



# KANSAS ATHLETICS

## *Planned Giving*

### **INVEST IN THE JAYHAWK TRADITION OF EXCELLENCE**

Once a Jayhawk, always a Jayhawk. What it means to be a Jayhawk is a tradition within itself and transcends generations: past, present and future. Your experience as a student-athlete, or the support network around them, is a uniquely shared experience filled with pride, unity and loyalty. It serves as a reminder to embrace the mentally tough competitor that lives within you as you maintain your lifelong devotion to personal excellence.

You know firsthand how student-athletes energize the Jayhawk spirit and serve as a rallying point for students, faculty, alumni and fans. You also understand that student-athletes dedicate long hours to train and compete, and they need academic support to achieve their goals.

Scholarship support helps them succeed in their sport and in the classroom. Please consider a gift that will honor your KU legacy and strengthen the tradition of Jayhawks helping Jayhawks — benefitting student-athletes now and far into the future.

With a deferred gift, you may be able to create more opportunities and give more back than you think possible. The key is careful planning. In essence, deferred gifts are planned now to benefit Kansas Athletics later.

Deferred gifts integrate your charitable goals with your financial, tax and estate planning goals. These gifts can reduce taxes on your income and estate, resulting in a larger gift. Many deferred gifts bring additional advantages, such as steady, secure income. KU Endowment is the official foundation for raising and managing funds committed on behalf of Kansas Athletics.

### **TYPES OF DEFERRED GIFTS**

#### **Wills and Trusts**

Wills and trusts, commonly referred to as bequests, are the most common form of deferred gift. You can make changes until such time as your gift matures

and all types of assets may be transferred to KU Endowment through your will or trust.

#### **Retirement Plan Assets**

Consider naming KU Endowment as one of the beneficiaries of part or all of your retirement plans to avoid income and estate taxes on those retirement plan assets. To designate KU Endowment as a beneficiary, contact your plan administrator for a beneficiary designation form.

#### **Life Income Gifts**

Life income gifts can provide steady income for yourself or a loved one, and then provide a significant gift to Kansas Athletics with the remaining assets. These can be funded with cash, securities or other assets. This type of gift may provide tax benefits.

#### **Life Insurance**

You can name KU Endowment as a full or partial beneficiary for a percentage or a specific amount of your policy.

#### **Let Us Know**

If you have designated KU Endowment as a beneficiary of a deferred gift, please let us know so we may recognize you and ensure that we understand what you want to accomplish with your gift. The Elizabeth M. Watkins Society recognizes individuals who have developed estate plans with KU Endowment. If you prefer to remain anonymous, we will keep your intention completely confidential.

***We are ready to consult with you about planned giving opportunities, and to help with questions about other forms of charitable giving that may benefit you, your family and Kansas Athletics.***

#### **CONTACT:**

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