

# University Fund

Institutional Advancement  
Salem State University  
978.542.7590  
give@salemstate.edu

MAKE A TANGIBLE IMPACT ON OUR STUDENTS.

Funding from the commonwealth addresses less than 35% of the real cost associated with educating a student today, and tuition and fees alone do not cover the balance. It's your philanthropic support that guarantees every student will have access to the resources, programs and opportunities that make the Salem State experience so significant in their lives.

For alumni, parents and friends looking to strengthen their connection to the university, or for any donor seeking to direct resources where they're needed most, the University Fund is a one-stop shop. Make your tax-deductible gift quickly and securely over the phone, online or by mail using the contact information below.

## Why I Give

"I make my annual gift because I hope Salem State continues to serve as a great, affordable, local education resource to anyone who wants to succeed."

**Dr. Michael Goldstein '92**

### Funding Priorities

Gifts to the University Fund form the philanthropic bedrock beneath Salem State. The president and board of trustees direct these monies to areas of greatest immediate need in support of key initiatives outlined by the university's strategic plan, including the following:

- **Student Scholarships**
- **Academic Centers**
- **Technology Enhancements**
- **Cultural Events**
- **Internships**
- **Library Acquisitions**
- **Faculty Development**
- **Student Life**



### Danielle Terrell '16

"Salem State has helped me to develop skills that will be critical in my career. My next goal is to attend medical school in Boston."

[salemstate.edu/giving](https://salemstate.edu/giving)



# Making a Bequest

Institutional Advancement  
Salem State University  
978.542.7590  
give@salemstate.edu

WITH YOUR ESTATE PLAN, YOU CAN NAME SALEM STATE AS THE BENEFICIARY OF A PORTION OF YOUR ESTATE, OR ASSETS WITHIN YOUR ESTATE.

For many alumni and friends, this is the surest way to make a gift to the university that will stand the test of time. In fact, the lasting impacts of

bequests made years ago continue to shape Salem State today. Giving by bequest costs nothing up front, yet it may give you a great deal of satisfaction to know that the commitment you make now will support students in the future. By planning today and notifying us of your intent, your bequest will support the university while also enrolling you as a member of our distinguished Crosby Society.

## How does it work?

Direct assets through your will or revocable trust. Give assets of almost any kind while retaining their use and control during your lifetime. Receive an estate tax charitable deduction for the full value of your gift, with no upper limit.

You have a wide range of ways to support the work of Salem State University through a bequest. The following examples represent the most common language you might choose as you work with your attorney to establish one.

**General:** “I give to Salem State University Foundation, Salem, Massachusetts, [sum of money or description of property] to be used as the foundation board may direct.”

**Specific Purpose:** “I give to Salem State University Foundation, Salem, Massachusetts, [sum of money or description of property] to establish the [name of fund].” (Include fund description, e.g. for scholarship endowment, for building construction, etc.)

**Residual:** “I give to Salem State University Foundation, Salem, Massachusetts, all, or a portion (e.g., a stated percentage) of the rest, residue and remainder of my estate, real and personal, to be used as the foundation board may direct.”



### Professor Jayanti Bandyopadhyay

“I see firsthand the transformation we’re making in the classroom for students of all walks of life and the doors we open for them as they graduate. Whether they are first generation, parents or veterans, we are helping them prepare for a life of fulfillment in finding their passion.”

[salemstate.edu/giving](https://salemstate.edu/giving)



# The Crosby Society

Institutional Advancement  
Salem State University  
978.542.7590  
give@salemstate.edu

SALEM STATE MAKES A SPECIAL EFFORT TO RECOGNIZE THOSE FORESIGHTED INDIVIDUALS WHO HAVE CHOSEN TO INVEST IN THE FUTURE OF THE UNIVERSITY BY WAY OF THEIR ESTATE PLANNING.

A planned gift offers you the chance to support Salem State now or after your lifetime and can help you align your philanthropic goals with your overall financial and estate plans. Many giving options even offer you financial benefits, allowing you to maintain your future security and that of your loved ones while making the greatest impact possible on our students. To be counted in the Crosby Society, simply notify us of your intention to include the university in your estate plans. By

## Why I Give

"As a member of the Crosby Society, I am one of many who have provided for the university in their wills or estate plans. Our personal legacies will carry on and Salem State's long tradition of excellence will continue to evolve." – Claire Crane '60, '09H

## The Legacy of Alpheus Crosby

As the second principal of Salem Normal School from 1857 to 1865, Alpheus Crosby made a name for himself on campus as an education reformer who shifted emphasis away from professional teacher education courses and toward liberal arts. During his tenure, he brought the school to a higher standard of excellence and contributed extensively to its library. He was also an ardent abolitionist and supporter of women's rights. We honor him for these reasons and many more, including his efforts to secure the school's very first planned gift!

doing so, you will join a group of like-minded supporters who hold Salem State in high regard, and you will inspire others to do the same.

Any of the following gift types may qualify a donor for membership in the Crosby Society.

- **Bequest**
- **Charitable Remainder Trust**
- **Life Insurance**
- **Real Estate**
- **Charitable Gift Annuity**
- **Closely Held Stock**
- **Beneficiary Designation**
- **Tangible Personal Property**



[salemstate.edu/giving](https://salemstate.edu/giving)



Salem State University Foundation | Institutional Advancement | 352 Lafayette Street | Salem, MA 01970

# Endowed Fund

Institutional Advancement  
Salem State University  
978.542.7590  
give@salemstate.edu

CREATE AN ENDURING LEGACY AT SALEM STATE THAT SUPPORTS THE UNIVERSITY NOW AND FOREVER.

An endowment is a permanent, self-sustaining source of funding. By choosing to make a gift in this way, you are creating a legacy of support that will allow a particular college, professor or

program to plan indefinitely with your funding in mind. The principal of your gift is never spent; only the income it generates is used to support the area of your choice.

You may also choose to name your endowment as a way of forever linking you, your family, your friends, or an organization to Salem State.

## How does it work?

Create a fund with \$25,000 or more. Make your gift in one payment or over a period of up to five years. Contribute additional principal at any time. After earning interest for three years, fund income can be spent according to your wishes.

## Use of Funds

Endowments can be unrestricted and used at the university's discretion, or created with a specific purpose in mind—such as a faculty chair, a research position, or most any program or initiative—with scholarships being the most popular option. The Salem State University Foundation currently manages more than 140 individual funds dedicated to student financial assistance alone.

## Thinking Ahead

As you discuss options for funding your endowment with your financial advisor, you may want to consider the many planned giving vehicles available to you. Estate gifts of retirement plan assets, life insurance, cash, securities, and real estate can all be put toward your charitable legacy.



## Jobita Rodriguez-Rios '14

"My introduction to this university was one of compassion, and it has carried all through my time here. It's led me toward a career in higher education. And it's why I now support my alma mater through my philanthropy."

[salemstate.edu/giving](https://salemstate.edu/giving)



Salem State University Foundation | Institutional Advancement | 352 Lafayette Street | Salem, MA 01970

# Life Insurance

Institutional Advancement  
Salem State University  
978.542.7590  
give@salemstate.edu

IF YOU HAVE A LIFE INSURANCE POLICY THAT YOU NO LONGER NEED, IT COULD BE A GREAT VEHICLE IN WHICH TO MAKE A CHARITABLE DONATION.

You can name Salem State as a/the beneficiary of your policy and still retain ownership, or you can name Salem State as the owner *and* beneficiary of your policy. When you name the university as the

owner, we may elect either to cash in the policy immediately or to keep it and put the proceeds to use at a future date.

In either case, by making a gift in this way you will support the university and become a member of our distinguished Crosby Society.

## How does it work?

Designate Salem State as a policy owner or beneficiary. Premiums are tax-deductible when the university is the irrevocable owner and beneficiary. Receive potential income, gift and/or estate tax savings.

### Donating a New Policy

Perhaps you don't own an existing policy but still realize how beneficial a gift of life insurance can be. If so, you may—in most states—purchase a new insurance policy and name a qualified charity like the Salem State University Foundation as the beneficiary and owner of the policy.

Rather than paying premiums to the insurance company, you make tax-deductible cash gifts to cover the annual premiums. Even greater leverage is possible when two donors, usually spouses, purchase a two-life second-to-die policy. With two lifetimes before the payment of benefits, a future gift to the university will cost you even less.

### Need to Know

Your designation should be made to Salem State University Foundation, Salem MA.

Our tax identification number is 04-262-0632.



### Professor Bill Cunningham

“When you help a student, it’s a good day, and I’ve had a lot of good days in my 28 years here because I’ve had a lot of good students.”

[salemstate.edu/giving](https://salemstate.edu/giving)



# Retirement Assets

Institutional Advancement  
Salem State University  
978.542.7590  
give@salemstate.edu

WANT TO GET THE MOST VALUE FROM YOUR NEST EGG, PROTECT YOUR HEIRS FROM HEAVY TAXES AND MAKE YOUR MARK AT SALEM STATE?

Don't leave retirement assets in your estate without a tax-exempt beneficiary. Once the assets are distributed, these monies are subject to income taxes. This can reduce the amount that

would be passed to heirs by up to 39.6 percent. Consider designating the university as a beneficiary of part of your 401(k), IRA or other qualified plan. As a nonprofit organization, we are eligible to receive these assets tax-free and the remaining monies for family members and others will also be tax free, helping you give more to them.

## How does it work?

Obtain a Designation of Beneficiary form from your retirement plan administrator and complete as directed, naming Salem State as a beneficiary. Such gifts are not subject to the federal estate tax. The university receives the full designated amount or percentage.

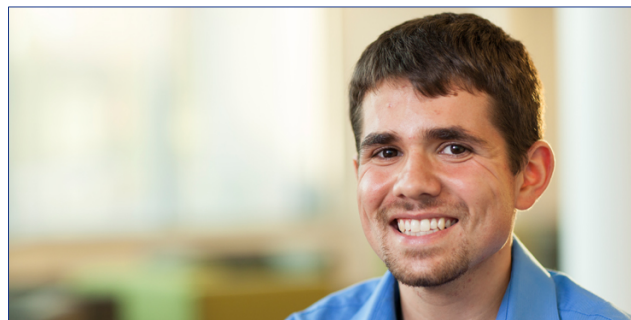
There are many different ways to incorporate a gift to the university in your retirement planning, some of which can reduce or even eliminate the estate taxes paid by your heirs.

As you consult with an attorney or financial planner, consider some of the simpler options described here.

**Primary Beneficiary:** Designate Salem State University as the recipient of a percentage (from 1 to 100 percent) of your retirement plan assets.

**Contingent Beneficiary:** Designate the university to receive the balance of your plan assets only if your loved one, as primary beneficiary, doesn't survive you.

**Specific Amount:** Designate an amount to be paid to Salem State before the remainder is divided among other beneficiaries.



### Andrew Visconti '15

"Graduating with honors is important to me and my future, and Salem State is helping me get there in an affordable way. Now I can see a path to graduate school, and that's really exciting."

[salemstate.edu/giving](https://salemstate.edu/giving)



# Sullivan Society

Institutional Advancement  
Salem State University  
978.542.7590  
give@salemstate.edu

WHEN YOU MAKE A LEADERSHIP GIFT OF \$1,000 OR MORE, YOU SUPPORT PUBLIC EDUCATION AND THE FUTURE OF SALEM STATE.

You also become a member of the university's most prestigious giving circle, the Sullivan Society, inspiring others who care about Salem State to think philanthropically and act

generously. Donors may utilize gifts, pledge payments and corporate matching funds received within a single fiscal year in order to qualify for membership. Every gift adds up to a lasting positive impact on our student experience, academic resources, faculty development, and ability to offer financial aid.

## Why I Give

"Salem State offered me so many opportunities. It's where I found myself. I was given so much support to grow into my best self." – Gina Castagno '06

Sullivan Society membership is further defined by six giving clubs:

<b>Charlotte Forten Society</b>	\$50,000 +
<b>1854 Society</b>	\$25,000 - \$49,999
<b>Trustees' Society</b>	\$10,000 - \$24,999
<b>President's Circle</b>	\$5,000 - \$9,999
<b>Salem Club</b>	\$2,500 - \$4,999
<b>Executive Club</b>	\$1,000 - \$2,499

As a member at any level, you will receive special invitations throughout the year to exclusive events hosted by the president, trustees, alumni, and other leading donors. Members are also featured prominently within the annual donor honor roll and receive the award-winning *Sextant*, our faculty-produced journal.

We appreciate your thoughtful consideration and philanthropic leadership. Please feel free to contact the institutional advancement team at your convenience.



## Apollos Wade '14

"If the scholarship you needed wasn't there for you, then that's one more reason to be part of making the change. Let's make it our mission to ensure future students have what they need."

[salemstate.edu/giving](https://salemstate.edu/giving)



# Sustaining Gifts

Institutional Advancement  
Salem State University  
978.542.7590  
give@salemstate.edu

WE RELY HEAVILY ON LOYAL DONORS TO HELP US KEEP TUITION AND FEES REASONABLE—AND THE DOOR OF OPPORTUNITY OPEN—FOR EVERY SALEM STATE STUDENT.

By establishing a recurring gift at an amount and interval that works with your budget, you can maximize your philanthropic impact while

providing the university with steady, reliable resources. Your options are nearly endless, and you are in total control: contact us at any time to start, change or stop your gift. As with a one-time donation, all of your contributions count towards important fundraising goals, and recurring gifts that total over \$1,000 in a fiscal year will gain you entry into our esteemed Sullivan Society.

## How does it work?

Sign up with your credit card or bank account. Make automatic recurring payments to the program area of your choice. Receive one calendar year-end total receipt for ease of record keeping. Say goodbye to phone and mail solicitations.

When you participate in the Sustaining Gift Program, your gift will appear on your bank statement each month, but you'll only hear from us in January. That means you receive less mail and more of your gift supports Salem State students. Set up your gift to recur:

**Monthly** on or about the 25th of each month;

**Quarterly** in January, April, July, and October; or

**Annually** at the time of initial enrollment, then at the same date thereafter.

### Sample Monthly Donations

\$10 per month = \$120 per year  
\$25 per month = \$300 per year  
\$42 per month = \$504 per year  
\$84 per month = \$1008 per year  
\$209 per month = \$2508 per year



### Professor Lisa Johnson

"I'm always impressed by how much our students are able to sacrifice in order to be here, to pursue their education and to better their lives and the lives of their families."

[salemstate.edu/giving](https://salemstate.edu/giving)

