

plan  
of Northeast Ohio Inc.

*Your Legacy*  
Can Fulfill Our Mission



PLAN (Planned Lifetime Assistance Network)  
of Northeast Ohio

## *Our Mission*

PLAN (Planned Lifetime Assistance Network) of Northeast Ohio helps those challenged by chronic mental illness progress in their recovery by providing individualized and innovative treatments throughout life in a supportive community of families and professionals.

## A community of friends, families and professionals... on the road to recovery.

Since 1989, PLAN of Northeast Ohio has provided help to those living with chronic mental illness and their families. PLAN's approach provides the tools individuals need to achieve enduring emotional and cognitive growth and recovery. Your planned gift will help make lives better and reflect your support of the vital necessity of PLAN to our community.

## Anyone can make a meaningful planned gift.

Donors across all income levels can make a meaningful planned gift to PLAN. Plus, there are many creative ways to leave a legacy to PLAN and take care of yourself and your loved ones at the same time. PLAN can help you identify planned giving opportunities that work best for you and your family.

## A planned gift offers attractive benefits.

Depending on the type of planned gift you make, benefits can range from simple tax savings from a gift of cash to a new source of stable income through a charitable gift annuity. In addition to the financial benefits, a planned gift lets people know the importance you place in PLAN's mission to help individuals with mental illness.

*Six*  
*ways* to make your  
planned gift to PLAN.

- *A Gift of Cash*
- *A Gift of Appreciated Securities or Stock*
- *Include PLAN in your Will or Trust*
- *Include PLAN in your Retirement Plan*
- *Name PLAN as a beneficiary in your Life Insurance Policy*
- *Set up a PLAN Life Income Plan*

*“It’s a great program that’s helped me to develop job skills and it’s helped me connect with people.”*

*– Greg V. (Program Assistant)*

## *1* A gift of Cash

A gift of cash is the simplest, most direct way to support PLAN. Due to tax savings from the charitable deduction, your net cost can be much less than the actual amount of the gift. Gifts of cash are fully deductible-up to a maximum of 50% of your adjusted gross income.

## *2* A gift of Appreciated Securities or Stock

One of the most popular ways people make a planned gift is through a gift of appreciated securities or stock, which can provide greater tax benefits than a cash gift of equal value. In addition to taking a current income tax charitable deduction equal to the fair market value of the stock, you avoid paying any capital gains tax when appreciated stock is contributed to PLAN. Your stock broker or trust officer can easily arrange a transfer of stock to PLAN.

## 3 *Include PLAN in your Will or Trust*

A gift designated to PLAN in a will or living trust is one of the simplest ways for you to support PLAN while reducing your taxable estate. PLAN can be named as a beneficiary in a will or trust, or can be added as a beneficiary by executing a simple codicil or a will modification.

**Example:** Since 1989, Jack has contributed \$1,000 to PLAN annually. Jack knows that his continued support helps sustain PLAN's Holistic Recovery Services. Wanting to leave a legacy, Jack makes a \$20,000 bequest in his will designated to support PLAN so that his \$1,000 annual gift can continue in perpetuity (through investment earnings).





## 4 *Include PLAN in your Retirement Plan*

If you have an IRA, 401 (k) or other qualified retirement plan, you can designate PLAN as a beneficiary to all or a portion of the assets held in your plan. The balance remaining in your retirement account after your death is often double taxed—first as income to your beneficiaries and then as an estate asset—if it passes to heirs. Many people choose to designate the remainder of their retirement plan to PLAN and use other assets for gifts to family. Your retirement plan administrator can help you name PLAN as your beneficiary.

## 5 Name PLAN as a beneficiary in your Life Insurance Policy

A gift of life insurance can be made by transferring ownership of an existing policy to PLAN or by naming PLAN as the beneficiary of the policy, existing or new. When you purchase life insurance, in the name of PLAN, with tax deductible premiums, the end result is a larger philanthropic gift. Just ask your life insurance agent for the appropriate forms if you want to transfer a policy or add PLAN as your beneficiary.

**Example:** Throughout their married life, Elizabeth, 60, and her late husband, Harold, regularly made donations to PLAN, which provided Holistic Recovery Services to their son, John, who has emerged as a talented artist during his many years of art therapy. Now Elizabeth donates \$5,000 each year to continue her support. In fact, Elizabeth would some day like to make an even more substantial gift in memory of Harold, but she also wants to leave an inheritance for her two grandchildren. By making a planned gift of life insurance to PLAN, Elizabeth can satisfy both of her desires. She owns a policy on her life with a death benefit of \$100,000. By simply contacting her insurance company to change the beneficiary designation to PLAN, Elizabeth accomplishes her dream of making a generous donation to PLAN in Harold's memory (with tax benefits) without diluting other assets that she's earmarked for her grandchildren's inheritance.

*“Activities like the supper club events have improved (my sister’s) socialization skills and are enjoyable events. Debbie has benefited physically and mentally from the water aerobics class which PLAN sponsors at the YMCA.”*

*– Harvey N. (PLAN Family Member)*

## *6* Set up a PLAN Life Income Plan

A life income plan- such as a charitable gift annuity or a charitable remainder trust- allows you to make a substantial future gift to PLAN while still providing for your own personal financial needs. These plans provide you, the donor, or your named beneficiaries that you designate income for life with an ultimate gift to PLAN. There are several types of life-income plans and they offer substantial tax benefits, depending on the asset contributed.



**Charitable Gift Annuity (CGA)** is an agreement with PLAN to pay you a guaranteed annuity payment at a favorable rate during your lifetime or the lifetime of your designee. A portion of the annuity payment may be tax free and there is an immediate tax deduction in the year you establish your CGA.

**Charitable Remainder Trust** pays you or your designee an income for a stated period. The principal (the remainder) goes to PLAN at the end of the trust's term of years or upon your designee's (the beneficiary's) death. In the year the trust is created there may be an immediate income tax deduction.

**Charitable Lead Trust** can be used to transfer assets to children or others at a significantly reduced tax liability. The trust makes a fixed payment to PLAN for a specified term, measured either by someone's life or a selected number of years. After the trust term ends, the assets of the trust are either returned to you or passed on to children or other loved ones. If the assets are to be returned to you, you receive an income tax deduction when the trust is created. If the assets are passed on to heirs, applicable estate or gift taxes on the value of the gift are reduced or completely eliminated. The tax savings from a charitable lead trust may allow you to provide significant support for PLAN at little or no cost to heirs in terms of ultimate inheritance.

## You Can Help Meet These On-Going Needs...

The best way to enhance the quality of life for those challenged by chronic mental illness is to provide a strong social support network, offer meaningful activities and develop vocational skills. PLAN's Holistic Recovery Services represent a diverse range of activities that support this life-time goal. These include:

- **Recreational activities** including yoga, tennis, supper club, game night, hiking, water exercises, basketball, writing club, art therapy and more.
- **Volunteerism** giving back to the community
- **Employment opportunities** working with members on how to help lift barriers to holistic recovery.

Continuous funding is needed to support these activities. Your planned gift will help make lives better and reflect your support of the vital necessity of PLAN to our community.

For additional information,  
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*All inquiries are confidential.*

*This material is presented for informational purposes only and should not be construed as legal, tax or financial advice. When considering gift planning strategies, you should always consult with your own legal and tax advisors.*

# plan

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A Partner of  
Jewish Family Service Association



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*Member of the National PLAN Alliance*

