A LIFETIME OF SUPPORT FOR UTC

The son of a University of Chattanooga alumnus, Harry “Brownie” Au, Jr. graduated from UTC in 1975 with a bachelor’s of science degree in business administration. A member of Pi Kappa Alpha with a passion for intramural sports, Brownie knew early on that he wanted to help improve his alma mater after his graduation.

“It’s my school,” he says. “My dad (Harry B. Au, Sr. ’49) went here, my wife (Kimberly ’80) and I graduated from here. It’s a special place.”

A short drive east down McCallie Avenue from campus will find you at Brownie’s insurance office, where he has long served the Chattanooga community. In 1983, Brownie acted on his desire to support UTC and purchased a life insurance policy with the University as the beneficiary.

“Being an insurance agent, I see the value of life insurance policies,” he says. “They are an affordable way to do more good. My policy started at $50,000, but now has a total death benefit of over $90,000.”

Paul Clark, UTC’s executive director of planned giving, says the University of Chattanooga Foundation is accustomed to receiving and maintaining insurance policies as donations.

Brownie Au, Jr. is leaving his legacy at The University of Tennessee at Chattanooga through a life insurance policy.
**4 GIFTS THAT MAKE A MEANINGFUL DIFFERENCE**

When people or things are important to you, you want to nurture and protect them so that they have a secure future. One crucial way you can protect your loved ones’ future is through will planning.

Will planning is the highly personal process of deciding how your assets will be distributed after your lifetime. It is also your chance to give voice to your values and the causes that have been important in your life.

Here are four ways you can plan for the future and leave a lasting impact at UTC.

1. **Leave a gift in your will.** Creating a will is a key part of planning for the future. Through your will, you can direct the division of your property the way you choose and make special financial arrangements for family members who are minors or who have special needs. You can also support causes that are important to you.

2. **Provide support with your bank or brokerage account.** Most states allow your loved ones or charitable organizations to benefit from your bank account after your passing. For us to benefit from your checking or savings account or CDs, you must make them payable on death* to UTC. To leave us funds from your brokerage or investment accounts, simply place a transfer-on-death* designation on them.

3. **Give a gift with your retirement account.** This is a tax-smart way to support UTC. If your loved ones are the beneficiaries of your retirement account, federal income taxes alone can erode a significant percentage of the amount they receive. But because we’re a nonprofit organization, we bypass any taxes and receive the full amount.

4. **Use your life insurance policy.** You likely purchased life insurance to protect the financial stability of your family in case anything happened to you. Perhaps your circumstances have changed now, and the original purpose for the protection no longer applies. Naming UTC as a beneficiary of the policy is a low-cost way to support future students.

**SUPPORT YOUR FUTURE—AND OURS—TODAY**

To learn more about supporting UTC through will planning, contact Paul Clark at paul-clark@utc.edu or (423) 425-4042 to start a conversation today.

*State laws govern payable-on-death accounts and transfer-on-death accounts. Consult with your bank representative or investment advisor to consider these types of gifts.*
THE POWER OF KNOWING

When you create a will, you gain peace of mind knowing that you’re protecting the important people in your life. You can also use your will to invest in the causes that are close to your heart and create a permanent testament to the values that are important to you.

By leaving a gift to UTC in your will, you ensure that we can continue to educate and actively engage students and our community for years to come.

A WORRY-FREE WAY TO SUPPORT UTC

We all want to make a difference in the lives of others, but the future can be unpredictable. That’s why including a gift in your will is the perfect way to support the University. Because you’re not giving away any assets until after your lifetime, you’re free to alter your plans if your circumstances change. This way you ensure that you and your family have the resources you need now and that we have the support we need in the future.

MAKE A PERMANENT IMPACT

Including UTC in your will is an easy process. Here’s how it works:

1. Contact Paul Clark at paul-clark@utc.edu or (423) 425-4042 to request our official wording. Just one sentence is all it takes to make a difference in the lives of our students.

2. Ask your estate planning attorney to use this language when you create your will. If you already have a will, simply ask your attorney to amend the existing document.

3. Once your gift is in place, let us know. It would be our honor to thank you for your foresight and ensure that your gift is used as you intend.

A LIFETIME OF SUPPORT FOR UTC

Continued from Page 1

“We have a number of insurance policies that have been donated to the University over the years, some of which are paid in full while others require an annual premium payment,” says Paul. “These policies are one of the many ways in which graduates of the University, or even friends in the community, can make a substantial impact on our students without drastically changing their own lifestyles.”

A former President of the UTC alumni council, Brownie is still active at UTC as a member of the alumni golf tournament committee and as a volunteer, always ready when called upon to serve.

Brownie believes that planned gifts are an excellent way to ensure a bright future for UTC, while allowing donors to utilize their other funds and assets to support the University programs of their choosing during their lifetimes.

“I have a love and a loyalty for this University,” he says. “Planned giving helps sustain what the University has become and helps it move forward.”

For more information on how you can leave your legacy at UTC, contact Paul Clark at paul-clark@utc.edu or (423) 425-4042.
THE BENEFITS OF GIVING STOCK
A Tax-Smart Way to Make an Impact

Making a gift of appreciated stock to UTC is an investment with real benefits. Aside from the tax advantages of making a generous future gift, you also gain the satisfaction of knowing that you are leaving a lasting impact on a cause close to your heart.

According to a 2016 Gallup poll, more than half of Americans own stock. But many of our supporters do not realize that they can donate appreciated stock to the University to support our students in the future.

By design, investment portfolios fluctuate throughout the years. If you opt to sell investments that are worth more than what you originally paid for them, you must pay capital gains tax. Consider donating stock to UTC instead. The chart to the right shows how the way you make your donation can affect your total tax savings.

SAVE MORE WITH A GIFT OF STOCK

<table>
<thead>
<tr>
<th></th>
<th>Give $10,000 Cash to UTC</th>
<th>Sell $10,000 in Appreciated Stock and Give Cash to UTC</th>
<th>Give $10,000 in Appreciated Stock Directly to UTC</th>
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</thead>
<tbody>
<tr>
<td>Fair market value of gift</td>
<td>$10,000</td>
<td>$10,000</td>
<td>$10,000</td>
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<tr>
<td>Cost basis of property</td>
<td>N/A</td>
<td>$2,000</td>
<td>$2,000</td>
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<tr>
<td>Long-term capital gain</td>
<td>N/A</td>
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<td>$8,000</td>
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<tr>
<td>Long-term capital gains tax (8,000 x 15%)</td>
<td>N/A</td>
<td>($1,200) due to IRS</td>
<td>$1,200 eliminated</td>
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<tr>
<td>Income tax savings (10,000 x 28%)</td>
<td>$2,800</td>
<td>$2,800</td>
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<tr>
<td>Total tax savings (capital gains tax + income tax savings)</td>
<td>$2,800</td>
<td>$1,600</td>
<td>$4,000</td>
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<tr>
<td>Net cost of gift (fair market value of gift – total tax savings)</td>
<td>$7,200</td>
<td>$8,400</td>
<td>$6,000</td>
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</tbody>
</table>

**BEST OPTION**

INVEST IN OUR FUTURE

A gift of stock can pay dividends in the long run for you and UTC. Contact us to learn more details about making a gift of stock today.

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**Paul Clark**
Executive Director of Regional & Planned Giving

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www.utc.edu/give

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