DONOR PROFILE
LEAVING A LEGACY FOR STUDENTS

KEN MARCH
(BS '69, MA '72, PhD '73)

I
ntellectual, well read, and an avid sports fan is how friends of the late Ken March (BS '69, MA '72, PhD '73) describe him.

Sadly, the three-time Loyola alumnus passed away after a long and heartbreaking search for a new kidney. Before his death, however, he made a point of leaving a significant gift through his individual retirement account to Loyola’s Department of Psychology to create the Kenneth A. March Scholarship in Psychology for graduate students studying social psychology. His final wish was to create a legacy to repay the university that gave him his education and the tools for his successful career.

“I met Ken many years ago on the tennis courts in Evanston,” says neighbor and friend Steve Gritton. “He was quite good, and we played once or twice a week for 40 years. I also knew him to be tenacious, but after suffering from end-stage kidney disease for the last several years, he just couldn’t beat it.”

Ken’s doctorate degree in social psychology earned him high regard in the medical research field, where he analyzed the psychological factors that informed the marketing of pharmaceuticals to physicians.

As executive vice president and director of research at Seiber and McIntyre, Inc., Ken conducted studies to determine if a client’s message was being understood, or, if not, why not. “With that information, Ken would work with the creative team, medical writers, and artists to produce a better end product,” said former colleague Dr. Bob Buckman. “He was very good at what he did.”

As a graduate student in the social psychology program at Loyola in the early 1970s, Ken worked with his faculty advisor, John D. Edwards, professor emeritus of psychology, who also directed March’s doctoral dissertation. They worked together on several projects dealing with ways people can resist changing their attitudes even when faced with persuasive information.

“This topic was relevant to Ken’s plan to enter the field of advertising, which he did with great success,” John wrote on Ken’s memorial wall. While still a student, Ken presented his research at professional psychology conferences and was among the first graduates of the program. “He paved the way for others who wanted careers doing applied research in nonacademic, real-world settings. He made his positive mark in this world that will live on.”

May we include you?

Many of our alumni and friends have included Loyola in their wills. We honor those who have done so with membership in the Society of the Shield. Would you like to know more about how you can become a member of this society? Please fill out and return the enclosed card for more information, or to let us know that you have already included Loyola in your plans.

PHONE: 312.915.7641
EMAIL: giftplanning@LUC.edu
ONLINE: LUC.edu/shield

WHAT CAN I DO TO REDUCE CAPITAL-GAIN TAX?

If you may be taxed on long-term capital gains and wonder what your options are, a charitable planned gift might be right for you. Did you know that you could increase income, reduce income tax, avoid tax on the capital gain, and support Loyola’s mission all at the same time? In this issue, several examples show what this might look like for you.

ALSO

SOCIETY OF THE SHIELD EVENTS

LOYOLA UNIVERSITY CHICAGO
GIFT PLANNING OPTIONS FOR YOU
FALL/WINTER 2018
between $77,201 and $479,000, a
Because their taxable income is
on the capital gain (15% x $20,000).
$180,000. They will pay $3,000 tax
capital-gain tax: zero.
The third couple, Isaiah and Lori,
$300,000. They will pay $3,760 tax
capital-gain tax: $3,760.
Pay no capital-gain tax
with a charitable gift
If each couple were to make a charita-
table gift of the XYZ stock shares
because joint filers pay
capital-gain tax: $4,760.
A gift that achieves
four objectives
Bill and Nancy, the fourth couple in the
earn $400,000, and have a cost basis of $50,000. They
on the capital gain. The basic tax
at my death’’ is a residuary bequest.
A residuary bequest is used to
provide for the situation when a bene-
fit to the Gannon Center if the
size of the estate allows—after ensur-
ing that other beneficiaries receive
their bequests prior to distribution.
For example, giving the Gannon Center
“the rest of the property that I own
at my death” is a residuary bequest.
A percentage bequest can be
expressed as a portion of an estate
or a residuary estate. For example, you
might leave the Gannon Center 50 percent of the residuary estate.
If fortune changes the size of the
estate over the years, this bequest
will change in the same proportion.
A contingent bequest is used to
provide for the situation when a bene-
fiary dies before you or discloses the
property. To prepare for such an occur-
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A CHARITABLE GIFT PLAN FOR
INVESTORS THAT ACCOMPLISHES
FOUR OBJECTIVES

Let’s imagine four couples with varying incomes, each of whom purchased a hundred
shares of XYZ company stock for $10,000 in early 2009 and want to sell their shares this
year for $30,000—realizing $20,000 of capital gain. What federal capital-gain tax rate
would each couple pay? And what would be the tax savings of making a charitable gift to
the Ann Ida Gannon Center of Loyola University Chicago with that stock? Could any
of the couples possibly accomplish four objectives at once: increase income, reduce
tax on the capital gain, and support the Gannon Center’s mission?

Capital-gain tax: zero.
The first couple, Ruth and Susan,
had taxable income of $75,000 and
adjusted gross income of $100,000.
They will pay zero tax on the capi-
tal gain, because joint filers pay
no capital-gain tax if their tax-
able income is $77,200 or lower.
Capital-gain tax: $3,760.
The second couple, Julie and Carlos,
had taxable income of $140,000 and
adjusted gross income of $180,000. They will pay $3,760 tax
on the capital gain, because joint filers pay
their capital-gain tax if their tax-
able income is $77,200 or lower.
Capital-gain tax: $4,760.
The fourth couple, Bill and Nancy, 
had taxable income of $500,000 and
adjusted gross income of $550,000. They will pay $4,760 tax
on the capital gain. The basic tax
rate on capital gain for couples with taxable income over $479,000 is
20%, and the 3.8% Affordable Health Care surtax also applies.

The first couple, Ruth and Russell,
has taxable income of $250,000 and
an adjusted gross income of $300,000. They will pay $3,760 tax
on the capital gain. In addition to
the deduction plus elimination of tax on the capital gain.
It is possible that you have stock
that you acquired prior to or just after
the market declines of 2008–2009,
but you hesitate to lose any of the
dividends or earning potential of sales.
If that is the case, you could
give the stock to a gift such as a chari-
table remainder trust or gift annuity
that would make payments to you for
the rest of your life.

The general bequest is the most popular
type of charitable bequest. You sim-
ply leave a specified dollar amount to
the Gannon Center of Loyola
University of Chicago. For example, a
bequest of $10,000 is a general bequest.
A specific bequest is another popu-
lar way to give a gift to the Gannon
Center. You designate a specific asset
that you want a charity to receive. For
example, a bequest of specified stock or
a vacation home is a specific bequest.

If each couple were to make a chari-
table gift of the XYZ stock shares
instead of selling them, they would
avoid the varying tax on the capi-
tal gain. They would also receive a
deduction for $30,000, which could
reduce their income tax if they itemize
deductions on their income taxes.

These examples demonstrate that it is clearly advantageous for donors who will be subject to tax
on long-term capital gain (gain in
property owned more than one year)
to make charitable gifts of appreci-
ated assets. Assuming they itemize
deductions, donors realize a double
tax benefit—reduction of income tax
resulting from the deduction plus elimination of tax on the capital gain.

For further information about gift plans
that avoid taxation of capital gain, please
contact the Office of Gift Planning at
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Capital-gain tax: $3,760.
The third couple, Isaiah and Lori,
had taxable income of $230,000 and
adjusted gross income of $330,000. They will pay $3,760 tax
on the capital gain. In addition to
the basic rate of 15%, they are sub-
ject to the 3.8% Affordable Health Care surtax (total rate of 18.8%).

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A residuary bequest is used to
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erty after all debts, taxes, expenses, and other bequests have been paid.
It may augment a general or specific bequest to the Gannon Center if the
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BEQUESTS CAN TAKE
MANY FORMS

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