

GW LEGACY CHALLENGE

The GW Legacy Challenge is an innovative initiative that will provide a cash match for donors who make new planned gift commitments to GW*. As a planned giving donor, you will be able to direct the cash match to your area of interest at GW (equal to 10% of the value of your planned gift, up to \$10,000). With the GW Legacy Challenge, the impact of your planned gift will be felt now, even though the University will not receive funds from your planned gift, in most cases, for years to come.

For example, if you document a \$50,000 bequest intention to the University using the Legacy Challenge Gift Confirmation Form, \$5,000 in cash from the matching pool will be immediately directed to your area of interest at GW. GW will receive the \$50,000 bequest after your lifetime.



This match program will begin February 1, 2017 and will run for as long as the matching funds last. Please contact your GW personal contact or email pgiving1@gwu.edu for more information.



WHY THE GW LEGACY CHALLENGE ?

You have your own reasons for giving to the George Washington University. Here are some reasons to participate in the GW Legacy Challenge:

- ▶ Planned giving is a wonderful way to give, but the impact of these gifts is not immediate. With this match opportunity, your planned gift will impact GW now.
- ▶ The GW Legacy Challenge provides energy and will spur new planned gifts in the final phase of the *Making History* Campaign - helping us reach and exceed our \$1 billion goal.
- ▶ Planned gifts are an important source of funding for GW. They can be used to support students, faculty, facilities, or any other area of critical need at the University.

* Eligible planned gifts include bequest commitments in wills and trusts, beneficiary designations for retirement plans, the cash value of life insurance policies donated to GW, charitable gift annuities, and charitable remainder trusts.