



# ST. LAWRENCE UNIVERSITY

## G. Atwood Manley Society



## The Changing Landscape of Philanthropy

As a result of the 2016 election cycle, many experts anticipate changes in tax law.

The President recently released a tax plan that would impact the surtax on net investment income; the alternative minimum tax; the estate, gift, and generation-skipping transfer (GST) tax; and the top marginal individual and corporate income tax rates.

A final tax bill may include several of these new provisions. It is also possible that the top income tax rate would be lowered, a change which would effectively reduce the proportional value of the income tax charitable deduction for those in the top income tax bracket.

However, it appears that the individual tax deductions, regardless of tax bracket, for

mortgage interest and charitable contributions will remain, as will pre-tax savings into IRAs and 401(k) accounts.

Given the changing landscape of philanthropy, we know the current robust stock market provides a terrific opportunity to contribute appreciated securities (stock, bonds and mutual funds) to avoid immediate capital gains tax. This year we are seeing many Laurentians use appreciated securities to make annual, capital, and planned gifts.

If you have any questions about any of these topics, or planned giving in general, please contact Kurt Terrell or Katie Dolan in the Office of Planned Gifts at 315-229-5505 or visit our website at [plannedgifts.stlawu.edu](http://plannedgifts.stlawu.edu).

*(May 1, 2017)*



## Introducing Kurt Terrell

Greetings Laurentians,

I am thrilled to have joined St. Lawrence University in January as the director of planned gifts, and I look forward to being of service to all Laurentians — especially current and future members of the G. Atwood Manley Society.

I bring to St. Lawrence more than 20 years of advancement experience, most recently serving as the director of Advancement for North Country School and Camp Treetops in Lake Placid.

As director of planned gifts, I will assist alumni, parents, families and friends with achieving their charitable giving goals through estate planning and life-income gifts. Working with the major and planned gift team, I aim to increase participation in the Manley Society, which celebrates Laurentians who have included the University in their estate plans. In addition, I will be traveling and representing the University in the Southeast and Texas.



We all come to the table with varying degrees of philanthropic experience and knowledge. It is my hope to meet Laurentians where you are, provide useful information, answer your questions, and help to determine how you can both meet your individual or family needs while making an investment in the future of St. Lawrence.

Over the coming weeks, months, and years, I look forward to visiting with more Laurentians, hearing your stories, and being of service as you make planned giving decisions.

Warm regards,

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# David Halstead '91

## Why consider a gift of life insurance?

St. Lawrence is a special place that helped shape us into the adults we have become, taught us the value of our education and showed us how we can contribute to the global world in which we live.

I always felt that giving back to people and institutions that impacted me and the community was important. From a young age, my parents exhibited the significance of philanthropy and instilled that value as something to emulate and carry forward in my life. Those principles were further cultivated during my days in Canton, at Reunions, while on Alumni Executive Council and in my ongoing interactions with students, faculty, staff and alumni.

There are many ways any of us can give back to St. Lawrence: mentor students, volunteer for reunion, support a student internship, join Alumni Executive Council and, of course, donate regularly. Another impactful way to give back is by joining us in the G. Atwood Manley Society.



I joined the Manley Society by giving the gift of life insurance because the originally intended need for the income of that particular policy expired. Life insurance is a lower-cost way to include St. Lawrence in your estate plans while creating a big impact on the University. It may be time to review your current life insurance policy to determine if the beneficiary no longer needs the proceeds, your debts are paid off or you no longer have a mortgage, as examples. I came to a personal

conclusion that a portion of that policy should be granted to something else I care about — St. Lawrence.

*“With a gift of life insurance, you are not just giving St. Lawrence an asset, you are leaving memories.”*

With a gift of life insurance, you are not just giving St. Lawrence an asset, you are leaving

memories. A Manley Society gift enables you to provide ongoing support, continue your legacy of giving, and send a message of value to our St. Lawrence community. We pride ourselves on being Laurentians For Life — why not become a Laurentian Forever?

Contact our Office of Planned Gifts at (315) 229-5505 or [kterrell@stlawu.edu](mailto:kterrell@stlawu.edu) for information on gift strategies that can help you support St. Lawrence and provide significant benefits to you and your family.

SPRING 2017



# ST. LAWRENCE UNIVERSITY G. Atwood Manley Society

## A NEWSLETTER OF THE G. ATWOOD MANLEY SOCIETY

Members of the G. Atwood Manley Society have expressed their commitment to St. Lawrence University through a planned or estate gift. The simple act of making this type of gift has a dramatic impact and provides transformational opportunities for students through current-use or endowment support for scholarships, professorships, internships and more.

In naming St. Lawrence as the ultimate beneficiary of a planned gift, members ensure that a St. Lawrence education will be available for future generations. Such gifts might include a bequest, life insurance beneficiary designation, charitable remainder unitrust and more.