



Name

Street Address

City, State, Zip

Phone

Best Time to Call

E-Mail

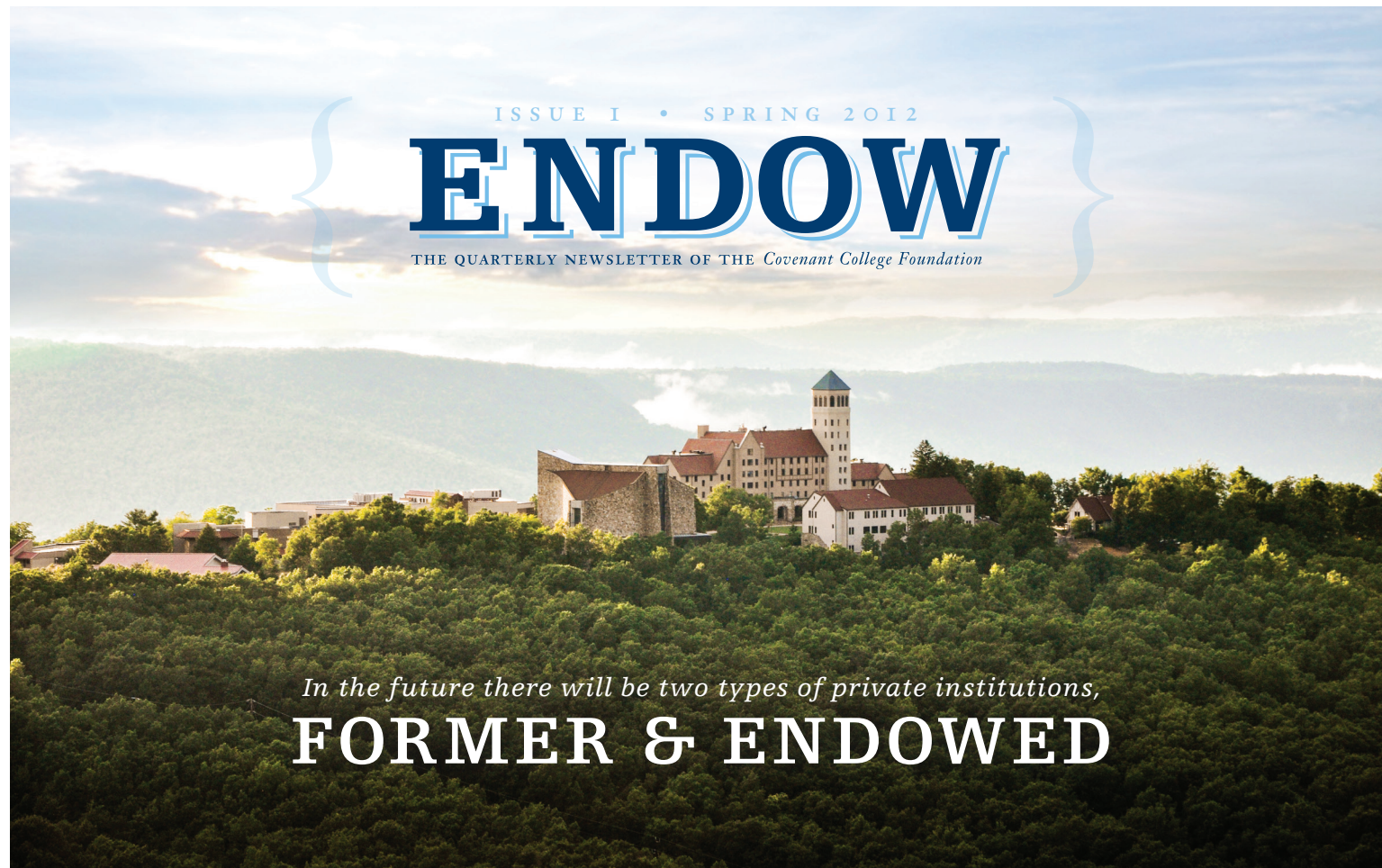
I have already included Covenant in my will and/or my estate planning.

I am interested in:

- Making a gift through my 401(k) or IRA
- Receiving help to make an estate plan to minimize taxes and maximize giving
- Making a bequest
- Creating a trust
- Donating life insurance
- Giving property
- Gifting appreciated assets

Please let us know how we can help you with your estate planning by contacting us at 706.419.1645 or [foundation@covenant.edu](mailto:foundation@covenant.edu) or by completing this card and mailing it in an envelope to:

Marc Erickson, Executive Director  
Covenant College Foundation  
14049 Scenic Highway  
Lookout Mountain, GA 30750



*en•dow* verb 1. to provide with a permanent fund or source of income.

The Covenant College Foundation serves as the planned giving arm of Covenant College. In that role we assist donors and friends of the College with their wills and estate planning, as well as with gift planning in regard to current tax laws. My friend and predecessor Frank Brock built a great “foundation” on which to build. We have struggled with how best to communicate with you in this age of email, Twitter and Facebook. We have decided to move forward with a traditional newsletter, but we will also connect *ENDOW* to the [covenant.edu/foundation](http://covenant.edu/foundation) website for those who would rather read it online.



trustees. She will be sharing with us several ways we can give current gifts more effectively.

Tim Rowe graduated from Covenant in 2002 and works as an estate planning attorney in Chattanooga, TN. He is married to Covenant alumna Bethany '02, and they have two young children. He will be sharing with us some of the road blocks that prevent us from keeping our wills up-to-date – or from having a valid will to begin with.

We hope you find this to be a useful newsletter, and I would welcome any of your comments or questions. As always, please feel free to contact me directly if you feel that we can serve you as friends of Covenant in any of your planning.

Marc Erickson '92  
Executive Director  
Covenant College Foundation

### COVENANT COLLEGE FAST FACTS

- › 65% of the May 2010 graduates were accepted by their top choice in graduate school and 30% were accepted by their second choice.
- › 92% of Covenant's faculty have a PhD or terminal degree in their field.
- › *U.S. News and World Report's* 2012 Best Colleges issue ranks Covenant College among the top ten regional colleges in the South for the ninth consecutive year. Covenant was named 7th in the category.
- › Covenant College is a member of the NCAA Division III intercollegiate athletics association.

Go to [covenant.edu/about/who](http://covenant.edu/about/who) to learn about Covenant College's mission, core beliefs and statement of purpose.

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# Leaving a Legacy that Reflects Your Values

by Timothy A. Rowe, Esq.

YOU WILL LEAVE A LEGACY WHETHER YOU WANT TO OR NOT. It is one of those realities of life. Your legacy is more than just your wealth; it includes your values, beliefs, and understanding of how to handle that wealth for God's glory. What you do with your wealth reflects your values and it either promotes or undercuts them.

**“WHAT YOU DO WITH YOUR WEALTH REFLECTS YOUR VALUES AND IT EITHER PROMOTES OR UNDERCUTS THEM.”**

Consider this example: Adam is a retiree and long-time supporter of Covenant College. Adam has an adult child, Bob, and several minor grandchildren. Bob has shown a pattern of irresponsibility and squandering assets. Adam's grandchildren are at an impressionable age, and he realizes that he might have a large impact on them. He also realizes that if he passes his wealth without also passing his values, the wealth may quickly be gone forever without being converted into anything of sustaining value, such as a Christian education.

Adam consults his estate attorney and establishes a trust for Bob so that, at Adam's death, Bob and his children benefit from Adam's wealth while someone else manages it responsibly. Adam also decides to open UTMA/UGMA accounts (a specific type of account under the Uniform Transfer/Gifts to Minors Act) for his grandchildren and begins a reasonable gifting program to them. Adam then involves his grandchildren in the administration and management of the accounts so they

can watch, learn, and assist him in making wise financial decisions. Adam uses this to initiate conversations about the values on which his decisions are made, why he supports Covenant College, and how giving is essential to the Christian stewardship of wealth. By taking these steps, Adam places a protective barrier between his assets and Bob's irresponsibility, and he begins training his grandchildren so that they are prepared to handle whatever wealth they receive during life.

As you consider the assets that you own, what you will do with them while you are living, and where they will go when you pass away, also consider how those assets can be used to aid in the personal and spiritual development of those you love and further promote the values and beliefs you hold dear.



*Tim Rowe graduated from Covenant College in 2002. He is an attorney with The Kendall Law Firm, PLC, in Chattanooga, Tennessee, and practices in the area of trust and estate law.*

Nothing in this article shall be construed as legal advice or create an attorney/client relationship between you and the author.

## DO YOU HAVE A PLAN?

- › Only 42% of all US adults have a valid will.\*
- › Only 35% have a will directing who gets their assets.\*
- › Only 29% of US adults have a living will directing end-of-life medical procedures.\*
- › The Covenant College Foundation has a free wills guide at [covenant.edu/foundation](http://covenant.edu/foundation) that will enable you to successfully plan your estate.
- › Contact the Covenant College Foundation if you are interested in receiving a customized estate plan.

\*December 2009 Harris Interactive poll

Please let us know if you have any questions by emailing us at [foundation@covenant.edu](mailto:foundation@covenant.edu) or call Marc Erickson at 706-419-1645 to further discuss your planned giving options.

## JIM JOLLY, JACK SHARPE, & NORRIS LITTLE

In 1983 three leaders of the carpet industry in Dalton, Georgia—Jim Jolly, Jack Sharpe, and Norris Little— began attending a Bible study that would later become Grace Presbyterian Church. Their involvement in forming this new church led to an association with Covenant College that has lasted for more than 25 years, greatly benefitting the school, its faculty and student body. These men have served on the Covenant College and Covenant College Foundation boards and have been tirelessly involved in funding scholarships.

Hear Jolly and Sharpe discuss the importance of Covenant's endowment at [covenant.edu/jollyandsharpe](http://covenant.edu/jollyandsharpe) and Norris Little talk about faculty endowments at [covenant.edu/endowmentpodcast](http://covenant.edu/endowmentpodcast).



Read an article about these three men and their involvement with Covenant (originally published in the autumn 2011 issue of The View) at [covenant.edu/jollysharpeandlittle](http://covenant.edu/jollysharpeandlittle).

## Giving Your Gains

by Beth Anderson Nedelisky

SETTING YOUR CHARITABLE-GIVING GOALS IS A GREAT WAY TO START THE NEW YEAR. Giving stock—or other investable assets—to your favorite charity may be a better way to give because a gift of stock can provide you with more tax savings than an equivalent gift of cash can. Ultimately, saving more on taxes means you can give more generously.

Giving appreciated investable assets, such as stocks, bonds, mutual funds, and exchange-traded funds (ETFs), provides unique tax-savings opportunities and is easy to transfer to charity. Highly-appreciated investments or those with missing cost-basis information are ideal candidates for maximizing your tax-savings.

Consider these two examples: Cynthia decides to give a gift of \$5,000 to charity. She has the choice of writing a check for \$5,000 or transferring shares of stock worth \$5,000 to her favorite charity. Her shares of stock have appreciated over the years, and the value of the stock is nearly all gains. If she sells the stock, she would owe federal long-term capital gains tax of nearly \$750. Instead, she can transfer her stock to charity and permanently avoid \$750 of long-term capital gains tax. And, like giving a gift of cash, Cynthia is eligible to take a charitable deduction of \$5,000 on her tax return for her stock gift.

By giving stock, Cynthia saved close to \$750 in taxes. And because charities are tax-exempt, they can sell the asset and pay no tax.

Transferring investable assets to charity is easy. For example, most securities can be electronically transferred to the Covenant College Foundation by providing simple transfer instructions to your broker. Please consult with your tax advisor to see if this is an appropriate strategy for your unique circumstances. Ultimately, tax savings should not dictate your giving. However, with a little planning, you can give more generously to the charitable organizations you love.



*Beth Anderson Nedelisky, CFP®, graduated from Covenant College in 2003 and is a wealth manager at Marotta Wealth Management, Inc. in Charlottesville, Virginia. Prior to joining the firm in 2005, Beth served as interim director of admissions for Covenant College. She has co-authored more than 30 articles on various financial planning topics, including estate planning and real estate.*



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## INCLUDING COVENANT IN YOUR WILL

The Covenant College Foundation is the planned-giving arm of Covenant College. One of our main goals is to grow the College's endowment, which helps insure the future of the College and the pursuit of its mission to explore and express the preeminence of Jesus Christ in all things. One of the easiest and most effective ways to build the endowment is by including Covenant in your will. The process is not difficult, and there are sound advantages in providing for the College through a bequest.

### POTENTIAL BEQUEST BENEFITS

- › Retain control and benefit of your assets during your lifetime
- › Create a legacy that will significantly impact Covenant's ability to equip future generations of students
- › Create an endowment which will continue your lifetime giving to Covenant

If you already have or intend to include Covenant in your will, we would request that you make us aware of this for three reasons:

- › To encourage us by your gift
- › To assist you with planning
- › So we may properly understand your intentions

THE COVENANT COLLEGE FOUNDATION

COVENANT.EDU/FOUNDATION