

DID YOU KNOW?

MATCHING GIFTS

Many of your employers offer matching gift programs that can help maximize the impact of your gift, sometimes doubling or tripling your contribution. Webb's new online giving page has a simple way to check if your employer has a participating program. During the 2023-24 giving year, \$171,798 in matching gift pledges were committed to Webb. For most companies, this process is electronic and takes a couple of minutes for you to complete. I would say this is time well spent. See page 42 for a full list of participating partners who have contributed generously through Webb via matching gifts.

STOCK GIFTS

Transferring appreciated stocks, bonds, or mutual fund shares can have a big tax advantage. You get an immediate income tax deduction for the fair market value of the securities even if you originally paid much less for them, and you pay no capital gains tax when the stock is sold.

CREDIT CARD DONATIONS

While quick and convenient, these gifts also come with a cost to Webb—a processing fee of approximately 2.5% plus a transaction fee. To help Webb save money, consider setting up a “bill pay” through your bank's website. Banks typically mail checks to payees, including Webb, free of charge. You can also set up a recurring gift from your bank on Webb's giving page.

IRA ROLLOVERS

If you're 70 ½ or older, you can transfer up to \$100,000 from your traditional IRA. You do not recognize the transfer to Webb Institute as income, provided it goes directly from the IRA administrator to Webb; therefore, you are not entitled to an income tax charitable deduction for your gift.

ONE OF THE QUESTIONS I GET ASKED THE MOST: HOW MUCH SHOULD I GIVE?

There is no one size fits all answer to this question. Give what you can afford...give until it feels good ... strive to meet or exceed Webb's average gift (\$3,134)... Or, give a Week for Webb. A Week for Webb is a concept that began in 1922 through a giving program known as Webb Appreciation Notes. Webb Appreciation Notes were a series of twenty personal notes that every graduating senior was asked to sign, each one pledging annual support of \$25.00. The notes were “non-negotiable” and expected to be paid over the first twenty years of an alum's career. This amount closely correlated with the average weekly salary of a new Webb graduate. For some of you, contributing a week for Webb might be a great target to strive for; for others, this is a mark you can and should easily exceed.

WEBBIES PROCRASTINATE:

I realize this isn't exactly news, but more than 20% of our Webb Alumni Fund donors wait until the last two weeks of the giving year to make their gift. Consider making your gift before or on Webb's Giving Day, which coincides with May Homecoming; this will really help enhance our fundraising outreach.

WEBB HERITAGE SOCIETY

Regardless of how much you can afford to give today, you can be an important part of helping Webb's future by becoming a member of the Heritage Society. This can be accomplished in many ways, the simplest of which is designating Webb as a beneficiary of your retirement account or making a bequest in your will/trust. Please consider joining the 175 living members of the Heritage Society who have already taken this step!

If you have questions on any of the programs mentioned above, please call our Development Team at (516) 759-2040.