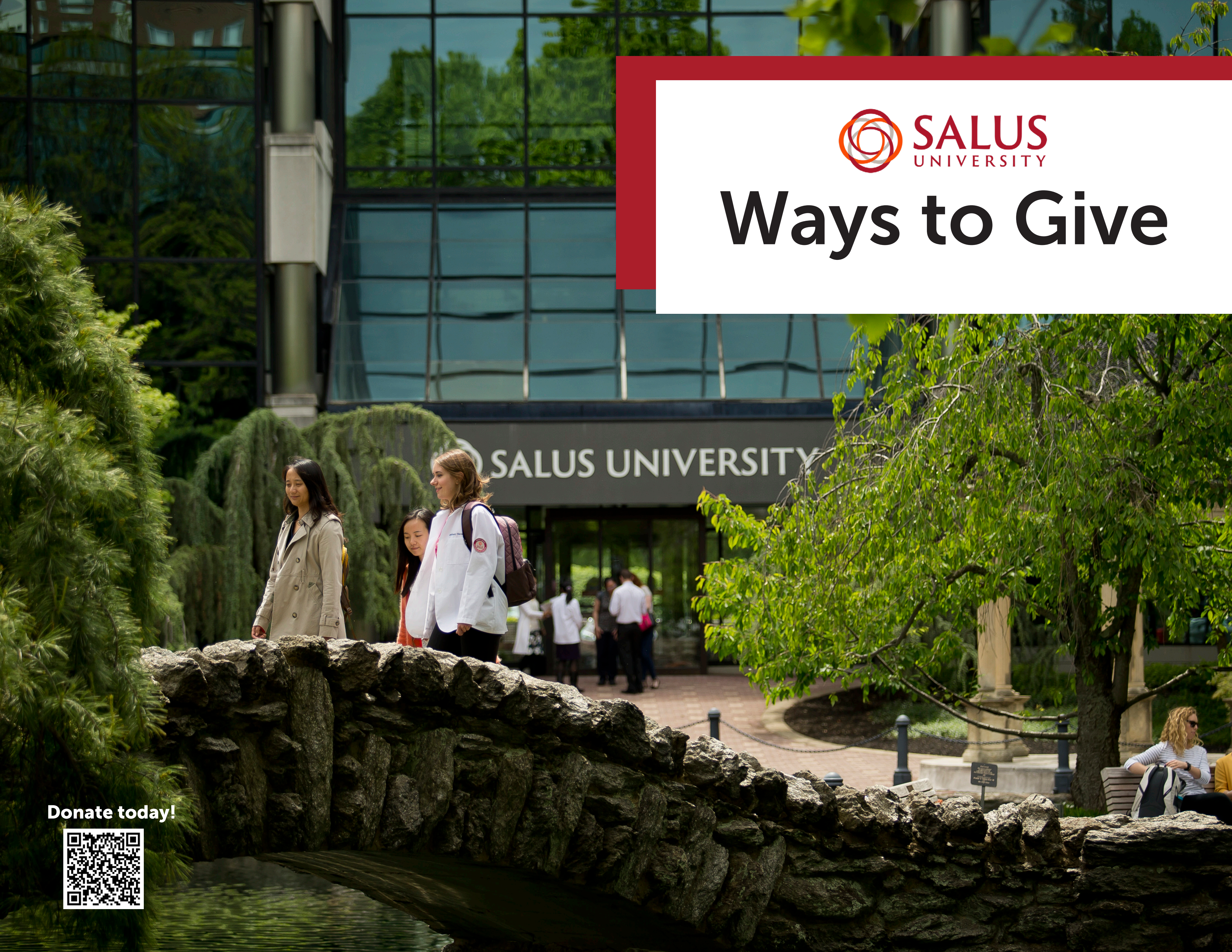
SALUS UNIVERSITY

Ways to Give



Donate today!

A gift to Salus is an investment in the future of our region and world. Together, we can effect change, advance care, and put health and wellness within reach for everyone whose lives we touch.

Our accomplishments are many, but there is potential that we have not yet tapped.

- Enhance our endowment, increase support for student scholarship and faculty and administrative roles
- Improve educational facilities across campus, guarantee our students a cutting edge learning environment
- Bolster our community service programs, giving individuals and families with limited resources access to high-quality care and support

There are many ways for you, your family or your company to support Salus. Here are just a few opportunities to make a difference.

Donate an outright gift of cash or securities

Give in honor of someone special

Donate to Salus in honor of a faculty/staff member, in memory of a friend, or loved one. By making a tribute gift, you are honoring those who deserve recognition.

Make a tailored planned gift or bequest

Making a planned gift is a deeply meaningful way to support Salus while securing long-term financial benefits for you and your family.

Leverage matching gifts from your work place

Many companies match charitable gifts made by their employees. Please consult your company's human resources department to learn how your workspace matches charitable contributions to universities.

Gifts through your IRA

Avoid the twofold or double taxation of an IRA by naming Salus as the beneficiary of the remainder of your assets. You can also rollover a portion of your assets to make a donation directly to Salus, reducing your taxable income.

Establish an endowed fund

Endowments are the gifts that keep giving in perpetuity. Depending on the size of the gift, endowed funds can generate support for student scholarships, faculty positions, or for a more specific program.

Recognizing donor leadership, loyalty, legacy

All gifts to Salus University matter and giving societies are one way for us to say 'thank you' to our most generous and steadfast donors. Through giving societies, we honor alumni, parents, and friends whose gifts help Salus fuel its mission in the world. When you become a part of a giving society, we show our appreciation and recognize you for your contributions and commitment to Salus.

Leadership Gifts

President's Circle	$25,000+
Dean's Circle	$10,000-$24,999
Keystone	$5,000-$9,999
Pillar Society	$2,500-$4,999
Cornerstone Society	$1,000-$2,499

(within a fiscal year)

Leadership givers are continuing a longstanding tradition to ensure the future strength of the University. As a member, your name will be included each fiscal year in a special listing in the University's Annual Report. Dean's Circle and President's Circle are invited to an exclusive event, the Annual Recognition Reception, which is held before commencement in May.

Loyalty Gifts

The 1919 Society

Through the 1919 Society, we recognize alumni who have 10 years or more of consecutive giving.

GOLD Giving Partners

Through GOLD Giving Partners, we recognize graduates of the last decade (GOLD) who give $500 or more.

Legacy Gifts

Heritage Society

To honor our alumni and friends who have included us in their estate planning, we have founded the Heritage Society. Donors who make financial or estate gifts of any size through wills, trusts and other planned gifts are recognized for their dedication to our mission. As a member, your name will be included each year in a special listing in the University's Annual Report and invited to an exclusive event, the Annual Recognition Reception. Gifts can be made to the University Fund, to support operations, be designated to a specific college such as the Pennsylvania College of Optometry, the Osborne College of Audiology, or directed to a specific program. If you would like more information in a manner that benefits you, your heirs and the University, call our Office of Institutional Advancement at 215.780.1393.

LEARN ABOUT THE GIFT OPTIONS THAT MEET YOUR GOALS

YOUR GIFT	Bequest	Outright cash gift	Outright securities gift	Outright personal property gift	Gift of retirement assets	Gift of life insurance	Gift of real estate	Charitable remainder trust	Charitable lead trust	Charitable gift annuity*
YOUR GOAL	Defer a gift until after your lifetime.	Make a quick and easy gift.	Eliminate tax on long term capital gains.	Share your enjoyment of a collection or other personal item.	Avoid the twofold taxation on IRA's or other retirement plans.	Make a large gift with little cost to yourself.	Make a gift of property no longer needed and generate an income tax deduction.	Secure a fixed and often increased income, or create a hedge against inflation.	Reduce gift and state taxes on assets you pass to your heir.	Supplement income with steady payments that are partially income tax free.
HOW TO MAKE THE GIFT	Name us in your will or living trust. (Designate a specific amount, percentage or share of residue).	Simply write a check or make a cash donation now.	Contribute long term appreciated stock or other securities.	Donate tangible personal property related to our tax exempt function.	Name us as the beneficiary of your retirement account after your lifetime.	Change ownership on a life insurance policy you no longer need.	Donate the property to us.	Create a trust that pays income annually; the principal is retained for a charitable organization.	Create a charitable trust that pays fixed or variable income to us for a specific term of years; the principal is retained for heirs.	Establish a charitable gift annual contract with us that pays a set amount for life.
YOUR BENEFITS	*control of your assets for your lifetime *donation exempt from federal estate tax	*immediate income tax deduction	*immediate charitable deduction *elimination of long term capital gains tax	*charitable deduction based on full fair market value	*allows you to make the gift from the most highly taxed assets, leaving better assets for family	*current income tax deduction *possible future deductions through gifts to pay future premiums	*immediate income tax deduction	*variable or fixed income for life *immediate income tax charitable deduction	*reduces your taxable estate *property kept by your family, often with reduced gift taxes	*current and future savings on income taxes *fixed payments for life for one or two individuals