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November 2011: Planned Gifts

We are reminded of how much a university means to someone in many ways. Perhaps the most poignant is that of a planned gift, such as a bequest or the donation of house or yacht for the university to sell for monies to fund the donor's vision for his or her philanthropy. Whether it is a conversation with a donor when intentions are conveyed, or whether the gift is discovered via a letter from an attorney, the reality of the meaning of a planned gift always provokes thoughts.

A planned gift may be organized by someone who has been a regular donor for decades, or someone who has asked that the university never solicit ... or anywhere between those opposites. In all examples along the spectrum, the gift that is to come from a life's work indicates a true sense of ownership of the university by the donor. In some way, the institution has affected the donor so significantly that a planned gift is organized as a way to say, "Thank you for what you did for me; please continue to do the same for others."

Studies show that only one in four people who leave an organization in their will actually tell the organization. It is understandable. And there are some who like to tell the story of why they have chosen to leave a bequest because it allows them to share and it might encourage others to do the same. If you have included UHCL in your will and you'd like to share the story, simply e-mail me at mcinnis@uhcl.edu.

For more information on planned giving, visit www.uhcl.edu/plannedgiving.



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We love stories. Human stories. Funny stories and dramatic ones.
Would you like to share *your* UHCL story? We would love to listen.