



CONNECTICUT COLLEGE

Conversations

with the OFFICE OF GIFT PLANNING

FALL 2023

THE HALE LEGACY CHALLENGE - WE DID IT!

60 DAYS, ONE CHALLENGE, \$46 MILLION IN NEW COMMITMENTS TO CONN

When Karen and Rob '88 Hale P'20 approached College leadership at the end of April, they presented an idea that had many brimming with excitement. If the College could raise \$15 million in new bequest intentions between then and June 30, 2023 the Hales would name Connecticut College as a \$15 million beneficiary of their estate. Our answer? "Challenge accepted, Karen and Rob!" We are thrilled to announce that we met and exceeded the goal! Not only did you, our generous

alumni and friends, answer the call to raise \$15 million in new estate commitments, you more than doubled that amount, documenting \$31 million!

The expression of trust you have in the future of Connecticut College cannot be overstated. Connecticut College is here to stay. We are committed to teaching the brightest minds, contributing to a global community of scholars, competing at the highest athletic level and creating art and beauty to be endured.

If you missed the June 30 deadline, we encourage you to continue the exciting momentum the Hales helped generate. Call us to talk about how best to include Conn in your estate plans. Already named Conn in your estate plans? Tell us! We want to thank you and invite you to the Rosemary Park Society.

“ I gave a planned gift to the College because I wanted to honor the impact Conn had on my life. Conn made it super easy to do and it allowed me to ensure I could have a positive impact on Conn in the years to come. ”

Dodie Sutro Crawford '89, Trustee



MARIKO WILCOX '99

A LEGACY THROUGH PHILANTHROPY

MARIKO WILCOX has reimagined her life in meaningful ways over the years, demonstrating an impressive level of creativity and courage. "This has been possible because I am scrappy, and every time there was an opportunity put in front of me, I took it, and I've asked to bend the rules," she says. Mariko credits Conn with not only allowing her to bend some rules, but also in helping her develop the confidence to ask for what she wanted and pursue a path that hasn't always been straightforward. Mariko also possesses a deep commitment to others, a hallmark of her experience at Conn and since she graduated.

It was serendipity that brought Mariko to Conn in the first place. She grew up in Colorado, the daughter of a single mother who had immigrated from Japan. Shortly before the end of high school, she was on an airplane wearing a Williams College sweatshirt (her uncle had graduated from Williams) and found herself seated next to a Williams alum. "For some oddball reason, he was like, have you ever considered Connecticut College?" She told the fellow passenger she actually hadn't heard of the college, but the conversation stayed in her mind.

A few months later, Mariko and her mother drove from Colorado to the Northeast to visit colleges. They had extra time on the way home, and drove close to Conn. "And I said, 'Stop, it's the next exit.'" The admission fellow Mariko met that afternoon made all the difference. "He was a wonderful guy, and we had a great talk. He was African-American, so I knew he and I could talk about diversity." It was such a positive visit, Mariko decided to apply Early Decision, and was accepted. Remembering the importance of that interaction, Mariko worked as an admission fellow herself.

As an undergraduate, Mariko majored in Economics and studied abroad in Japan and Vietnam. Mariko went on to earn a master's degree in library science from the University of North Texas and worked in the field for a decade, ending her career as a librarian at the San Francisco Public Library. Ready for a change, Mariko considered an area that had always interested her. "I love personal finance. Growing up with a parent of

limited means, I've been very money aware since I was small. As an immigrant, my mom was unfamiliar with the system, so I would have to read official letters and explain, this means this, you can throw that one away, it's not important, [or] this is from the IRS."



Mariko Wilcox

Now, as a financial advisor with Northwestern Mutual, Mariko says she has discovered her passion. "I love it," she says. "I especially love working with women who are 50-plus because they're just a bit older than I am, so I can help them through retirement and in their first years of retirement. I decided to focus on long-term planning and make myself an expert in that."

In addition to being a consistent donor to Conn for many years, Mariko has also stayed engaged as an active member of the Alumni Board and by participating in programs at the College including Fast Forward, a weeklong intensive college-to-career preparation workshop led by alumni professionals, where she has worked with many international students and students of color. She emphasizes that participation like this is a great way to give back, especially for alumni who are not in the position at a certain point to donate money.

"One tool that helps young people start to build financial security is whole life insurance because if you are young and healthy, the financial commitment is modest. Since the price stays the same through one's whole life, and it builds equity, it's a great philanthropy tool as life unfolds and one decides on a legacy goal. I named Connecticut College as the beneficiary of mine. Conn is guaranteed to receive the legacy amount, determined during life, so I was able to notify them about the amount of the bequest. It's also flexible as goals expand and change."

"I'm very honored to be in the Rosemary Park Society, but I hope that I look a little bit different than perhaps a typical member as I don't have heirs. I hope that some other people see themselves in me. And so that's why I've chosen philanthropy as my legacy, and it's very, very important to me."

THE IMPACT OF BEQUESTS DURING THE CAMPAIGN

ONE OF THE ENDURING FUNDING PRIORITIES OF CONNECTICUT COLLEGE, and a fundraising priority during our Defy Boundaries campaign, is supporting need-based financial aid.

Muriel Hart '47 grew up close to the College in nearby Norwich and remembered how difficult things were for her family during the Depression. Despite her family's financial hardship, Muriel was able to attend Connecticut College with the assistance of financial aid. Muriel was eternally grateful for this life-changing opportunity and pledged during her lifetime to establish the Muriel Hart Endowed Scholarship Fund through outright gifts during her life, and ultimately through her estate.

Muriel passed away in June of 2021. Muriel named the College as the recipient of her estate, but hadn't shared the scope of her generosity! The assets Muriel left were diverse, including as a beneficiary of her IRA, a beneficiary of two life insurance policies, bonds and a specific amount from her will. She thought of Connecticut College in so many different ways.



To date, 11 students have been beneficiaries of the Muriel Hart Endowed Scholarship Fund. During her life, Muriel wrote many letters to her class as a Planned Giving Agent and Bequest Aide, discussing the personal benefits of life income gifts and the ease of bequests and beneficiary designations. Muriel wrote, "If those who come after us are to enjoy the benefits which our experience at Connecticut College has afforded us, it is up to us as alumni to assist in assuring its strength." We are so grateful to Muriel for her generosity and foresight that will sustain students for generations.

THREE WAYS TO MAKE A GIFT WITH YOUR IRA

ANY AGE

- 1) Name Connecticut College as a remainder beneficiary of your IRA today! Tell us and become a Rosemary Park Society member.

AGE 70 ½ AND OLDER

- 2) Rollover up to \$100,000 per person to Conn to the area of your choice without paying income tax on the distribution.
 - ▶ Starting at age 73 this will count toward your RMD
- 3) Rollover up to \$50,000 and establish a charitable gift annuity.
 - ▶ New opportunity in 2023 and beyond!
 - ▶ Rates are extremely favorable in this high interest environment
 - ▶ Receive fixed annuity payments for life





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BE SMART! MAKE A GIFT WITH APPRECIATED SECURITIES

If you want to support Connecticut College without dipping into your cash reserves, think about donating assets that have grown in value.

Making a gift with securities is a GREAT way to contribute to Conn. Why?

- ▶ This strategy can eliminate capital gains taxes which would incur if you sold them separately before donating the cash, thereby ensuring that Connecticut College receives the full value of the asset.

- ▶ When you make charitable gifts of stock, bonds, mutual funds or other long term appreciated assets (assets you have held for over one year and that have grown in value) you receive a **double tax benefit**:

- You receive a charitable deduction for the current fair market value of the asset.
- You are not taxed on your capital gain. This means you receive a tax break for the appreciation on which you never paid taxes.

By using appreciated assets, your gift costs you less!

let's talk

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