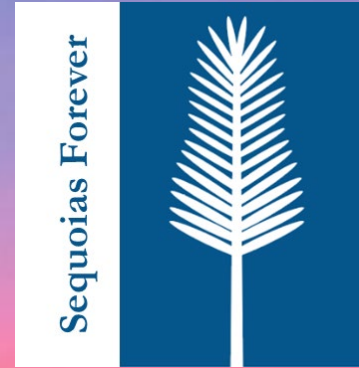


A Legacy for Fundraisers

A Special Proposal Prepared for
Margaret Johnston



FUNDRAISER NOTE:

- Background information and context for request
- What need donor impact will address
- Share vision and goals
- Articulate how donor can help meet goals

Margaret,

You have been a loyal supporter to our organization for many years. Your generosity has helped us reach a wider audience. We would like to share with you an exciting opportunity to make a significant impact through our mission. In recent years our organization has grown considerably to meet the needs of our community. With this growth comes a need to sustain our operations now and into the future. Thank you for your continued support and for considering a gift to our organization to further our mission.

This year has been one of our most exciting to date. We have grown our membership ten percent. Along with this growth has been an increase in the services we offer. Our Roundtable has always been a featured event for many gift planners in our region. In recent years we have also seen significant growth in participation in our monthly webinars as well as our in-person networking events. With this growth has come added costs that have not been fully covered in our membership growth.

On the heels of this growth, we would like to share with you a few pillars for our future growth. Our vision is to make a permanent impact in this community. Last year we updated the Master Plan for our organization that details a ten-year growth plan including additional services we plan to provide our membership.

Furthering Your Support

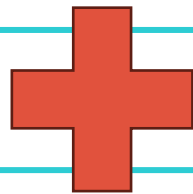
Your continued ongoing support makes a meaningful difference in the programming we offer throughout the year. Your asset-based gift will work to ensure Sequoias Forever sustains its mission in support of impacting fundraising professionals for years to come.

Continuing your personal impact

\$6,000 cash

Impact: Sustain high-quality educational programming and networking for gift planning professionals.

Benefits to You: Potential income tax deductions, credits, or avoidance of capital gains taxes.



Sustaining Sequoias Forever for the Future

\$150,000 real estate

Impact: Build our long-term vision to be the best Gift Planning organization in the West.

Benefits to You: Different gift vehicles may avoid capital gains tax, provide income tax deductions, lifetime income or other benefits.

Thank You, Margaret.



We are grateful for your support and want you to know the impact it has makes. A gift of \$6,000 makes a significant contribution to our operations. Membership dues only cover a portion of our mission. The generosity of donors like you currently covers 55% of our operating costs including cost of programming and networking events.

A legacy gift could help us to sustainably grow our impact and plan for the future. We are seeking to raise \$4,000,000 in endowment to support our operations growth. In recent years we were reminded that changes in annual giving can have large impacts in our organization's operations. We seek endowment funds that will provide permanent funding for twenty-five (25%) of our operating costs to provide revenue stability.

We are honored to have you as part of our Sequoias Forever family and appreciate your consideration of supporting our future.

	Direct Gift of Real Estate	Bequest	Retained Life Estate	Charitable Trusts (CRAT, CRUT, CLAT, CLUT)	Charitable Gift Annuity (CGA)	Donor Advised Fund (DAF)
Donor Benefits	Allows large gift; Sale of real estate handled	Gift when your estate is settled; Easy to incorporate to your current will or trust	You can reside in property while transferring ownership to <u>SE</u>	Greatest flexibility to design gift and control investments; Receive Income (CRAT & CRUTS); Receive Remainder (CLAT & CLUT)	Provides you stable income for life, ensured by <u>Sequoias Forever</u>	You control gift timing; Option to support other organizations
Potential Tax Opportunities	Income Tax Deduction; Avoid Capital Gains Tax Reduce Estate Tax	Reduce Estate Tax	Income Tax Deduction; Avoid Capital Gains Tax Reduce Estate Tax	Partial Income Tax Deduction; Defer or Avoid Capital Gains Tax Reduce Estate Tax	Partial Income Tax Deduction; Avoid Capital Gains Tax Reduce Estate Taxes	Income Tax Deduction; Avoid Capital Gains Tax Reduce Estate Taxes
Organization Benefits	Receives a large immediate gift	Receives a large deferred gift	Irrevocable	Often used for larger gifts	Scalable, to provide regular income	Identify prospects with giving strategy
Limitations	Must give full amount of property to organization		Must give full amount of property	Irrevocable, Trust cannot be changed once created	Fixed terms set by organization	Similar flexibility to foundation
Appraisal Required?	Yes	No	Yes	Yes	Yes	Yes
Additional Costs		Lawyer Fees		Lawyer Fees		DAF Fees

A Legacy for Fundraisers

Gift Illustrations Prepared for
Margaret Johnston



FUNDRAISER NOTE:

- Remind donor that these illustrations are for informational purposes and should not replace the advice of personal professional advisors.
- Offer to join professional advisor conversations.

Margaret,

Gifts of Real Estate provide donors like you the opportunity to turn assets that have been part of your daily life into a gift that benefits others.

The illustrations provided in this document demonstrate the how real estate can be used to impact Sequoias Forever. The gift strategies may have benefits to you in addition to our mission. The gift strategies we have included are:

1. Sale of Real Estate & Charitable contribution
2. Direct Gift of Real Estate
3. Donor Advised Fund
4. Charitable Gift Annuity
5. Charitable Remainder Trusts

We are honored you are considering making such a thoughtful contribution so Sequoias Forever can thrive now and into the future.

Option 1 Real Estate



Sale of Real Estate & Give Annually

Estimated Property Value	\$130,000
Closing Costs	(\$10,000)
Capital Gains Tax (15%)	(\$15,000)
State Cap. Gains (6.8%)	(\$6,800)
Sale Proceeds	\$98,200

Proceeds from the property sale could be used to support your ongoing commitment to Sequoias Forever, or support Sequoias Forever's vision for the future.

Note: Illustrations are an example, seek input from a professional advisor

Option 2

Gift Real Estate



Transfer Property Deed to Sequoias Forever

Estimated Property Value	\$130,000
Closing Cost	(\$10,000)
Sale Proceeds for Sequoias Forever	\$120,000

Additionally the sale could provide you tax benefits:

Income Tax Deduction	Avoid Cap. Gain Tax
\$28,600 (federal)	\$15,000 (federal)
\$8,840 (state)	\$6,800 (state)

Note: Illustrations are an example, seek input from a professional advisor

Donor Advised Fund

Option 3

Funds Available to Gift:

Estimated Property Value	\$130,000
Closing Costs	(\$10,000)
DAF Fee	(\$10,000)
Adjusted Value	\$110,000

Gift Considerations:

- DAFs provide flexibility to grow contributed assets, direct grants, and name a charitable beneficiary
- Contributing property to establish a DAF may provide tax benefits:
 - \$15,000 estimated federal **capital gains tax** savings
 - \$6,800 estimated state **capital gains tax** savings
 - \$28,600 estimated federal **income tax** deduction
 - \$8,840 estimated state **income tax** deduction

	Year	Amount	DAF
Gift From Donor Initiation	Initiation	Adj. Appraised Value \$110,000	
		Tax Deduction	
Charity 	Year 1	\$6,000	
	Year 2	\$6,000	
	Year 3	\$6,000	
	...		
	Year 10	\$6,000	
Charity 	Termination	Charitable Gift: \$101,949	

Note: Illustrations are an example, seek input from a professional advisor

Charitable Gift Annuity

Option 4

Gift Considerations:


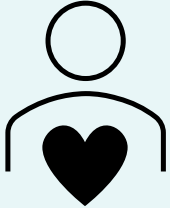



CGAs provide you with income for life (or a term of years), while leaving the remainder to Sequoias Forever.

An income tax deduction will likely be allowed for the present value of the amount gifted to SE at termination:

- \$12,810 estimated federal tax savings
- \$3,960 estimated state tax savings

At termination, the CGA is estimated to make a \$60,000 impact on Sequoias Forever

Our current payment rates are 6.4%

	Year	Amount	Charitable Gift Annuity (CGA)
Gift From Donor Initiation	Initiation	Recognized Gift: \$120,000 Tax Deduction	Sequoias Forever 
Donor 	Year 1	\$7,680	Payout of 6.4% Sequoias Forever 
	Year 2	\$7,680	
	Year 3	\$7,680	
	...		
	Year X	\$7,680	
Charity 	Termination	Charitable Gift: \$60,000	Sequoias Forever 

Note: Illustrations are an example, seek input from a professional advisor

Charitable Remainder Trust

Option 5

Gift Considerations:


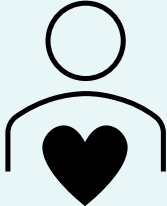



You have the option to select an annual (fixed) or percentage payment of 5-50% of the total assets in the trust.

You will likely avoid the entire capital gain tax both federal \$15,000 and state \$6,800.

You may receive an income tax deduction on the present value estimated to be given to Sequoias Forever.

- \$16,264 in federal income tax savings
- \$4,959 in state income tax savings

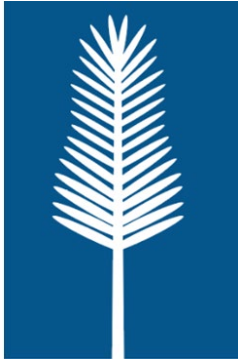
Assuming the trust earns 5.5% over time and pays out at 5%, the remainder would make an extraordinary impact on SE.

	Year	Amount	Charitable Remainder Trust
Gift From Donor Initiation	Initiation	Recognized Gift: \$120,000	
		Tax Deduction	
Donor 	Year 1	\$6,000	Payout of 5% 
	Year 2	\$6,000	
	Year 3	\$6,000	
	...		
	Year X	\$6,000	
Charity 	Termination	Charitable Gift: \$135,350	

Note: Illustrations are an example, seek input from a professional advisor



Sequoias Forever



Thank you, Margaret!

