



# THE POWER OF *Planning*

By Emerita Trustee Betsy Duff (Patrick '08 and Maggie '12)

**F**or many of us, the phrase “charitable giving” brings to mind an incessant, impersonal stream of phone calls and direct mail from organizations with which we have a limited, if any, connection. As a result, we often give reactive, largely disengaged, gifts in an effort to silence these pleas for support.

Wouldn't you prefer to take a more proactive approach to your philanthropy and make meaningful, directed contributions that support the people and programs you know and care about most?

Planned, or legacy, giving may be the answer. Planned gifts can be made in lifetime or at death as part of your overall financial and/or estate plan. They articulate your charitable priorities through a longer-term approach to supporting the organizations you love. And planned gifts are a win-win for both the nonprofit beneficiary (such as The Potomac School), and for you, the donor.

Planned gifts — of any amount — offer flexibility in terms of the types of assets that can be donated. Cash, appreciated securities, real estate, artwork, partnership interests, personal property, life insurance or retirement plans are all good candidates for consideration — although some assets work better with some planned gifting structures than with others. Planned gifts can be designed to provide a range of financial benefits to the donor, including income tax benefits (such as income tax deductions or avoidance of capital gain recognition), estate tax benefits (such as moving residual values to heirs without estate tax), or both.

In many cases, legacy gifts enable donors to make larger gifts than they could make from their discretionary income, and may also alleviate concerns that a large charitable donation might impact the family's future financial security. An estate planning attorney can work with you to draft the appropriate documenta-

tion that serves to maximize the benefits and protect both you and the School. A tax advisor will help think through the tax issues. Members of Potomac's Development and Finance Offices are available to participate in your planning and will work with your tax and legal advisors to arrive at an optimal solution for your family.

A planned gift is seen as reflecting a lifetime charitable priority and a commitment to an organization whose impact on a family has been so great as to warrant this highest level of support and remembrance. Many planned gifts result in multi-generational

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support for a nonprofit, with children hoping to continue the legacy of support begun by their parents. Such multi-generational donor loyalty is especially likely when the nonprofit is the children's *alma mater*. And perhaps the greatest benefit of a planned gift is the knowledge that your gift is certain to inspire others, generating a deeper, broader culture of giving throughout the Potomac community.

Please consider including The Potomac School in your charitable plans by making a legacy gift. The benefits to the donor are substantial, while the benefits to Potomac are immeasurable.

**For more information about planned giving opportunities and membership in Potomac's Second Century Legacy Society, visit [www.potomacschool.org](http://www.potomacschool.org) or contact Potomac's Associate Director of Development, Jinene Christian, at (703) 749-6326 or [jchristian@potomacschool.org](mailto:jchristian@potomacschool.org).**

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