

Creative ideas in  
financial, estate  
and gift planning.

# Golden Opportunities

Issue Number Five

Missouri Western State University Foundation



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- Send for our free booklet, *Planned Giving: Options and Opportunities*.

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## Record Gift Means Serious Business for Western

Shopping center developer Steven L. Craig has pledged a \$5.5 million gift to the Missouri Western State University Foundation. Craig's gift, the largest individual contribution in university history, will support the creation of a school of business at Western, to be known as the Steven L. Craig School of Business.

"Steve's generosity will benefit current and future generations of Western students, faculty and staff as well as the region they serve," said Dr. James Scanlon, Western's president. "We are delighted by his commitment to higher education, to Western and to this community. Graduates of the Steven L. Craig School of Business will benefit

the economy of St. Joseph and our region for years to come."

Steve was born in St. Joseph and graduated from Savannah High School in 1973. He is founding partner, president and CEO of Craig Realty Group of Newport Beach, Calif., but got his start in business operating fireworks stands in the St. Joseph area in his teenage years. Steve left the area to pursue his education and career, receiving his bachelor of science degree in business administration from the University of Southern California in 1978, but he never forgot his home. He has been an active supporter of the Albrecht-Kemper Museum of Art, the Mount Mora Cemetery

Association, the YWCA and other local charities.

"The St. Joseph area is still near and dear to me, and I feel very fortunate to have been raised here," said Steve, who spent hours studying at the Western library while in high school. "My own business career started here, and



*Emil Sechter, president of the MWSU Foundation Board of Directors, and Corky Marquart, board member, express their gratitude to Steven Craig at the gift announcement reception.*

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# A Mission Statement for Your Wealth

***“What we have done for ourselves alone dies with us; what we have done for others and the world remains and is immortal.”***

***—Albert Pike***

*Events on the world stage have touched our lives. Many of us are reevaluating the “normal” demands on our attention and giving paramount importance to time spent with family and friends. We are also turning to the institutions and organizations that play an important role in our society.*

*It’s reassuring to know that you can make a difference by leaving a legacy that perpetuates the things that matter most to you. The key is proper estate planning.*

## **Delaying Decisions**

The problem is that many of us delay preparing our estate plans or avoid it altogether. It seems complicated and time-consuming, and it involves issues we may avoid thinking about—our mortality, our children’s ability to manage the wealth they will inherit from us, even our potential to be philanthropic.

Realistically, however, once you have determined how much you will need to ensure financial independence for your lifetime, you will likely have discretionary assets. You can direct them to your family, to charitable causes and organizations that will perpetuate your values or to the IRS in the form of taxes.

## **Getting Started**

***If you choose to distribute some or all of your social capital in charitable gifts instead of taxes, how do you get started?***

The assets you designate for your own private or family purposes are your *personal* capital. *Social* capital consists of assets that will go to support the needs of society, in the form of either taxes or charitable gifts that you will make. By choosing to make charitable gifts to organizations such as Western, you can significantly increase your control over the use of your social capital. And, with good planning, the impact on your personal capital can be negligible.

First, if you are married, you will want to discuss the topic of financial independence with your spouse.

Think next about what you need in order to achieve and maintain financial security for the rest of your life. This would include the costs of your lifestyle, medical care, taxes and so on.

It’s helpful to involve your professional advisors—such as lawyers and accountants—in the discussion at this point so your goals will be realistic. They can help you determine in specific dollar and asset amounts how much you will need to be financially secure. **Remember:** The important thing is to define this amount, as it will affect the rest of your planning.

Parents often worry about the inheritance they will pass on to their children. A good yardstick is to leave your children enough to help them realize their goals and dreams, but not so much that they are dissuaded from doing anything productive with their lives. Consider not how



## Mission Possible: Employees Lead the Way

The preparation activities for Western's next capital campaign began this year. On March 28, President James Scanlon and Dan Nicoson, vice president for university advancement and executive director of the MWSU Foundation, provided Western's faculty and staff with a sneak preview of the campaign and appealed for advance support of the endeavor. The response was overwhelming! Within just a few weeks, 77 percent of the faculty and staff made a gift or pledge with the total of their commitments exceeding \$200,800. "This is an important milestone that signifies the confidence and pride of Western's family of employees in this institution," said Dan.

much they can receive, but how much they should receive, based on your value system. Would they be better off receiving the lion's share of your estate or sharing your largess with a charitable institution that will perpetuate your personal values and commitments? You might even think of your estate plan as a final statement to society about your value system.

You can express these wishes in your will and trusts, but it is also helpful to write out why you're making these decisions. Express your values and goals as they relate to your family and wealth. Consider it a mission statement for your wealth.

### **Giving as Good Financial Planning**

Having addressed the issues of lifetime financial independence and your family legacy, you are ready to explore the final aspect of your estate—your remaining assets.

One of the most talked-about aspects of Tax Relief 2001 is its repeal of the federal estate tax. The

tax will be phased out by 2010, but the gift tax remains in force.

With phased-in tax changes, the need for reviewing your estate plan on an ongoing basis is more important than ever. It is also impossible to predict whether or not Congress will extend the provisions of Tax Relief 2001; they may choose to freeze estate-tax relief or continue with a longer phaseout period.

*Your charitable gift to Western will reduce the taxes you owe.*

Taxes of some sort will always be with us. The important thing to remember is that the ultimate beneficiary of your excess wealth is yours to decide.

### **Living Their Values**

Patricia and Michael have enjoyed a prosperous life, thanks to hard work, shrewd investing and careful attention to their finances. They have four children

and five grandchildren. Now in their seventies, Pat and Mike want to prepare an estate plan that sustains their family values and benefits the charities they believe in.

First, Pat and Mike sit down and write their mission statement. "We believe our first responsibility is to our own financial security and personal lifestyle," they write. "We intend to plan our estate in a way that will minimize taxes, pass an appropriate portion of our estate to our four children and allow for charitable contributions. We believe that it is our responsibility to direct a portion of our assets to organizations that further our values."

With their mission statement in hand, Pat and Mike meet with their lawyer and accountant for help in fulfilling their wishes. They develop a plan that tries to provide for every contingency—for instance, if he dies first, or she does. They decide to designate a low six-figure income for their future, and they set aside money for a possible extended stay in a nursing home.

To lessen taxes, they set up a family trust for their children. After Pat and Mike die, the children will inherit equally.

Pat and Mike also make plans for a current gift of appreciated stock to Missouri Western State University Foundation. In addition to receiving a charitable deduction for the full fair-market value of the gift, they will escape any potential tax on the capital-gain element in the stock.

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### Record Gift ...

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my goal is to create a culture of entrepreneurship at Western by giving students the tools to set out on their own course to accomplish their dreams. I see this investment in Western as an opportunity to make a very meaningful impact on the community.”

Prior to founding Craig Realty Group, Steve was president, chief operating officer and director of Chelsea Property Group, and a principal and managing

partner of Chelsea’s predecessor, Ginsburg Craig Associates. During his ten years at those two companies, he was responsible for the development of 10 retail centers in five states.

Though Steve spends most of his time in southern California, he has been involved with the department of business at Western for the last decade, said Carol Roeber, associate professor of business and department chair. Steve was the keynote speaker at the annual business intern recognition banquet 10 years ago and was recently an invited guest-lecturer for an entrepreneurship class.

“Some of our students have already benefited from his willingness to share what he’s learned on the road to success,” Carol said. “Now, with this gift, Steve will touch many more students’ lives.”

“This is certainly a wonderful opportunity for the Foundation,” said Dan Nicoson, vice president for university advancement and executive director of the Foundation. “Private support is so important to Western as we build on the excellence we’ve already established. We’re grateful for the generosity of individuals like Steve.”



*Dr. James Scanlon presents Steven Craig with a bronze statue of the Griffon—a symbol of Western’s courage and imagination.*

### A Mission Statement ...

*continued from inside*

### The Spirit of Giving

America’s spirit has always been a philanthropic one. During the past four decades, through wars, recessions and other world crises, the total amount of giving in this country has increased almost every year.

By making a charitable gift, you will transfer more than just part of your wealth. You will transfer your *values* as well for the good of society.

By making a gift to Western, you will become a significant part of something that will continue thriving and helping others long after you are gone.

### We’re Here to Help



As you consider making a gift, please return the enclosed card for a complimentary copy of our booklet, **Planned Giving: Options and Opportunities**, which explores a variety of methods to give to charity. Also feel free to call our office.



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