

The Greenwood House Foundation, Inc.

*Planned giving  
Makes a  
Difference*



**Greenwood House**  
FOUNDATION, INC.

## A Special Note to Donors

This brochure is intended to serve as a guide to some of the various options available for making gifts to the Greenwood House Foundation, Inc. We encourage you to consider your personal financial objectives and to consult with your own attorney and/or tax advisor to determine the gift plan most appropriate for your individual situation.

As a charitable not-for-profit 501 (c) (3) organization, all gifts and contributions made to the Greenwood House Foundation, Inc. are tax-deductible.



# Legacy of Friends

As our aging population changes, so do the needs and abilities of the Home's residents. With major cutbacks in Medicare and Medicaid reimbursements and the need for special services and programs that are beyond the capacity of the Home's operating budget, the Greenwood House Foundation, Inc. will be there, well into the future, to help see to it that the residents lead rich and full lives. With effective planning, you can help leave a legacy to Greenwood House as well as to your heirs.

In order to meet your needs and goals, it is important to explore all of your gifting options. This is an invitation to join the men and women from all walks of life, whose vision and generosity assure Greenwood House's stability and success in helping the Jewish elderly now and for each succeeding generation.

Consider an endowment fund that allows you to support the Home today and the tomorrows to come. This can be paid over a period of years. The principal of your gift is invested and the income provides perpetual support of the Home. Your commitment to an endowment gift may include, but not limited to any of the giving arrangements explained in this brochure:

- The Family Fund
- Life Insurance Policies
- Retirement Plans
- Pension Plans
- Trusts
- IRAs
- Bequests by Will
- Real Estate
- Profit Sharing
- Charitable Gift Annuities



**As a member of the Greenwood House Foundation, Inc. Legacy of Friends, you will be creating your own unending legacy**



# About Greenwood House



Greenwood House, Home for the Jewish Aged is a not-for-profit skilled nursing facility committed to providing the highest quality care for Jewish elderly in order to meet their physical, emotional, social and spiritual needs in an atmosphere of compassion, dignity, empathy and hope.

Serving Mercer County, NJ and Bucks County, PA since 1939, it is located within minutes from major roads to New York and Philadelphia. The home operates with rich traditions and

## Admission

- Open to Jewish men and women in need of 24-hour nursing care.
- No one is denied admission based on ability to pay.

## Facility

- 132-bed facility
- Strictly Kosher Kitchen
- Synagogue
- Spacious, bright airy bedrooms
- Colorful décor
- Occupational & physical therapy room
- Beautiful fenced in outdoor garden and patios
- Beauty Parlor/Barber Shop/Library/Gift Shop

## Staff

- More than 180 experienced professionals in various aspects of health care
- Staff of physicians — one always on call 24-hours a day
- Professional nurses — on site 24-hours a day/7 days a week, including holidays
- Social Services — provide on going counseling and support to residents and families
- Rehabilitation Therapies
- Registered Dieticians
- Community Rabbis
- Maintenance and Housekeeping
- Mashgiach

- Intergenerational programs
- Group and individualized
- Baking, Bingo, Exercise, Card Games
- Music, Arts and Crafts, Discussion Groups
- Sabbath and Holiday Services

## Community Services

- Healthcare and Homemaker Program
- Kosher Meals on Wheels

## Accreditations

- Licensed by the State of New Jersey
- Certified for Medicare and Medicaid
- Member of American Association of Homes for the Aging
- Member of the Association of Jewish Aging Services
- Beneficiary agency of the United Jewish Federation of Princeton Mercer Bucks
- Member of the NJ/PA and the Delaware Valley United Way

## Resident Activities



### *The Family Fund*

The Family Fund is designed for individuals and families who wish to establish named funds within the Greenwood House Foundation, Inc. The Fund is established with a gift of at least \$18,000. Additional contributions, including honorariums and/or memorials will be credited to the Fund.

All income from the Family Funds will be directed toward meeting the general operating needs of the Home, and cannot be restricted by donors. A named Fund will remain part of the Greenwood House Foundation, Inc. in perpetuity.

At the time a Fund reaches a value of \$25,000, a special plaquing opportunity will be available to recognize the benefactor(s).

#### **Giving Strategy**

Donation of \$18,000 in either one gift or from an accumulated number of donations.

#### **Tax Advantage**

Avoid capital gains tax on appreciated assets. Realize substantial current income tax deductions.

#### **Benefits**

You will make a difference in the future of Greenwood House.

### *A Donation of cash or Appreciated Property*

An outright gift of cash or appreciated property, such as stocks, bonds or real estate, is essential to the fiscal strength and stability of the Home because they provide immediate revenue for the operating budget.

A gift of long-term appreciated property entitles you to a charitable deduction based on the property's fair market value. You pay no capital gains tax on the appreciation. Therefore, the value of your gift will likely be considerably greater than its cost to you. A formal transfer by deed or title is needed.

You can structure your real estate gift: as an outright gift, as a remainder interest in your residence, or as a bargain sale. The amount of your immediate charitable income tax deduction will vary depending on which gift option you select. If your property is your personal residence (including a vacation home), you may choose to retain a life interest while granting a remainder interest to the Home. In this case, you or anyone you designate may continue to use the property for life. You may also opt for a bargain sale, in which you sell your property to the Greenwood House Foundation, Inc. at less than its full-market value. The process includes the formal transfer of deed or title.

#### **Giving Strategy**

You donate a sum of money or property directly to the Foundation.

#### **Tax Advantage**

A cash donation, up to 30% of your AGI for a private charity, may be deductible from your taxable income.

#### **Benefits**

Your gift makes an immediate impact on Greenwood House.



### *Gift of Securities*

A very cost effective way to give to the Greenwood House Foundation, Inc. is to make a gift directly from your security portfolio. There are tax advantages in giving securities which have appreciated in value and which qualify as a long-term capital gain property.

You avoid paying capital gains taxes on the amount of the appreciation on stocks, bonds or mutual fund shares that you contribute directly to the Foundation. You can deduct the full market value of the stock on the date of the gift as a charitable income tax donation — up to 30% of your annual adjusted gross income, with a carryover of the deduction for five additional years. You must have owned the securities for more than one year.

#### **Giving Strategy**

You donate stocks or bonds to the Foundation.

#### **Tax Advantage**

You may receive an immediate income tax deduction equal to the fair market value of the Greenwood House.

#### **Benefits**

Your gift can make an immediate impact on securities at the time of its donation. You also pay no capital gains taxes on the appreciated value of the securities.

### *Gifts of Retirement Plans*

The amounts earned in profit sharing, pension, IRA and other deferred benefit plans will be subject to taxes when the account owner dies. The plan dollars are subject to three different taxes — estate, income and excise — that in some cases can take over 70% to 80% of the account balance at the time of the participant's death.

You may wish to designate the Greenwood House Foundation, Inc. as the full or partial beneficiary of your qualified pension or retirement plan. This will yield significant income and estate tax savings. To provide for your family as well, you may wish to integrate a Charitable Remainder Trust into the plan so as to provide a lifetime benefit to a family member before the funds go to the Greenwood House Foundation, Inc.

#### **Giving Strategy**

You designate the Foundation as the full or partial beneficiary of the plan.

#### **Tax Advantage**

Your taxable economic benefit should be offset by a charitable income tax.

#### **Benefits**

Greenwood House is provided with death benefits at no cost to you. You recover premium outlay.

### *Gift of Bequest by Will*

Prepare or review your will(s) or personal trust(s) to assure that your assets will be distributed according to your wishes. If you have a current will, you may add or change a bequest by asking your attorney to use a codicil or amendment to alter it. Once you have safeguarded your family's future, consider whether your estate plans accurately address the desired disposition of your assets to remember and support the Greenwood House Foundation, Inc.

Charitable gifts by will/trust reduce estate taxes and give you the pleasure of knowing that a portion of your accumulated assets will be used to support the Greenwood House Foundation, Inc. The value of your bequest is fully deductible for estate tax purposes.

You may make an *outright bequest* of cash, securities real estate or other assets. A *contingent gift* in your will provides family or friends as the primary beneficiaries

of the estate, but that the Greenwood House Foundation, Inc. be beneficiary in the event that the family or friends do not survive.

#### **Giving Strategy**

Gift of cash or property upon donor's death.

#### **Tax Advantage**

No immediate income tax deduction, but cash/property escapes estate taxation. (Inclusion in gross estate is offset by estate tax charitable deduction.)

#### **Benefits**

Donor can retain use of cash or property during life.



## Gift of Life Insurance

Life insurance is an ideal means to make a large gift, at an affordable rate without depleting the existing estate. Term insurance has no cash value and, therefore will not provide a charitable deduction. By making Greenwood House Foundation, Inc. the owner and beneficiary of a policy, you will receive an income tax deduction equal to the cost of a premium each year. You avoid gift or estate taxes on the premium payments or the death benefit. If you already own a paid-up policy, you can transfer its ownership to the Greenwood House Foundation, Inc. and receive an immediate tax deduction.

There are advantages to a gift of life insurance. The premiums paid each year are tax deductible and you are guaranteed a generous deferred gift to the Foundation. If the policy is paid up, then you can receive a tax deduction for the present value of the policy.

Often the increased income tax savings produced, provide sufficient funds to pay the premiums on a life insurance policy equal to the value of your gift.

### Giving Strategy

You donate a life insurance policy to the Foundation and name it as the owner and beneficiary of the policy. You receive the policy premiums.

### Tax Advantage

The value of the policy and the policy premiums that you pay are income tax deductible. In addition, you incur no gift or estate taxes on the premium payments or the death benefit.

### Benefits

A large donation can be made without depleting your existing estate.

## Charitable Gift Annuity

A Charitable Gift Annuity is a way to increase your current income, reduce your estate taxes, and receive the personal satisfaction of knowing that your gift will help to assure that Greenwood House will remain New Jersey's premier nursing home well into the future.

Based on a contract between you and the Greenwood House Foundation, Inc., a charitable gift annuity pays a guaranteed fixed income for life to you and/or your spouse or designated beneficiaries. Payout rates are based on the age, or ages of the beneficiaries. In exchange for a gift of cash, securities or other property, you will receive an annuity at rates set by the American Council on Gift Annuities, which are substantially higher than financial institutions. The annuity payment will not fluctuate no matter how the economy or stock market changes.

There are no administrative costs to you for this invested gift. The principal amount you contribute for the annuity is not subject to your estate taxes or Medicaid eligibility. A portion of the annuity payment is tax-free to you. The agreement provides distinct benefits both to you, as the donor, and to Greenwood House.

### Giving Strategy

A donor transfers cash or property to Greenwood House in exchange for a annuity that pays a guaranteed fixed income for life.

### Tax Advantage

Charitable income tax deduction the year that the gift is established. Reduce estate taxes.

### Benefits

Guaranteed fixed income for life.



## Charitable Beneficiary Designation

### Giving Strategy

You purchase a life insurance policy specifically for the Foundation, but retain ownership on it. You name the Foundation as the beneficiary of the policy.

### Tax Advantage

Even though you still own the policy, the death benefit that the Foundation receives is not subject to estate taxes.

### Benefits

You maintain control of, and access to the cash value until you die. You have the option to switch beneficiaries at any time.

## Charitable Remainder Trusts (CRT)

An annuity trust can be established by transferring cash or securities in trust to the Greenwood House Foundation, Inc. There will be no trust management fees for this invested gift. The trust provides you with an annual fixed income amount, either for life or for a term of years that is at least 5% of the initial fair market value of the trust assets. At the end of the trust term or when all income beneficiaries pass away, the remaining principal transfers directly to the Foundation as the remainder beneficiary.

### Giving Strategy

You transfer assets to a trust and you, or your heirs, receive income from it for a designated period of time, before the assets pass to the Foundation.

### Tax Advantage

The trust can sell highly appreciated assets without incurring a capital gains tax. You are entitled to an immediate income tax charitable deduction for the present value of the remainder trust.

### Benefits

You and your heirs can receive income from the trust for a fixed term of up to 20 years, or upon death. Plus, avoiding the capital gains tax leaves more property available for a generous income.

## Charitable Lead Trust (CLT)

Your assets are transferred into a trust that pays income to the Foundation; you or your designated beneficiaries receive the assets upon the termination of the trust. The income from the trust is paid to the Foundation annually for a specified period of years. The income can be a fixed amount each year (annuity trust) or a fixed percentage of the trust's annual fair market value (unitrust).

### Giving Strategy

You transfer assets into a trust, and the Foundation receives income for a designated time period. When the period is over, your heirs receive the remaining amount.

### Tax Advantage

The assets that are passed to your heirs, in most cases, will receive good gift tax treatment.

### Benefits

This can be a good way to provide an immediate benefit to the Foundation. It also reduces the tax burden of an unusually high income year.



Your gift to the Greenwood House Foundation, Inc. perpetuates the most sacred of Jewish commandments — to honor our fathers and mothers.

Through your generosity, you acknowledge the importance of the lives of our Jewish elderly...their struggles, achievements and wisdom. You offer them your respect and compassion. You provide them with the best possible quality of life...with comfort and dignity.

Your gift to the Greenwood House Foundation, Inc. helps assure that the spirit and substance of this tradition endures in the generations to follow.

As it is written in the Talmud, *"All Jews are responsible for each other."*

For additional information, please contact the Greenwood House Development Office:

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