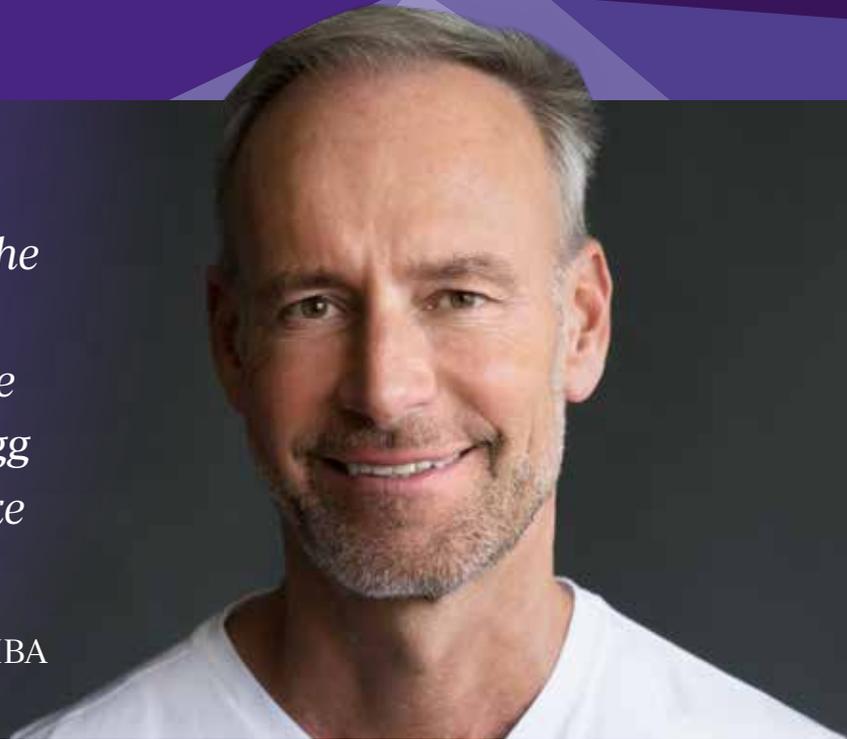


# NORTHWESTERN MATTERS



*If I can help others have the kind of experience that I have had—throughout the years as part of the Kellogg community—that feels like the right thing to do.”*

—Brad Kime '86 MBA



## INSIDE THIS ISSUE

Secure the future of Northwestern with a gift in your will

Give today and get security in return

Everything you ever wanted to know about estate planning, but were afraid to ask

Northwestern by the numbers

## Kellogg alumnus supports future students with a bequest

*Brad Kime '86 MBA gives back to school that helped him launch career as an entrepreneur*

In 2008, after 20-plus years in the corporate banking world, Brad Kime '86 MBA decided to make a bold transition to the world of tech start-ups. In early 2019, he joined his fifth start-up venture since 2009—Alice Financial, which aims to simplify pre-tax spending plans for businesses and their employees. Kime now serves as senior vice president.

As an alumnus planning his move into a new field, Kime had returned to the Kellogg School of Management to work with executive coach Matthew Temple, director of Alumni Career & Professional Development. “The services Kellogg offers free to alumni were invaluable,” Kime says. The school’s Career Management Center provided access to

expertise and encouragement that were key to helping Kime reposition his career and reinvent himself.

Today, Kime is an entrepreneur, a mentor, and a strategic adviser who translates his years of experience into shrewd guidance for innovative emerging leaders. He assists his clients by channeling their energy and enthusiasm into practical, tactical action. Kime has found his work over the last decade game-changing and invigorating.

In addition to his leadership role in the start-up world, Kime also owns a bar called Tini in Indianapolis, not far from his hometown of Goshen, Indiana. He opened the bar on the city’s Mass Ave,

*Continued on Page 2*

Brad Kime '86 MBA speaks at a Kellogg Insight Live Event in New York.



*In my experience with Kellogg, I have had so many great touchpoints along the way. I knew the place was special when I interviewed, and it has never disappointed me.*

—Brad Kime '86 MBA

## Kellogg alumnus supports future students with a bequest

*Continued from Page 1*

a revitalized district of art and entrepreneurship, and it has grown from a 31-seat space in 2011 to more than six times that size today.

One of the biggest lessons Kime learned as a student at Kellogg was how to work successfully on a team that he did not necessarily choose. “In the work world, it is rare that you can pick your colleagues—yet you have to produce a high-quality common product with people who may have very different experiences and temperaments from yours,” he says. Being at Kellogg taught Kime how to collaborate and how to be a constructive team member and leader. These lessons have been instrumental to his career success over time, across the fields of banking and start-ups, and on his own journey as an entrepreneur.

When considering the decision to make a bequest to Kellogg, Kime thought about giving back to an institution that helped him launch his own career and life. Bequests—often made through a will or trust—

allow donors to retain control over their assets during their lifetime. These gifts also allow Kellogg to offer a transformative educational experience to the next generation of students and future alumni.

Kime’s bequest will create the Bradley J. Kime Scholarship Fund to support students pursuing studies in entrepreneurship.

“If I can help others have the kind of experience that I have had—throughout the years as part of the Kellogg community—that feels like the right thing to do,” he says.

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### Help transform lives and careers

To help others benefit from a transformative experience like the one you had, please contact Northwestern Gift Planning at 800-826-6709 or [giftplanning@northwestern.edu](mailto:giftplanning@northwestern.edu) to discuss making a bequest or other gift in your estate plan.



# Secure the future of Northwestern with a gift in your will

## *Four ways to make a difference after your lifetime*

A gift in your will or living trust can be crafted to meet your particular goals. Here are some examples:

**1. Unrestricted bequest.** This is a gift for the general purposes of Northwestern, to be used at the discretion of the University. A gift such as this—without conditions attached—allows Northwestern to allocate the funds where they are needed most.

**2. Restricted bequest.** You may designate your future gift to support a specific school or program within the University. We encourage you to contact us before you execute your will or trust so we can help craft appropriate language.

**3. Honorary or memorial bequest.** This is a gift given in honor or memory of a loved one, professor, or colleague. We are pleased to honor your request and offer different ways to grant appropriate recognition.

**4. Bequest for an endowment.** You may designate your bequest for an endowed purpose or fund. Endowments allow you to limit spending of the principal of your gift, requiring the University to hold the funds permanently and use only the income or a small percentage of the fund each year. Creating an endowment in this manner means your gift will continue giving indefinitely. Our team can provide bequest language that directs your gift to an endowment, and we encourage you to contact us if you are considering this type of gift.

## Put it in writing

If you are considering an unrestricted gift to Northwestern University, you may share the sample language below with your legal adviser.

“I give to Northwestern University, an Illinois corporation, Evanston, Illinois, the sum of \$\_\_\_\_\_ (or \_\_\_\_\_ percentage of my estate) to be used by Northwestern for its unrestricted purposes.”

**Legal Name:** Northwestern University

**Legal Address:** 633 Clark Street,  
Evanston, IL 60208

**Tax Identification Number:** 36-2167817

If you intend your gift for a specific purpose, please contact Northwestern Gift Planning. Our team can work with you and your advisers to craft appropriate language and ensure your intent is realized.

# Give today and get security in return

Many people worry about having enough money to live comfortably for the rest of their lives, especially after retirement. With a charitable gift annuity, you can supplement your retirement income while supporting Northwestern.

A charitable gift annuity is a simple philanthropic arrangement in which you make a gift and in exchange, receive fixed payments for life. You may also select a second person to receive payments. It is a win-win way to earn income during your retirement years.

## Why a charitable gift annuity?

Charitable gift annuities are popular for many reasons. You avoid the ups and downs of the stock market, receiving stable payments every year. Plus, a charitable gift annuity is simple. No trust arrangement is necessary, which may allow you to save on attorney's fees and the potential cost of hiring a third-party administrator. Most importantly, your charitable gift annuity supports the future of Northwestern.

## How charitable gift annuities work

- Step 1:** You make a gift in exchange for the right to receive income for life.
- Step 2:** You qualify for an income tax charitable deduction for a portion of the gift amount.
- Step 3:** You receive lifetime payments.
- Step 4:** After the term of the agreement, Northwestern receives the remaining funds.

## Receiving payments

You can establish a gift annuity either during your lifetime or through your will. You may select up to two annuitants to receive the gift annuity payments. If you name someone other than yourself or your spouse, certain gift tax implications may apply. Be sure to discuss your situation with your financial or tax adviser prior to making the gift.

## Contact us

Charitable gift annuities offer many benefits for you and Northwestern. To receive an illustration showing your personalized payout rate and tax benefits, contact us at 800-826-6709 or [giftplanning@northwestern.edu](mailto:giftplanning@northwestern.edu). Northwestern does not offer charitable gift annuities in all states.

**California residents: Annuities are subject to regulation by the State of California. Payments under such agreements, however, are not protected or otherwise guaranteed by any government agency or the California Life and Health Insurance Guarantee Association.**

**Oklahoma residents: A charitable gift annuity is not regulated by the Oklahoma Insurance Department and is not protected by a guaranty association affiliated with the Oklahoma Insurance Department.**

**South Dakota residents: Charitable gift annuities are not regulated by and are not under the jurisdiction of the South Dakota Division of Insurance.**



# Everything you ever wanted to know about estate planning, but were afraid to ask



Lisa H. Lipman '95 MS

This winter, alumni and friends gathered in Naples, Florida, for an educational program featuring estate planning attorney and Northwestern alumna Lisa H. Lipman '95 MS. In her presentation, *Everything You Ever Wanted to Know About Estate Planning, but Were Afraid to Ask*, Lipman shared the following tips on estate planning, taxes, and charitable giving through an estate.

## **There is no “one size fits all” estate plan.**

Your attorney should craft an estate plan that reflects your specific situation—whether you are married, have children, or have other needs. Your plan—particularly your will or trust—should be re-evaluated every three years to ensure it reflects your current situation and the changing tax code.

## **Estate plans are gifts that keep on giving—for now.**

For the 2019 tax year, individuals can pass nearly \$11.4 million tax-free at death (\$22.8 million for couples) and can also gift this amount tax-free during their lifetimes. This provision will expire on December 31, 2025.

## **Know how the tax code changes will impact you.**

Whether you are a single filer or a married person who files jointly, separately, or as head of household, your tax bracket probably changed in 2018. Other tax changes affected deductions, pass-through business income, and corporate taxes. Learn more at [giftplanning.northwestern.edu/tax-reform](https://giftplanning.northwestern.edu/tax-reform).

## **Consider tax-smart ways to give.**

Under the new tax code, you can still deduct charitable gifts if you are not utilizing the standard deduction. Some tax-smart ways to give include:

- Charitable gift annuities
- Charitable remainder trusts
- IRA charitable rollover gifts (up to \$100,000 annually for individuals 70½ or older)
- Donor-advised funds

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Contact Northwestern Gift Planning at 800-826-6709 or [giftplanning@northwestern.edu](mailto:giftplanning@northwestern.edu) for more information about tax-smart giving to the University.

# Northwestern by the numbers

Updated February 28, 2019

Having surpassed its original goals, **We Will. The Campaign for Northwestern** aims to raise \$5 billion from 170,000 supporters by the end of 2020. Campaign fundraising currently stands at **\$4.3 billion** from more than **155,000 donors**.

Planned gifts make up nearly **14 percent** of Campaign giving and total almost **\$593 million**.

The Henry and Emma Rogers Society honors those who support Northwestern through planned giving. The University has welcomed **657 donors** to the society during the Campaign, bringing the total number of members to **1,938**.

Funds raised through the Campaign recruit and support outstanding faculty. So far, **73 endowed professorships** have been created in fields across Northwestern.

Northwestern has significantly increased financial aid during the Campaign, eliminating loans for incoming undergraduate students and creating **418 new endowed scholarships and fellowships**.

**Northwestern**  
GIFT PLANNING

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Evanston, Illinois 60208  
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## Campaign highlights



September 2018

### 'We Will' Campaign surpasses \$4 billion

A bequest commitment from Bon French '75, '76 MBA, Trustee, and Holly French pushed the Campaign beyond its \$3.75 billion goal.



September 2018

### Northwestern dedicates new Welsh-Ryan Arena

The state-of-the-art facility houses men's and women's basketball, volleyball, and wrestling, as well as special events.



December 2018

### Planned gift improves access to student enrichment and internships

A bequest from Gita Blumentals Budd '76, '78 MBA and her husband, J. Mark Budd, focuses on students in need.