

# Purposeful Planning

## Couple Creates an Enduring Legacy of Support

Ellen Crown was diagnosed with Crohn's disease as a teenager. As loyal, enduring supporters of the Crohn's & Colitis Foundation, she and her husband, Daniel, have made it their mission to help others battling Crohn's disease and ulcerative colitis. Their generosity has made a significant impact on the Foundation's work for the past three decades.

Ellen and Daniel, along with their family, have funded numerous Foundation research projects, including championing the launch of two major research initiatives—the Microbiome Initiative and the Environmental Triggers Initiative. Insights from these projects are leading to new approaches to the diagnosis, treatment, and interventions of inflammatory bowel diseases (IBD). Through these initiatives, researchers are working to isolate the microbes, genes, and environmental factors that impact disease and looking for ways to manipulate them—which will form the basis for new therapeutic interventions. These interventions would be the first time that a treatment could be developed to address the cause—NOT the symptoms—of IBD.

In addition to the millions of dollars of financial support to these vital projects, the Crowns have been advocates for the Foundation, spearheading fundraising events to support critical mission programs by bringing new supporters to the Foundation. Ellen and Daniel have been volunteer leaders for the Foundation's Greater New York Chapter—both serving on the chapter's Board of Directors and Daniel serving as a former board president. Ellen has been particularly devoted



Ellen and Daniel Crown have supported the Foundation for the past three decades.

to the chapter's annual *Women of Distinction* luncheon, which she has chaired for the past 23 years since taking the baton from the event's founders. The event draws close to 900 of New York's most influential women every year, and has raised over \$26.6 million to date.

Ellen and Daniel's generosity has impacted the lives of thousands of IBD patients across the country, and their ongoing benevolence is paving the way to a future free of these devastating diseases.

You, like the Crowns, can help support finding cures for Crohn's disease and ulcerative colitis. To learn how you can help, contact Allison Coffey at 917-476-6511 or [acoffey@crohnscolitisfoundation.org](mailto:acoffey@crohnscolitisfoundation.org).



# Put the Checkbook Away

## Turn Today's Gift Into a Gift for Tomorrow

When people think about giving to a charity like the Crohn's & Colitis Foundation, cash seems like the easiest gift to give—write a check and it takes care of our most immediate needs. But what about the long-term needs of the children and adults who are affected by Crohn's disease and ulcerative colitis?

There is always a demand for continued research to help find cures and better treatments for these diseases. To help, consider turning the gift you make today into a gift for tomorrow by making a planned gift to the Crohn's & Colitis Foundation.

A planned gift is a commitment to benefit countless individuals for years to come. These types of gifts often involve a little more thought, but you can align them with your overall

financial and estate planning goals. The best part? Your gift is generally deferred until after your lifetime, so your current income isn't affected. Also, with many planned gifts, you can change your mind at any time.

No matter which gift type you choose, you can feel confident in knowing that your contribution will allow us to carry out our mission to find a cure for these diseases and improve the quality of life for the children and adults affected, well into the future.



### DID YOU KNOW?

Between 35 and 48 percent of donors say they are “very” or “somewhat likely” to leave a gift to a nonprofit after their lifetime.\*

\*2016 NMI Healthy Aging Database® study

### You Don't Have to Go It Alone

Making a planned gift to the Foundation isn't complicated. We're here to help. Contact Allison Coffey at 917-476-6511 or [acoffey@crohnscolitisfoundation.org](mailto:acoffey@crohnscolitisfoundation.org) to learn how you can make a gift to support our future.

# Make the Impossible Possible in One Sentence

## Remember Us in Your Will or Living Trust

What if all you had to do to ensure that the Crohn's & Colitis Foundation can continue our research and providing valuable resources to those in need for years to come is to write a simple sentence? Sound impossible?

Securing the future of those affected by Crohn's disease and ulcerative colitis really is as simple as one sentence. By including a gift to the Foundation in your will, you can support the search for new treatments and cures without giving away any of your assets today.

Including the Foundation in your will is a popular gift to give because it is:

- » **Affordable.** The actual giving of your gift occurs after your lifetime, so your current income is not affected.
- » **Flexible.** Until your will goes into effect, you are free to alter your plans or change your mind.
- » **Versatile.** You can give a specific item, a set amount of money, or a percentage of your estate. You can also make your gift contingent upon certain events.



### Use This Sentence

If you are ready to include a gift to the Foundation in your will, ask your attorney to add this suggested wording:

I give to the Crohn's & Colitis Foundation, New York, New York, (the sum of \$\_\_\_\_\_ or \_\_\_\_\_ percent of the rest, residue, and remainder of my estate) for its general purposes.

### Give in Their Name



Create a lasting tribute to someone special by making a gift in their name to the Crohn's & Colitis Foundation. Learn the details in our new guide **Give From the Heart With a Tribute Gift**. Simply return the enclosed reply card to get started today!



# It's Easier Than Ever to Support Our Future

## Make a Tax-Free Gift From Your IRA

You've worked hard, saved diligently, and are ready to enjoy your retirement years. Maybe you're also looking for a way to give back to the organizations and causes that have been important to you. Consider making a gift from your IRA.

If you're 70½ or older, you can use the IRA charitable rollover to make a tax-free gift to the Crohn's & Colitis Foundation. This law allows you to transfer up to \$100,000 directly to a qualified charitable organization without paying income tax on the distribution.

When you use the IRA charitable rollover to make a gift to the Foundation:

- » Your gift will be put to use today, allowing you to see the difference you're making for those diagnosed with Crohn's disease and ulcerative colitis.
- » You pay no income taxes on the gift. The transfer doesn't generate taxable income or a tax deduction, so you benefit even if you do not itemize your tax deductions.
- » If you have not yet taken your required minimum distribution for the year, your IRA charitable rollover gift can satisfy all or part of that requirement.

### Not 70½ Yet?

You can still support the Foundation's future with your IRA. Simply name us as a beneficiary of your account, and we'll receive the funds, or the portion you designate, after your lifetime.

### Let Us Help

You don't need to be an expert in retirement planning to make a gift from your IRA. Let us walk you through it and share all the ways your gift makes a difference. Contact Allison Coffey at 917-476-6511 or [acoffey@crohnscolitisfoundation.org](mailto:acoffey@crohnscolitisfoundation.org) to get started today.



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