate or use your assets to fund a charitable remainder trust that provides income to you or your children. A gift of real estate typically requires certain procedures, including a visit to the property, an appraisal, and an environmental assessment.

## Life Estates

You can benefit today from a future gift of your home. You and your spouse can continue to live in your residence for life while obtaining a current income tax deduction. Vacation homes may also be contributed. The College of Health and Human Performance, with the assistance of the East Carolina University Foundation, Inc., will generally sell the residence and use the proceeds to support the college and specific purposes you identify.



## Life Insurance Policies

Many people find that the protection offered by their life insurance policies is no longer needed later in life. A life insurance policy can become an ideal tool for charitable giving. Any type of fund can be established with a gift of life insurance. This creative strategy can enable you to make a much larger gift than you might have thought possible.

The procedure is simple. You start by irrevocably assigning your insurance policy to the College of Health and Human Performance through the East Carolina University Foundation, Inc. The college is also named the beneficiary of the policy. You can also make annual tax-deductible contributions to cover the policy's annual premium. Or, if the policy is paid up, you will receive an immediate tax deduction in an amount equal to the policy's cash surrender value.

## Planned Giving

You can leave a lasting legacy through a wide variety of planned-giving vehicles that lower estate taxes such as gift annuities, charitable remainder unitrusts, charitable remainder annuity trusts, and charitable lead trusts.

Please consider including the College of Health and Human Performance in your estate plans. Anyone who designates the College of Health and Human Performance at East Carolina University as a beneficiary through the East Carolina University Foundation, Inc., automatically becomes a member of the Leo W. Jenkins Society. Membership is also conferred to all benefactors who have remembered the College of Health and Human Performance through the East Carolina University Foundation, Inc., by means of a bequest provision in their will or living trust.

For more information and additional brochures, please call Greg Abeyounis, director of development, at 252-328-4662, or e-mail [abeyounisg@mail.ecu.edu](mailto:abeyounisg@mail.ecu.edu).