



PURDUE ATHLETICS

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# MAKE *YOUR* MARK

LEAVE A LEGACY



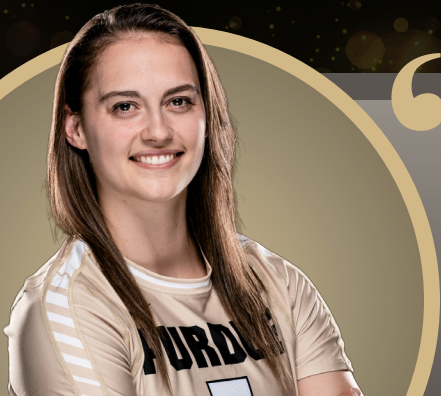
## **INSPIRE TOMORROW'S LEADERS THROUGH A PLANNED GIFT DO MORE THAN YOU THOUGHT POSSIBLE**

With a planned gift, you can provide for your loved ones, receive tax benefits and generate income while creating a brighter future for student-athletes by establishing a lasting legacy within Purdue Athletics.

Setting up a planned gift now allows you to enjoy benefits and security during your lifetime, and provides you with the satisfaction of knowing your planned gift will make a big difference at Purdue.

A planned gift is simply a contribution that is arranged in the present and allocated in the future. Planned gifts can take the form of bequests, trusts, life insurance policies and beneficiary designations of retirement accounts.

Incorporating a planned gift for Purdue Athletics, as one of your philanthropic priorities, will allow you to make a more substantial gift than you probably thought was possible. It's never too early to think about creating a lasting impact for our student-athletes.



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*The John Purdue Club family is what makes Purdue Athletics special. I love traveling with all of the members and seeing them at our games. After graduation, I will be a lifelong supporter because I want future Boilermakers to have the same opportunities that were afforded to me.*

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**ASHLEY EVANS**

**VOLLEYBALL**

MAJOR: MECHANICAL ENGINEERING

## ***JOIN THE TEAM BEHIND THE TEAMS***

In order for us to maintain excellence, we must strive to exceed national standards in all facets – from academic achievement to the development and renovation of state-of-the-art facilities. This ambition is possible only with the generosity of Purdue's most dedicated and loyal supporters, like you.

By establishing a planned gift, you will play a key role in the success of our programs. In providing funding that can be used for facilities, leadership experiences, scholarships and more, your legacy will ensure that Purdue Athletics provides top-notch experiences for future generations of Boilermakers.

Thank you for your consideration.



Mike Bobinski  
Vice President - Director of Intercollegiate Athletics



**MAKE***YOUR***MARK**

## **LEAD BY EXAMPLE**

### **IRA HARTOCH, BS MATH '72, MSIA KRANNERT '73**

#### **Why did you decide to start donating to Purdue Athletics?**

Like any fan, I like to see a winning program. It just made sense that I should step up and help by making sure there were the financial means to be competitive with other schools. I wanted Purdue student-athletes to practice and perform in top-notch facilities and learn from some of the nation's best coaches. I started off at one of the lower giving levels. As time moved on, I became a lifetime member at the All-American level and was eventually able to upgrade to the Champion level. At this level, members start getting the perks that show what the John Purdue Club is all about, what good it really does for the school and athletes, and how much of a family Purdue Athletics and the John Purdue Club really are.

#### **What do you want to tell others who are thinking about including Purdue Athletics in their estate plans?**

There are a number of ways to give back and still take care of your heirs. It does not have to be an either-or decision. I have a fairly good financial mind and had some very creative ideas before meeting with the Purdue development team. Working together, we came

up with a great plan and I am sure they are willing to use my ideas with others as well. It does not have to be a cookie cutter or one-approach-for-all situation.

#### **How does it make you feel that your legacy will live on at Purdue Athletics and benefit future generations of Boilermaker student-athletes?**

It humbles me, actually. When you make a financial commitment, you do it out of a sense of "paying it forward" and know you will leave a positive impact on the future of the program. What you do not realize, until you make your commitment, is that you actually get more out of it than you put into it. The appreciation of the student-athletes who benefit from your generosity is dumbfounding. They go out of their way to let you how much your support means to them.



# YOUR PASSION? MAKE A MAJOR DECISION



## FOOTBALL MASTER PLAN

The Football Master Plan consists of six points: coaching and support staff, player development, academic support, recruiting, fan engagement, and contemporary facilities. As a department, we are forging ahead to transform the future of Purdue football. To remain competitive and attract top recruits, we must invest in our football program to make current and future Boilermakers proud.



## MACKEY 50TH ANNIVERSARY CAMPAIGN

Purdue Athletics wants to take the in-game experience to exciting new levels. Making enhancements to Mackey Arena, such as LED lights, new video boards, new ribbon boards and hustle boards, will keep the Boilermakers competitive in the Big Ten and nationally for generations to come.



## STUDENT-ATHLETE ENDOWED SCHOLARSHIPS

Across our teams, we provide 361 scholarships for our student-athletes. By investing in scholarships through a planned gift, you will help ensure that student-athletes are recruited based on their skill level and alignment with the Purdue tradition. As a result, your gift will significantly enhance the sustainability of our program, while helping shape the next generation of Boilermaker student-athletes.



## JOHN R. WOODEN LEADERSHIP INSTITUTE

Purdue Athletics is committed to the total development of each of its student-athletes. A key component in their development is leadership. The John R. Wooden Leadership Institute provides our student-athletes the necessary resources to grow and develop into tomorrow's leaders. Purdue student-athletes attend classes and seminars as they focus on each of the strategic building blocks that Coach Wooden deemed valuable.



## SPORT-SPECIFIC GENERAL ENDOWMENT

When you make a gift designated to a specific sport, you are pledging your support to our coaches and their vision for how to successfully elevate Purdue Athletics to a new level of excellence. Whether it is invested in team travel throughout the season, national or international competition opportunities, or sophisticated training equipment, your gift will directly impact the team you are passionate about.

*Note: Planned gifts can be made in support of any area on campus.*

**MAKE YOUR MARK**

## SMART THINKING: EXPLORE YOUR OPTIONS

YOUR GIFT	YOUR GOAL	HOW IT WORKS	YOUR BENEFITS
BEQUEST	<ul style="list-style-type: none"> <li>• Maintain control of your asset during life</li> <li>• Make a gift to charity at your death</li> </ul>	You designate Purdue Athletics as the beneficiary of your asset by will, trust or other instrument	<ul style="list-style-type: none"> <li>• Estate tax charitable deduction</li> <li>• Life use and ownership of your property</li> </ul>
IRA CHARITABLE ROLLOVERS*	<ul style="list-style-type: none"> <li>• You wish to make a significant gift without using cash or other assets</li> <li>• You do not need all or a portion of your IRA income</li> <li>• You are paying too much in taxes and are looking for a way to reduce your income</li> </ul>	Anyone 70 1/2 or older may roll over up to \$100k directly from their IRA to Purdue Athletics. The charitable gift qualifies towards the RMD, but not taxable income	<ul style="list-style-type: none"> <li>• Reduce your taxable income</li> <li>• Satisfy your required minimum distribution (RMD) for the year</li> <li>• Reduce your taxable income, even if you do not itemize deductions</li> </ul>
LIFE INCOME OPPORTUNITIES	<ul style="list-style-type: none"> <li>• Receive income for life</li> <li>• Avoid capital gains tax on the sale of your appreciated property</li> <li>• Enjoy the benefit of tax savings from a charitable deduction</li> </ul>	You transfer your cash or appreciated property to Purdue Athletics in exchange for our promise to pay you income for the rest of your life, or pay your heirs an income for a term of years	<ul style="list-style-type: none"> <li>• Charitable tax deduction</li> <li>• Income for life or a term of years</li> <li>• Reduce or eliminate capital gains</li> <li>• Possible tax-free payments</li> </ul>
DONOR ADVISOR FUNDS**	<ul style="list-style-type: none"> <li>• Utilize your existing DAF to make a gift in support of Purdue Athletics</li> </ul> <p style="text-align: center;"><b>OR</b></p> <ul style="list-style-type: none"> <li>• Create a new DAF through Purdue Foundation and determine current or future projects you would like to support</li> </ul>	<ul style="list-style-type: none"> <li>• Contact your fund administrator to recommend a grant be made to Purdue Athletics</li> </ul>	<ul style="list-style-type: none"> <li>• Make a meaningful gift to Purdue Athletics without using cash or other assets</li> </ul>

\*A donor may not receive anything of value, including JPC Priority Points, for directing their IRA Rollover distribution to charity. In order to still receive their JPC Priority Points, they may elect to take the IRA distribution and then in turn make a contribution to Purdue Athletics. The deduction they will receive from the contribution may be enough to cover the income taxes they will pay on the distribution received.

\*\* Donor Advised Fund grants cannot be used to receive an exchange of goods or services, or result in any personal benefit – e.g. tickets, meals, preferred parking, JPC Priority Points, etc. A donor may still support Purdue Athletics through a DAF if the donor declines all benefits that would otherwise be provided as a result of the gift.

# **BOILER BOND AGREEMENT: HELP FINANCE CAPITAL PROJECTS AND IMPROVEMENTS**

## **HOW?**

You make a five-year cash commitment and an irrevocable planned gift that will be fulfilled through your estate or retirement plan.

## **WHY?**

Your commitment will allow us to finance construction bonds necessary to keep our facilities not only state of the art, but also ahead of the competition.

## **BENEFITS:**

- One Priority Point for every \$100 of your received cash gifts.
- One Priority Point for every \$500 of your planned gift commitment.
- If you pay your planned gift commitment in its entirety during your lifetime, you will receive two priority points for every \$100 paid. Better yet, the two priority points for every \$100 are transferrable to family members when paid off early.

## **EXAMPLE:**

Purdue Pete, an avid Purdue sports fan and loyal Purdue Athletics supporter, knows the importance of state-of-the-art facilities and the need to maintain our current infrastructure. Pete decides to support the Football Master Plan by signing a Boiler Bond Agreement committing \$500,000 to the project. Of the total commitment, \$100,000 will be cash that is to be paid over a five-year time frame, and the remaining \$400,000 Pete intends to make Purdue Athletics a beneficiary of his retirement plan.

During the first two years, Pete transfers appreciated securities to Purdue to pay part of the cash commitment. Pete then turns 70 ½ and contemplates using the IRA Rollover, which allows him to transfer up to \$100,000 each year directly from his IRA to Purdue Athletics. After learning that IRS regulations would require him to forfeit his priority points in order for his rollover gift to be a Qualified Charitable Distribution, he wonders if there is a way that he can use the money in his retirement account while still taking advantage of the early pay-off bonus. He learns that he can still take a Qualified Charitable Distribution from his IRA. While this will be taxed as ordinary income, once he makes the gift to Purdue Athletics, he will receive a charitable deduction that will off-set much of the income tax, and he will still receive the bonus priority points for paying off his deferred gift early.

Since Pete is feeling so great about the exception gift he's been able to make to Purdue Athletics, he finds himself feeling quite generous and decides to transfer his points to his son and daughter so that they can benefit from his legacy at Purdue Athletics.

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*Because of the foresight of the John Purdue Club members, I've graciously been able to fulfill my dream of competing as a Division I athlete at an elite university.*

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**GREGORY PHILLIPS**

**FOOTBALL**

MAJOR: HEALTH AND HUMAN SCIENCES



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Mackey Arena  
900 John R. Wooden Dr.  
West Lafayette, IN 47907

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