



Alumnus gives back to thank a Jesuit

Bill Edwards '68, his wife, Patty, and their son, Brian, JCU Class of 2008.

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Magis (pronounced "mah'jis") means "the more." It is taken from Ad majorem Dei gloriam, a Latin phrase meaning "for the greater glory of God." Magis refers to the philosophy of doing more, for Christ, and therefore for others.

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For some people, whipping the house into shape for houseguests can be a little daunting. For John Carroll alumnus, William H. "Bill" Edwards Jr. '68, hosting guests that included U.S. presidents, other dignitaries, the National Prayer Breakfast, or the White House Correspondents Dinner was a typical day at the office. Bill was known, for many years, as John Carroll's "man in Washington" where he hosted University leadership and alumni, and enthusiastically recruited students. To celebrate his efforts on behalf of JCU, the University honored him with the Alumni Volunteer Service Award in 2000. He also was named one of the Boler School's "Fifty Finest" in 1995—his bachelor's degree is in business administration.

Bill is the retired area vice president Mid-Atlantic for Hilton Hotels Corp. (He started with the Washington Hilton as a dishwasher.) When he retired in 2006, Bill had invested 36 years—his entire career—with Hilton and was responsible for the company's various brands and multiple properties in the Mid-Atlantic states. Most of his days were spent at the Washington Hilton, where his team included more than

1,100 employees who spoke 36 different languages.

He has compared his job to being an aircraft carrier captain or a mayor. "You're running a city; you have to feed them, sleep them, clean their clothes; you have security, purchasing..." and it required a delegating management style, which he learned during three years as a U.S. Army officer.

During his career, he also chaired the D.C. Convention and Visitors Association and the Greater Washington Regional Board of Trade, which recognized him with its "Leader of the Year Award." Additionally, he served for 8 years on the board of the Washington Hospital Center and currently serves on the Regional Board of Advisors for SunTrust Bank.

Bill literally grew up in the hotel business. His father, William Sr., was president of Hilton Hotels, which was headquartered during the 1950s and 1960s in Chicago at The Palmer House Hotel. Their family lived on the 17th floor of the hotel and Bill and his brother, Brad, had a basketball court on the roof.

Class of '60 making a difference

Kudos and thank you to Class of 1960 for its exemplary support of JCU. For its 55th Reunion in June, the class raised \$263,372. An impressive 44% of the class contributed, which is the highest of all reunion classes in 2015. The average percentage of all alumni giving to JCU is 13.3.

Previously, the Class of '60 and an anonymous donor created an endowment fund named The Joseph O. Schell, S.J., Fund to Promote Jesuit Presence at John Carroll University. The fund was created to introduce JCU students to the Society of Jesus, promote Jesuit vocations, and

to perpetuate the presence of Jesuits on campus. The fund already supports one additional Jesuit at JCU.

In addition to its endowment, the Class of 1960 is funding the renovation of the Campus Ministry Conference Room, which will be named in Fr. Schell's honor.

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While it sounds exclusive, Bill noted in a previous JCU interview, “my parents were pretty rigid...once you closed the front door, you closed out the hotel.” Both boys graduated from Loyola Academy in Wilmette.

From Chicago to University Heights

“I went to four grade schools and two high schools,” Bill recalls, “so I didn’t have the hottest grades. When the time came to think about college, Fr. O’Shaughnessy at Loyola said, ‘Do you want to go to John Carroll, Xavier, Loyola (Chicago), or the University of Detroit?’ The president of Loyola Academy, Fr. John Ranke, actually made the phone call (to JCU) and the next thing I knew, I was going to John Carroll without ever having seen it.”

Bill struggled academically at JCU and was on academic probation by the end of his first year. “I was on the verge of having to leave John Carroll and this priest walked up out of nowhere,” Bill told John Carroll magazine in 1998. “He introduced himself and said, ‘Okay, you’re coming back for your sophomore year, but you belong to me.’ I graduated thanks to him.” The Jesuit was Rev. Glen Williams, S.J., who had—with former JCU President, Rev. Joseph Schell, S.J.—worked out plan to help Bill.

“I made my Magis gift to the University out of respect for what Fr. Williams did for me—it is the Jesuit difference...the ‘men for others’ philosophy,” Bill says. “We never lost contact for 41 years until Fr. Williams passed—we exchanged letters and talked, especially at Christmas. I also bought a brick in his honor on the Saint Ignatius of Loyola Plaza.”

Retired but far from retiring

He says retirement affords more free time to spend with his wife of 41 years, Patty, playing golf, reading, and enjoying their two grandchildren. He also proudly shares updates on their three grown children: daughter, Kelly, works for Bloomberg Financial and lives in Manhattan; son, Bill, is assistant general counsel at Exelon Corp. in Washington, D.C.; and son, Brian, followed his father’s footsteps, graduated from JCU in 2008, and is a sales representative for the Las Vegas Convention and Visitors Bureau in Washington, D.C.

Because service to others is in the Edwards’ DNA, Bill currently serves as vice president of H.E.R.O.E.S. Inc. (Honor Every Responsible Officers Eternal Sacrifice), which is dedicated to assisting families of law enforcement officers and firefighters who have died in the line of duty in the Washington, D.C. metropolitan area.

In addition, he volunteers with the Knights of Malta to provide complimentary meals to wounded soldiers and their families at Walter Reed National Military Medical Center in Bethesda, Maryland. “Our annual July 4th barbecue served over 700 people and we do small dinners every 2 weeks.”

He also is a member of Church of the Little Flower in Bethesda, where he does the accounting for all the parish collections, and serves as an Arimathean.

“I have had a great ride and it’s time to give back,” he says. “If I had to give a graduation speech at JCU, I would tell the graduates, whether they know it or not, the Jesuit experience—lay staff and priests—at John Carroll has embedded in every one of them an inner sense of moral and ethical conduct. At some time, they will have to make a moral or ethical decision in their career or family lives and that embedded strength will guide their decision and actions.”



Bill Edwards '68, his wife, Patty, and their grandchildren.

I'm too young to make a gift!

You can make a difference for John Carroll University with a gift that helps you accumulate resources for retirement. If you are meeting family obligations and building reserves for retirement, you can build a gift from income rather than capital, or from assets that are still growing in value. These long-term gifts give John Carroll the financial strength it will need to meet future challenges and opportunities.

Deferred Gift Annuities

A deferred gift annuity (DGA) is a simple contract between you and JCU in which we arrange to make fixed payments to you for life, with the payments starting at a future date. You can add a spouse or other co-beneficiary, or make that person the sole beneficiary (maximum two beneficiaries). Payments are usually timed to begin at your or your beneficiary's retirement, or you can defer the decision about when payments begin.

You will receive a significant income tax deduction now, based on the full value of the assets (cash, securities, or other property) that you give JCU, minus the present value of the income stream you retain.

Because of the deferral, your payment rate from a deferred gift annuity will be higher than for any other life-income gift you could choose. When you or your last designated annuitant dies, the remaining balance of the deferred annuity comes to John Carroll to be used for the purposes you originally designated when you made your gift.

Planning Points

Many donors choose to set up a deferred gift annuity as they approach retirement. Some are funded with assets they had already budgeted for retirement saving, but can no longer add to an over-funded retirement plan. The annuities will begin making a combined payment at the pre-arranged start date, supplementing the donors' other sources of retirement income.

When you begin drawing from your deferred annuity, a portion of each payment will come to you as the tax-free return of principal. A further portion of the payment may be taxed at low capital gains rates, if you funded your annuity



with appreciated assets. The net result is a higher actual yield than the stated actual return for your annuity. (Tax-free and capital-gain provisions are in effect during the life expectancy of the beneficiaries; payments after that point are fully taxable as ordinary income.)

Growth-Oriented Unitrusts

Charitable Remainder Unitrusts are individually managed trusts designed to pay you a fixed percentage of a gradually increasing principal. While the value of your unitrust is appreciating, its payments to you are limited to actual net income. Then, when a pre-determined event occurs, your growth unitrust "flips," trading at least some of its high-growth assets for those that produce more income. Thereafter, it behaves like a standard unitrust, paying income to the beneficiaries as a fixed percentage of the value of the trust assets, which are revalued annually.

The bonus is that this "Flip Unitrust" can change its investments from growth to income instruments with no capital gains liability for you. The entire, appreciated principal of the unitrust goes to work earning income for you. This feature makes a flip unitrust an attractive tool for younger donors, because they can use it to build a supplementary retirement or tuition fund that will grow tax-free, then distribute income when they and their family needs it most.

What events can trigger the "flip" of your unitrust?

- You retire.
- You turn 65.
- Your child turns 18.
- Your family business is sold.

Life Insurance

Younger donors can take out a new life insurance policy as a gift to John Carroll, creating a significant long-term gift for the University paid for out of income (the insurance premiums) rather than capital (as with a bequest). To create this gift, you would name John Carroll University as the irrevocable owner of the new policy. As the owner, JCU pays the premiums and you make deductible annual gifts to us to offset those payments. (It is important that we be named irrevocable owner of a new policy, because if you retain ownership and just name us as beneficiary, the IRS will not allow charitable deductions for your premium payments).

The Next Step

You can make a gift that makes a significant difference to the future of John Carroll University. Please call 800.736.2586 or visit jcu.plannedgiving.org for more information.

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New members create lasting legacy at JCU

We thank and celebrate our newest Magis members who have made an endowed, planned, or estate gift to John Carroll University.

Anonymous
Michael Cleary '56
Joseph Dory '55
John Fitzgerald '50
Anita Friedman

Stanley Gorksi '55
Thomas Hayden '64
Alvin Hinman
Jeffrey Kasper '77
Patricia Kearney

Kathleen O'Brien '92
Tamera Rogers '71
Harry Winca '63G
Michael Walsdorf '71

The Consolidated Year-End Gift Planner

By now, you should be thinking about any charitable gifts you want to make before the end of the year. If you are, it probably will require an assessment of:

- Where you will end up tax-wise.
- Which assets you might like to dispose of.
- What kinds of gifts you hope to make.

For your convenience, we've assembled these end-of-year issues into a Consolidated Year-End Gift Planner:

Where will you end up tax-wise?

Maybe you've already contacted your accountant to get a handle on your tax liability for the current year.

- If your income rose dramatically, you may need more deductions to offset the additional taxes that will be due.
- If you haven't itemized before, you may consider doing so this year.
- In addition, if you've acquired or sold a significant asset, there may be some tax consequences.

The bottom line is that getting a handle on your taxes could result in an incentive to increase your charitable giving

While you review your tax situation, take stock of your assets too.

Is there real estate you don't need that you'd like to replace with assets that produce income? For example, suppose you have a piece of undeveloped land that you purchased to build a weekend getaway place that never materialized:

- The land has appreciated but you're no longer interested in building on it.
- Further, it does not produce any income, but selling it would present you with a capital gains tax.
- Such property can often be transferred to a charitable remainder unitrust that would provide an income stream to you for life.

Do you have securities you've held for more than a year that are low yielding?

- Would you like to replace them with something that produces income?
- Appreciated, marketable securities can fund a charitable gift annuity, which can provide a fixed, annual income for life.

In short, you may have an asset that could fund a charitable gift that would provide some benefits to you while also supporting a mission you value.

What nonprofit organizations are on your gift-giving list? We hope John Carroll University is on your short list. Thank you for thinking about us

during this gift-giving time of year. You can leave an extraordinary legacy and make a transformational difference—a Magis difference. Please call 800.736.2586 or visit jcu.plannedgiving.org for more information.

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Alumni Travel Announces Spain Trip

Join John Carroll University alumni and friends on a pilgrimage that follows in the footsteps of Saint Ignatius of Loyola, the founder of the Society of Jesus. On this 10-day journey (April 13-21, 2016) you will travel from Madrid, to Azpetia, to Pamplona, Barcelona, and places in between.

Space is limited. Visit sites.jcu.edu/lifelonglearning for more information or contact JCU Alumni Relations at 216.397.3061.

MAGIS FALL 2015

This publication is intended to provide general gift planning information. Our organization is not qualified to provide specific legal, tax or investment advice, and this publication should not be looked to or relied upon as a source for such advice. Consult with your own legal and financial advisors before making any gift.

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For more information on giving opportunities at John Carroll University, please contact:

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