

# Making a Gift to our Foundation - Guidelines for Professional Advisors

## Who we are: Aurora Health Care and Aurora Health Care Foundation

Thanks for your interest in Aurora Health Care. In 2018, Advocate Health Care and Aurora Health Care merged to become Advocate Aurora Health. However, Aurora Health Care continues to operate under the brand of Aurora Health Care in Wisconsin and Aurora Health Care Foundation accepts gifts on its behalf. The Office of Gift Planning of Advocate Aurora Health serves both Aurora Health Care Foundation and Advocate Charitable Foundation.

Aurora is dedicated to excellence and networked to provide the best of care for the whole person and the whole region. Our purpose is to help people live well. As its philanthropic arm, Aurora Health Care Foundation builds relationships and partnerships across Wisconsin that inspire charitable giving. To support Aurora's mission, the Foundation seeks philanthropic support for patient care, education, research and community-based health services across its network of hospitals and other sites of care. Because Aurora pays the Foundation's operating expenses, 100% of every contribution is used for the purpose specified by the donor.

For more information about the impact of charitable giving and ways to give, check out our website: [www.give.aurora.org](http://www.give.aurora.org).

## Thanks for your interest

We recognize and respect the important services you provide to your clients and welcome the opportunity to collaborate with you about possible gifts your clients are contemplating to support our healthcare mission. Please contact us early in the process. By working together, we can make sure that your clients make gifts that are best for them and that their gifts are used as they intend.

We are happy to provide gift illustrations of gift annuities, charitable trusts and other types of planned gifts, as well as educational resources on charitable planning.

## Making a Gift: General Information

Gifts to support an Aurora hospital or program should be made directly to the Foundation, which is a 501(c)(3) Wisconsin corporation. Donors should designate the specific Aurora hospital and/or program they intend for their gift to support. Please note that any appraisal necessary for a tax deduction is the responsibility of the donor.

**Address:** Office of Gift Planning, Aurora Health Care Foundation, 950 North 12<sup>th</sup> Street, 5<sup>th</sup> Floor, Milwaukee, WI 53233

**Tax ID:** 39-6044569

**Wire Transfer:** Bank Routing: DTC #2669 / Chase Bank Account Name: Aurora Health Care Foundation / Account Number: 26-98660

## **Gift Acceptance Guidelines**

Some proposed gifts must be reviewed by the Foundation's Gift Acceptance Committee. This Committee reviews potential contributions involving real estate, privately held stocks and some types of personal property, as well as gifts which might require a continuing financial obligation or conflict with our mission and values.

We encourage you to touch base with us to ascertain what the review process involves, to minimize delay and alleviate any inconvenience to your clients. The Foundation's objective is to facilitate, not to frustrate, the acceptance of gifts. Highlights of the Foundation's gift acceptance policy are provided below to facilitate planning.

### **Pledges**

Clients who wish to fulfill their commitments over time may make pledges for a period of up to five years. Pledges can usually be fully counted toward a particular fundraising goal. If a pledge involving a naming opportunity is to be fulfilled through a planned gift, documentation of irrevocability is needed.

### **Stock**

We welcome gifts of securities, recognizing the tax advantages they can have for your clients. Donors should instruct the transferring institution to identify the hospital or program they wish to benefit, and they should provide a copy of the instructions to the Foundation. If the stock is held in a bank or brokerage account, donors should instruct their financial institution to transfer it electronically to the Foundation's account at the Northern Trust Company:

**DTC #2669 for further credit to Account #26-98660**

Gifts of securities are valued, for recognition purposes, on the date they are received into the Foundation's account. We will acknowledge the receipt of the gift by stating the quantity and description of shares received. Donors are responsible for determining the amount of the deduction they will claim on their tax return. The Foundation will report the value as the mean of the high and low trades on the date it receives the securities. Our policy is to sell donated shares immediately upon receipt or as soon thereafter as is practical.

To ask questions or coordinate a gift of securities, contact **Megan Fergus at 630.929.6909** ([megan.fergus@aah.org](mailto:megan.fergus@aah.org)). Please note that when stock or mutual funds are being used to fund a gift annuity, special handling is required; please contact Ms. Fergus for information.

### **Mutual Funds**

A shell account at Northern Trust must be created for each mutual fund gift before the transfer can be made. Donors should instruct the transferring institution to contact Ms. Fergus to secure an information sheet to complete. Once set up, we will notify the transferring institution of the shell account number; then shares can be transferred.

### **Real Estate**

Because of their illiquid nature, as noted above, potential gifts of real estate must be approved by the Gift Acceptance Committee. In some cases, an environmental assessment must be performed. Gifts of real estate may include residential or commercial property. Such gifts may be made in whole, or in part, by donating an undivided fractional interest. The Foundation will also consider retained life estates in a personal residence or

farmland. However, the donor is expected to pay real estate taxes, property insurance and maintenance expenses until total ownership vests with Aurora. Real estate may be used to fund charitable gift annuities and charitable trusts under appropriate circumstances.

## Bequests and Beneficiary Designations

Supporters of Aurora hospitals and programs are encouraged to remember Aurora in their wills or living trusts, as well as by beneficiary designations in their life insurance policies, financial accounts, commercial annuities, IRAs, and other retirement plans.

Below is suggested language for use in the creation of a bequest in a will or living trust. If your client wishes to specify restrictions for the bequest, please contact a gift planning officer to determine wording that will ensure that the gift will be used as intended.

**Specific Bequest:** *I give, devise and bequeath to Aurora Health Care Foundation in Milwaukee, Wisconsin, the sum of \$\_\_\_\_\_ to be further designated as follows: \_\_\_\_\_(specify name of hospital or program).*

**Residual Bequest** *I give, devise and bequeath to Aurora Health Care Foundation in Milwaukee, Wisconsin, \_\_\_\_\_% of my estate to be further designated as follows: \_\_\_\_\_(specify name of hospital or program).*

**Contingent Bequest:** *I give, devise and bequeath to Aurora Health Care Foundation in Milwaukee, Wisconsin, the sum of \$\_\_\_\_\_ (or, alternatively, \_\_\_\_\_% of the residue of my estate to be used by \_\_\_\_\_ (specify name of hospital or program) in \_\_\_\_\_, Wisconsin.*

**To ensure that the Foundation will be able to make use of all bequests** intended to support Aurora's hospitals and programs and to address possible situations of future obsolescence, we encourage inclusion of the following:

*If, in the opinion of the Board of Directors of Aurora Charitable Foundation, or any successor thereto, the need for funds for the purpose described above no longer exists at some future date, it is authorized to use these funds for a purpose as similar as practical to my stated interest.*

## Life Insurance

Life insurance gifts may be made in several ways. The Foundation will accept gifts of paid-up life insurance policies. Your client may also name the Foundation as a whole or partial beneficiary of a life insurance policy. Purchasing a policy as a gift is also an option. However, life insurance gifts that may entail payment of ongoing premiums require special review.

Please notify a gift planning officer when your client names the Foundation as the owner or beneficiary of a life insurance policy. Keep in mind that your clients can make such designations in group policies as well as individual ones. In addition, your clients may consider using a life insurance policy to replace the value of donated assets by using the tax savings generated by the charitable deduction to purchase a policy with death benefits similar to the value of the gifted assets.

## Charitable Gift Annuities

The Foundation has an active charitable gift annuity program and is fully prepared to enter into either immediate or deferred annuity contracts with residents of Wisconsin, Illinois, Florida, and Michigan in exchange for cash or marketable securities. The Foundation uses the rates published by the American Council on Gift

Annuities, which stipulates rates for one or two beneficiaries based upon their ages. The Foundation's payment obligation is backed by Aurora Health Care. Donors may designate a particular hospital or program for the gift annuity to ultimately benefit.

The minimum contribution required to establish a charitable gift annuity is \$10,000. Income beneficiaries must be at least age 65 when payments begin. Aurora's gift annuities are administered by Northern Trust; payments are made either through direct deposit or check.

### **Charitable Remainder Trusts**

The Foundation gratefully welcomes designation of an Aurora hospital or program as a remainder beneficiary of a charitable remainder trust. They may be credited to a fundraising campaign, subject to present value calculations. Donors are encouraged to provide annual statements of assets. Our gift planning officers can provide illustrations of these kinds of trusts and work with the donor and you to establish one.

### **Charitable Lead Trusts**

In the current economic environment, charitable lead trusts are appealing to donors as well as charities. A lead trust can be excellent vehicle for simultaneously fulfilling a pledge and transferring assets to another generation at a reduced cost. Also, besides favorable estate and gift tax treatment, a charitable lead trust offers the donor a chance to have an immediate impact.

### **Endowments**

Endowments may be established with one or more types of gifts including an outright gift, a bequest, a gift annuity and/or a charitable trust. Establishment and operation of endowments are guided by the Foundation's endowment policy.

### **Gift Agreements**

The Foundation uses formal gift agreements for gifts that require documentation by virtue of their size, nature, purpose and/or terms. These agreements help ensure that a donor's intent is followed by specifying details regarding the donor's intended use for the contribution. We are available to assist in the creation of gift agreements.

### **Gift Notification**

We encourage donors to let us know about their planned gifts, and we recognize that in many situations the gift may be revocable or contingent. Nevertheless, we cherish the opportunity to thank donors who have such foresight to make a future gift to our mission, and we want to make sure their intent for their gifts can be fulfilled. Also, in some cases there may be naming opportunities available. We have a simple form available to you to facilitate this process once you have your client's consent to do so.

### **The Amicus Society**

We offer membership in The Amicus Society (previously known as the Legacy Society), our most prestigious giving honorary group, to recognize the generosity of people who make planned gifts to provide for the future of Aurora hospitals and programs. All forms of deferred commitments qualify. Although it is not necessary for the Foundation to receive legal documentation of the gift, a copy of relevant portions of the estate documents is greatly appreciated. Any information provided is kept confidential. To honor The Amicus Society members,

the Foundation hosts an annual luncheon, invites members to other exclusive events and includes them in special communications.

We welcome the opportunity to collaborate with you to assist your clients with fulfilling their charitable intentions. We have software to provide gift illustrations as well as other charitable planning resources to share. Check our website for more charitable giving ideas or contact us:

**For more information:**

**John Holmberg, CFP®**  
Vice President, Gift Planning  
630-379-3729  
[john.holmberg@aah.org](mailto:john.holmberg@aah.org)

**Office of Gift Planning**  
Advocate Aurora Health Foundations  
2025 Windsor Drive  
Oak Brook, IL 60523

[aah.org/foundations](http://aah.org/foundations)

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