



WAYS TO GIVE TO THE INSPIRE AWESOME CAMPAIGN

A gift to the Eastern Washington University INSPIRE AWESOME Campaign is a meaningful statement of your belief in the mission of the institution and its ability to provide its students with a transformative educational experience. No matter the size of your gift or your method for giving, your financial support of EWU is deeply appreciated.

Philanthropy at EWU can take many forms, each equally important, and allows you to make the gift that is right for your financial situation. Whether it is an immediate gift of cash, securities or property, a life-income gift such as a gift annuity or a charitable remainder trust, or a legacy gift through your will, your generosity and kindness to EWU will support our current generation of students and those yet to come.

CASH GIFTS/PLEDGES: Pledges or new commitments may be made at any point, and are most commonly fulfilled through gifts of cash, securities, Visa and MasterCard. A gift of securities may also yield additional tax benefits through the avoidance of capital gains; you should discuss this with your financial advisor.

MATCHING GIFTS: Many of EWU's donors are employed by companies that have generous gift-matching policies. If you are unsure if this benefit is available to you, please check with your employer's human resources department.

LIFE INCOME GIFTS: Life-income gifts, such as a charitable gift annuity or remainder trust, can provide a lifetime of income through your charitable gift. In some cases, if using cash or low-yield assets, such as a certificate of deposit, you may increase your annual income through establishing a life-income charitable gift.

BEQUESTS: A bequest in your will or through your living trust allows you to make a gift to EWU that can be designated to the need of your choice. You maintain control over your assets during life to meet unexpected needs. Many estates will earn an estate-tax deduction for the value of your gift when realized by EWU.

REAL ESTATE/PERSONAL PROPERTY: Real estate and personal property make wonderful gifts. Primary residences, vacation homes, farms or personal property, such as art, are popular choices for many donors.

BENEFICIARY DESIGNATIONS: Beneficiary designations of retirement plan benefits and tax-deferred assets, such as IRA and 401K plans, make excellent gift choices. When given to EWU, these assets pass untaxed to the university, whereas leaving them to heirs can result in tax liabilities.

LIFE INSURANCE POLICIES: Life insurance is a forward-thinking gift that often allows you to make a larger gift than otherwise may have been possible. Whether you have an existing policy that is no longer needed or a new one, you can name EWU as either the beneficiary or the owner, and may be able to deduct your premium payments.

I WOULD LIKE MORE INFORMATION OR TO HAVE A DISCUSSION REGARDING THE FOLLOWING:

- Cash Gift/Pledge Matching Gifts Life Income Gifts Bequests
 Real Estate/Personal Property Beneficiary Life Insurance

Name: _____

Phone: _____ **Email:** _____

