



Trusts, Estates,  
and Gift Planning

# VESTED INTEREST

Gift Planning newsletter from Cornell University



Spring 2023

[giftplanning.giving.cornell.edu](https://giftplanning.giving.cornell.edu)

# Gift planning strategies with non-cash gifts

Dear Friends,

I am proud to be part of the Cornell community as executive director for the Office of Trusts, Estates, and Gift Planning. I recognize and appreciate the reward this position provides, and I'm committed to approaching each day with integrity, empathy, and reverence for the opportunity to support and serve this community. By nature, I'm a researcher and a strategist; I enjoy working in development because I help people honor their passion, create opportunities for others, and leave legacies. As a parent to a college-aged student, I also recognize the hard work, dedication, and perseverance that's required to foster a well-rounded educational experience for our children.

When we began putting this newsletter together, I was inspired by the initiative and accomplishments of Cornell's To Do the Greatest Good campaign. In this *Vested Interest*, we invite you to leverage the **power of non-cash gifts** to help meet and exceed crucial campaign goals in a meaningful, tax-efficient way.

**We are here to help**, and I look forward to meeting the many staff, students, parents, alumni, and friends of the Cornell community. Until our time comes, I welcome hearing from you and am eager to learn how we can enhance the services we provide. I can be reached by email at [carine.hails@cornell.edu](mailto:carine.hails@cornell.edu) and by phone at 607.254.2302.



Sincerely yours,

A handwritten signature in black ink that reads "Carine J. Hails." The signature is fluid and cursive, matching the printed name below it.

Carine J. Hails

Executive Director | Trusts, Estates, and Gift Planning



## A SMART WAY TO LEVERAGE YOUR PHILANTHROPY

We understand the ease of cash giving. You can write a check or use a personal credit card, and the transaction entitles you to an itemized tax deduction for the full amount of your charitable gift, subject to AGI limitations.

But let's think beyond cash gifts. When a donor considers other assets—or a combination of cash and other assets—the possibilities for philanthropic impact widen. Beyond cash could mean gifting stock, retirement funds, collectibles, or real estate to achieve your philanthropic goals. These conversations are highly personalized; it's important to reach out to our office directly if you'd like to consider non-cash asset choices for your Cornell philanthropy, now or in the future.

Our goal is to encourage conversations about charitable giving from wealth, rather than disposable income. Over time, data and research findings show that gifts of non-cash assets predict growth and enable transformational gifts—ensuring Cornell's vibrant legacy for generations to come.

## NON-CASH GIFTS OFFER AN ENORMOUS OPPORTUNITY TO DO THE GREATEST GOOD

Our team works in a highly collaborative environment. The technical expertise that we have, coupled with the extensive breadth of knowledge our college and unit partners have,



enables and equips us to navigate important non-cash gift conversations. Whether your focus is on outright, blended, or deferred gift strategies, we have noticed some important trends among our most loyal donors.

### TYPICAL NON-CASH ASSET TYPES INCLUDE:

- Publicly traded securities
- Restricted stock
- Privately held interests (C-Corp and S-Corp stock, limited partnerships, or LLCs)
- Private equity interests
- Gifts-in-kind (art, collectibles)
- Real estate
- IRAs, retirement accounts
- Miscellaneous or unique assets (patents, timber deeds, book royalties)
- Whole life insurance policies, annuities

When considering gifts of non-cash assets, there are important timing and legal considerations. We remain committed to reviewing all tax and legal complexities with you in advance. Let us honor your charitable intent and help initiate a deliberate and thoughtful strategy for your Cornell philanthropy.

### SHARE YOUR INTENTIONS TODAY

[giftplanning.giving.cornell.edu](https://giftplanning.giving.cornell.edu)

800.481.1865

[gift\\_planning@cornell.edu](mailto:gift_planning@cornell.edu)





## BENEFITS OF PHILANTHROPIC EXPERTISE

With decades of experience and a variety of professional backgrounds, we have helped many alumni and friends gift wisely. The benefits of non-cash gifts can often be amplified by thoughtful planning and personalized conversations. For example, donating long-term appreciated assets such as stock, real estate, or business interests before a sale can potentially reduce taxes and allow you to give Cornell more than you imagined. Whether you are just beginning your philanthropic journey or feel confident about sophisticated and complex gift arrangements, we are eager to provide help where it is needed most.

Maximize the impact of your philanthropy with these unique benefits of non-cash gift strategies:

- **Tax deductions:** Gifts of appreciated securities and other long-term capital gain property are generally eligible for a full, fair market value deduction for income and gift tax purposes.
- **Greater impact:** The assets that you give transfer directly to Cornell, and therefore generally do not generate capital gains tax (CGT). As a result, there are more resources to direct to the areas of Cornell that you are passionate about.

Our team is accessible and service-oriented, and we aim to complement the trusted advisors you already have in place. Contact our office today to ensure that your philanthropic goals are achieved.

Honoring those who have  
established a planned gift  
for Cornell University



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# Strategic financial planning for your Cornell philanthropy

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