



JAMES S. LUCKEY
SOCIETY

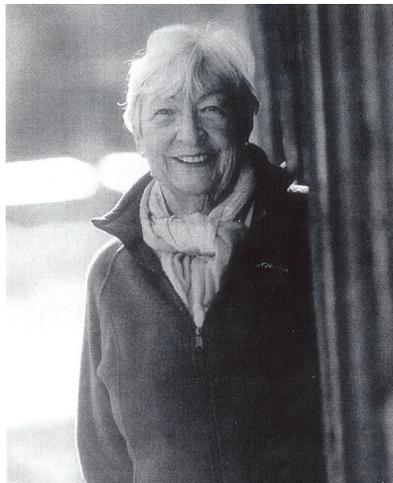


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HOUGHTON
COLLEGE

FALL 2017
NEWSLETTER

THE PLANNED GIVING NEWSLETTER OF HOUGHTON COLLEGE AND THE JAMES S. LUCKEY SOCIETY

SHARED BLESSINGS



"I received such an excellent education in a Christian environment," says **Laurie (Mazza '60) Valandra**. "The professors were caring and had such a prayerful attitude. I was confident going into the big, wide, wonderful world, because I was secure

that I'd received wonderful preparation."

Those are just some of the reasons Laurie gives for supporting the work and mission of Houghton College. Throughout her life, Laurie has been grateful for all she received as a student at Houghton. She believes it's important to share what God has given her by giving back to the school she feels so kindly toward.

Laurie received a scholarship as a student, and, for her, that scholarship was affirmation of the hard work she had done in high school. As she reviewed her securities portfolio, she knew she wanted to give to Houghton in a way that was financially beneficial to the college but also helpful to her own situation. She decided to utilize appreciated

"Charitable giving is one of the joys in my life! I have found that gifting appreciated assets, such as shares of stocks, is a great way to give to Houghton College while providing income tax savings for not having to pay taxes on the investment gains from those assets."

– David L. Smith, '73

securities to create the Emilie and Frank Mazza Endowed Scholarship to honor her parents.

Laurie inherited stock and equities from her father, who had inspired in her an interest in bookkeeping and investing. These assets had appreciated significantly, but Laurie wasn't collecting much from them as she was reinvesting the dividends. Rather than go through the process of liquidating the securities and dealing with capital gains taxes and other tax ramifications, Laurie learned she could make a gift to Houghton through a direct transfer from her portfolio. This enabled her to make a more substantial gift and created a permanent legacy through endowment to affirm future generations of hardworking young students.

"It was to my advantage as well as the college's to share my blessings," says Laurie. "Being able to benefit students who need help to stay in school and experience Houghton is a wonderful opportunity."

Q: What is a gift of appreciated securities?

Appreciated securities include publicly traded stock, closely held stock, bonds and mutual funds with unrealized gains. These assets can be transferred directly to charities and are a highly tax-efficient way of giving.

“We found this option of giving is a win-win opportunity to possibly help a deserving student attend a Christian College that otherwise might not be able to.”

– Richard Volkert, Father of Carol (Volkert '90) Dubin

Q: What are the benefits of giving appreciated securities?

Capital gains taxes do not apply to securities given directly to Houghton College rather than sold. Additionally, the donor who itemizes deductions will receive a charitable deduction on the Fair Market Value of the securities on the date of transfer (assuming the asset has been held more than 1 year) up to 30% of adjusted gross income. Securities held less than 1 year receive a charitable deduction on the cost basis. The gift of securities could be used to establish a Charitable Remainder Trust, charitable gift annuity or similar income generating vehicle.

Q: When should I give appreciated securities?

While many choose to wait to give gifts until the end of the calendar year, it is worth taking advantage of high stock values by giving at any time.

Q: Is there a time I shouldn't give a gift of securities?

If your securities have depreciated rather than gaining value, it is advisable to cash them in and donate cash. This allows you to take the capital loss and the charitable deduction.

Q: How does Houghton College use a gift of appreciated securities?

As with a cash gift, you can direct your gift to benefit the programs and/or projects at Houghton College that matter most to you, including the Paine Science Center capital project, Student Scholarship Fund or endowed scholarship funds. It is the policy of Houghton College to liquidate all security assets upon receiving them so that your gift can be put to work as quickly as possible.

Q: How do I make a gift of appreciated securities?

Start by calling the Office of Advancement at Houghton College. A gift officer can provide you with all the information you need to contact your broker and arrange a transfer. Also, please let our office know what securities you plan on transferring to the college so they are accounted for properly.

CASH GIFT VS. GIFT OF SECURITIES

	Donate Stock: Contribute securities directly to Houghton College	Donate Cash: Sell securities and donate the proceeds directly to Houghton College
FMV Securities	\$50,000	\$50,000
Capital Gains & Medicare Surcharge Taxes (23.8%)	\$0	\$7,140
Charitable Contribution	\$50,000	\$42,860
Value of Charitable Deduction Less Capital Gain Taxes Paid (assumes 39.6% federal income bracket)	\$19,800	\$9,833



JAMES S. LUCKEY SOCIETY

The James S. Luckey Society was established in 2010 to honor those donors whose gift plans set a firm foundation for the long-term financial health of Houghton College and its continued ability to support Houghton students as they pursue God's call on their lives.

Like these legacy donors, James S. Luckey—aptly remembered as “The Builder”—demonstrated such qualities as faithfulness, hard work and deep concern for students. As Houghton's first official president, Dr. Luckey set his nearly inexhaustible energy to the task of raising a relatively unknown seminary to a fully accredited college with a reputation for academic excellence and faith.

Even as he pursued this vision, Dr. Luckey attended to the young people God put in his care, often quietly paying their tuition or finding them jobs that would provide room and board to ensure their stay.

Members of the James S. Luckey Society share a similar vision. They give wisely for the long term, whether it is through a will, utilizing appreciated securities to make gifts that pay an income for life (charitable trusts and gift annuities), naming Houghton College as a beneficiary of a retirement plan (IRA) or life insurance policy, or through the creation of an endowment. They have the big picture in mind, yet their gifts attend to the details. Their support has a major impact on the future of Houghton College, but it also touches the lives of individual students—students who will become the future servant leaders of our world.



- Please call. I/we want to learn more about supporting future students by gifting appreciated securities to Houghton College.
- I/we have already included Houghton College in my/our estate plan but have yet to provide documentation. Please provide me with necessary paperwork.

Name(s): _____

Phone(s): _____

Email(s): _____

Please mail this completed form to:

Office of Advancement, Houghton College, One Willard Avenue, Houghton, NY 14744-0128



GIFT PLANNING CONTACT INFORMATION

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