

BIO

Steven L. Meyers, Ph.D. Vice President, Center for Personalized Philanthropy

Steve is a primary developer of personalized philanthropy – “the right gift, for the right purpose, for the right donor” – innovative donor-centered giving strategies that combine current and future gifts so that donors can create a lasting legacy that begins now.

Steve joined the American Committee for the Weizmann Institute of Science in 1995 and now serves as Vice President of its new Center for Personalized Philanthropy, as well as a member of its management team and total financial resource development strategy group. He holds a Masters Degree in Organization and Management from Antioch University and a Ph.D. from the University of Buffalo.

Steven has published in the Journal of Gift Planning and speaks frequently at national and regional gift planning roundtables on donor-centered giving and “Planned Giving in the Big Picture.”

Steve strongly believes in building a pioneering culture of teamwork and collaboration and most enjoys helping donors realize ways they can help make miracles happen at the Weizmann Institute and other organizations close to their hearts.

Personalized Philanthropy for the 21st Century

From Transaction to Transformation:
Creating a Lasting Legacy that Begins Now



SCIENCE FOR THE BENEFIT OF HUMANITY

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ACWIS Mirrors WIS



Commitment to Excellence
Innovation in Philanthropy, as in Science
Sense of Family and Community



NEW YORK, NY -- **The Scientist**, magazine of the life sciences, announced today the winners of its **9th annual Best Places to Work in Academia** survey.

Readers ranked **The J. David Gladstone Institutes** in San Francisco, California, as the top institution in the United States and the **Weizmann Institute of Science** in Rehovot, Israel, as the top international academic institution.

Weizmann Institute scores as best research spot outside U.S.

Of all the non-U.S. institutions listed, Weizmann has the smallest number of full-time life science researchers - 108 - but the most scientific citations - an average of 30.47 per paper over the past decade.... No. 2, has an average of 14.24 citations in the same period, though it has more than 10 times the number of full-time researchers.
[Lital Levin]

Moment of Discovery



Center for Personalized Philanthropy

In a defining moment, the ACWIS department of planned giving has been rededicated as the Center for Personalized Philanthropy.

This change is more than just a name.

It reaffirms our mission, our aspiration and total commitment to a full-spectrum, donor-centered approach to philanthropy and to helping donors achieve the greatest impact and recognition possible.

"Right gift, for the right donor, for the right purpose."

A new model.
Transformational,
not just transactional.

A great organization has to be more
than just a good beneficiary.





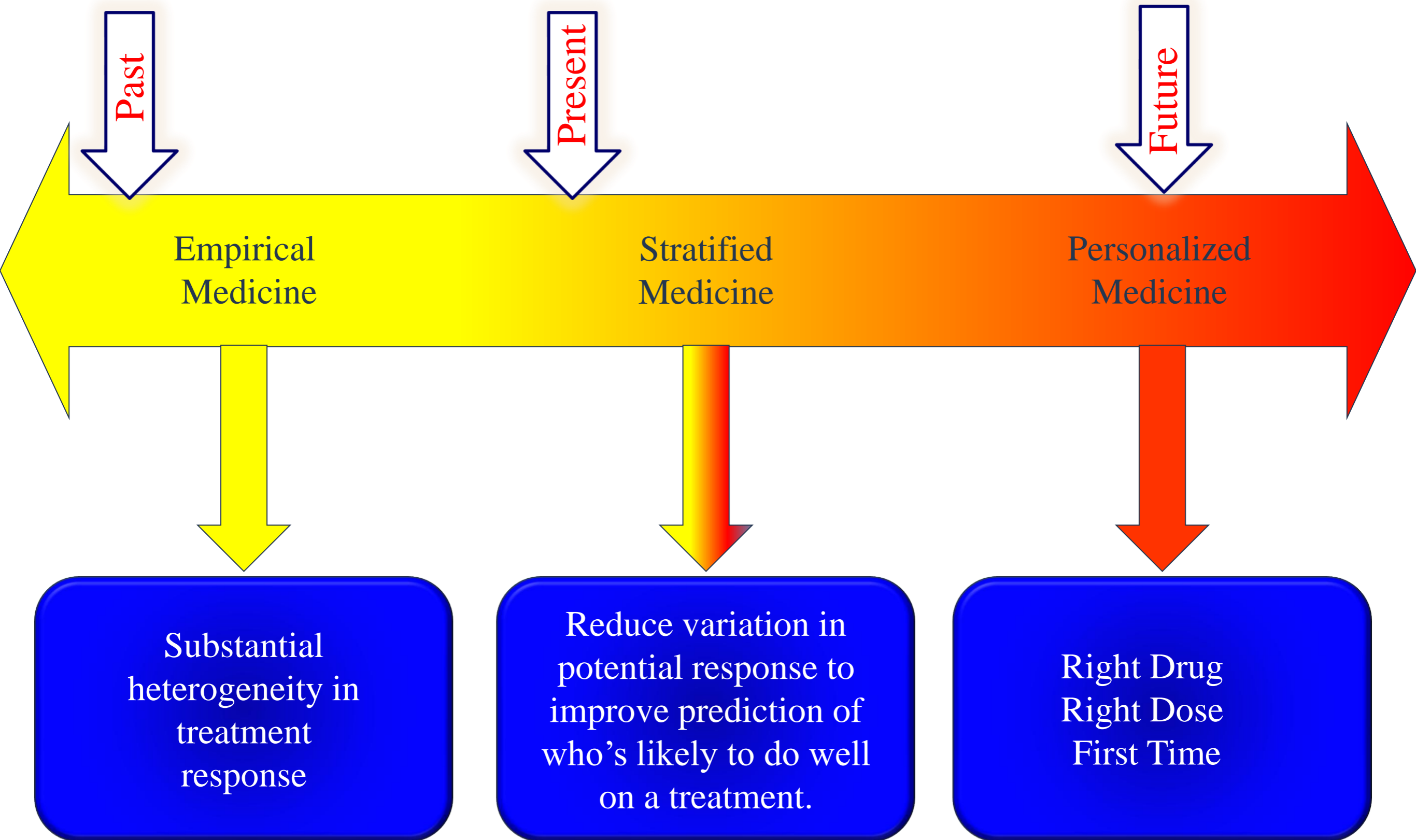
Personalized Medicine

Your pharmacy and medical treatments designed around your individual genetic requirements.

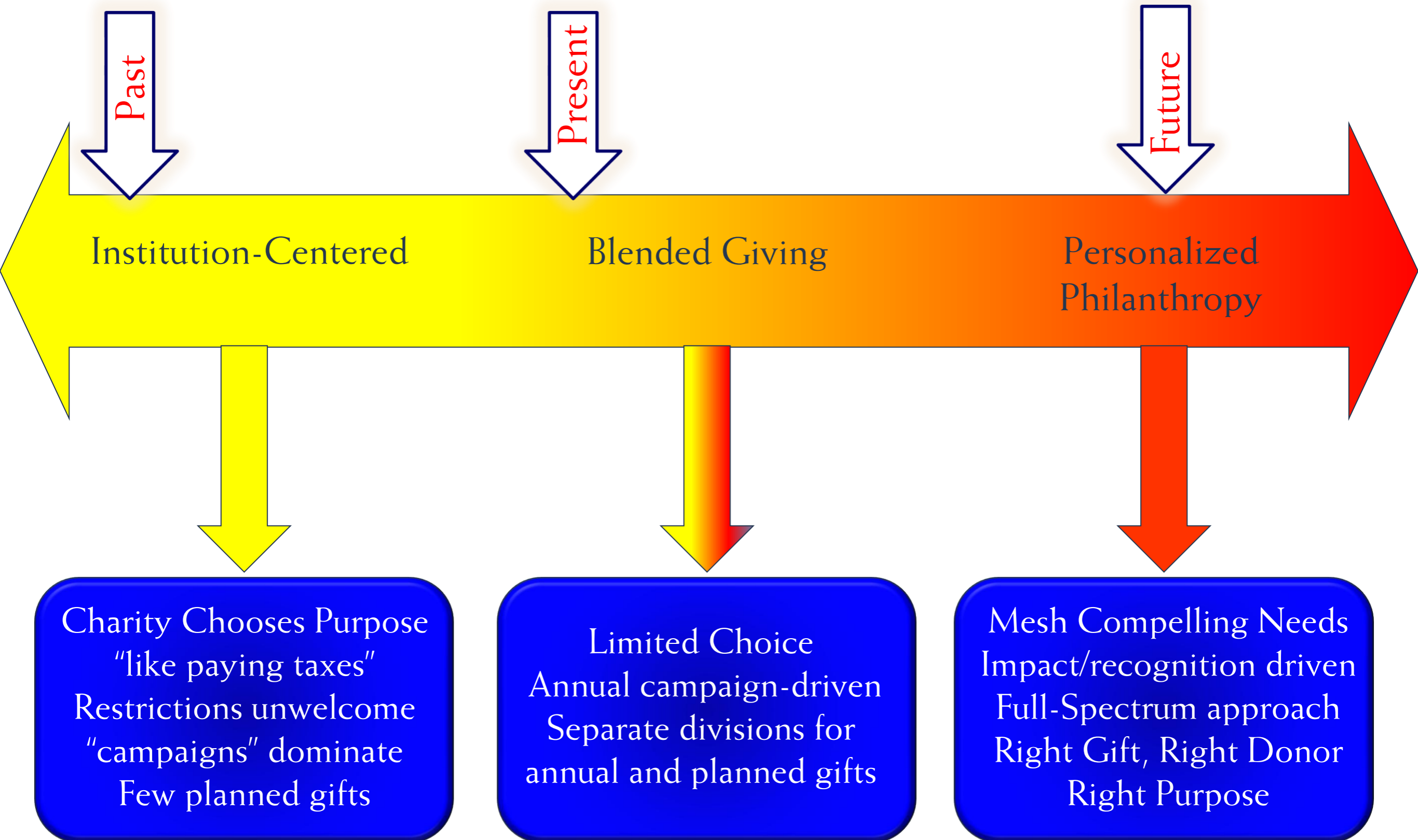
Personalized Philanthropy

Your charitable giving plans designed around your needs, interests, assets and timing.

From Empirical to Personalized Medicine



From Institution-Centered to Donor-Centered Philanthropy



Past

Present

Future

Institution-Centered

Blended Giving

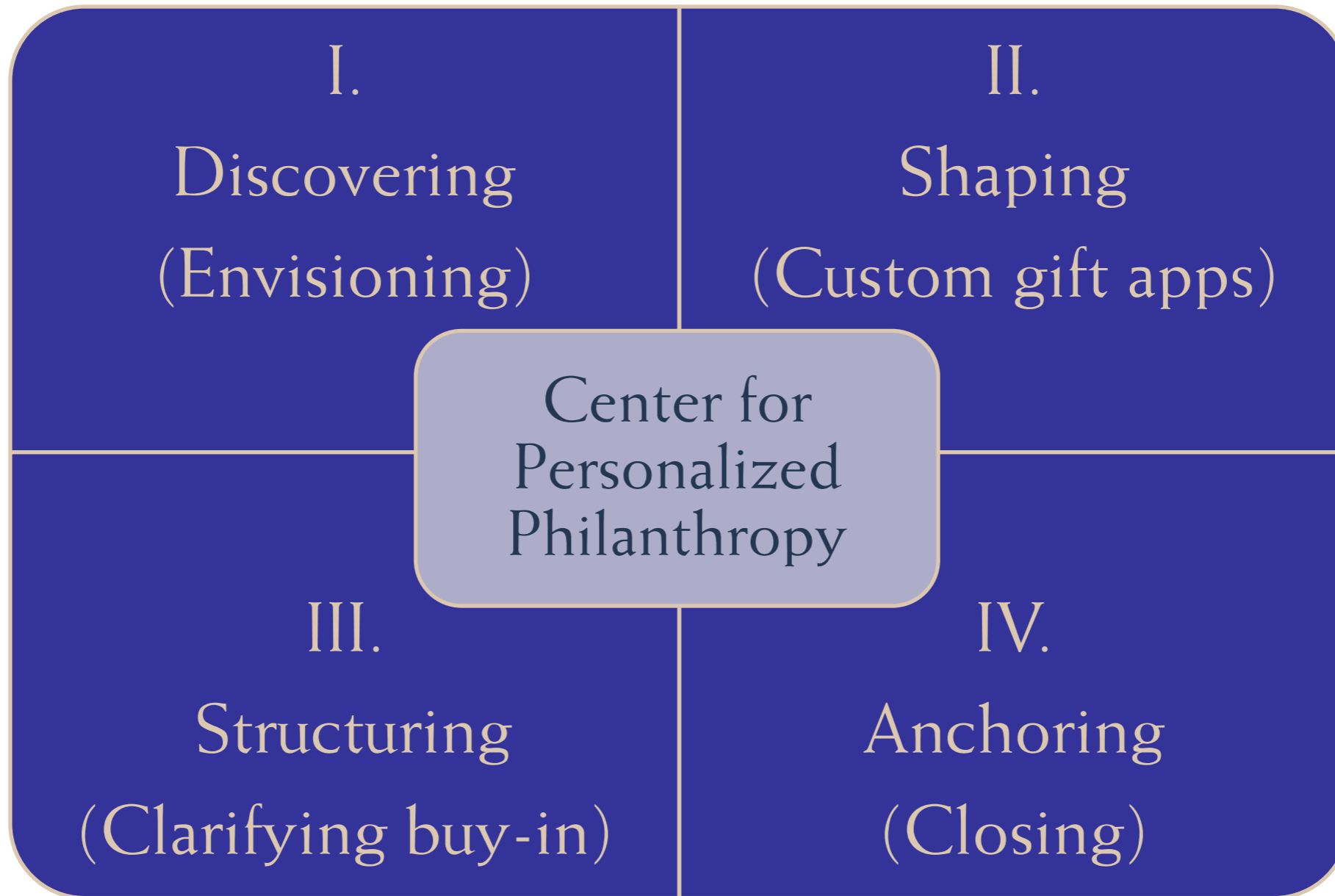
Personalized
Philanthropy

Charity Chooses Purpose
"like paying taxes"
Restrictions unwelcome
"campaigns" dominate
Few planned gifts

Limited Choice
Annual campaign-driven
Separate divisions for
annual and planned gifts

Mesh Compelling Needs
Impact/recognition driven
Full-Spectrum approach
Right Gift, Right Donor
Right Purpose

Center for Personalized Philanthropy



Best practices for gift shaping and closing to help assure the right gift, for the right donor, for the right purpose

Core Gifts Spring from Core Values

Creating a Named Fund



Discovery Fund—

Innovative support for cutting-edge basic curiosity-driven research.

Research Fund—

Partner with Weizmann to advance research in cancer, neuroscience, genetic diseases, energy, and more.

New Scientist Fund—

Help Weizmann recruit outstanding young researchers.

President's Contingency Fund—

A permanent source of funding for the Institute's pressing needs.

Scholarship Fund—

Create a Master's or Doctoral Scholarship, or Post-Doctoral Fellowship.

Professional Chair—

Support the career of a prominent scientist.

Science for the Benefit of Humanity Fund—

General support for the American Committee's mission.

Personalized Philanthropy. Moving from transaction to transformation.

You may not be able to establish your complete goal with a single gift, but you can reach your goal with a combination of gifts, like building blocks, that fit your timing, needs and assets.

How can we make this happen?



We have an app for that!

3 Personalized Gift Applications

Virtual Endowments – Start your fund now with immediate gifts; endow it later with a bequest.

Build Philanthropic Equity – Create a gift that starts working immediately and builds over time.

“Step-Up” Your Gift – Create a gift whose impact grows over time, e.g., from scholarship to Chair.



Virtual Endowments

Re-thinking the concept of "endowments"
from the ground up

Start your fund now with immediate gifts;
endow it later with a bequest.

If you wish to make an immediate impact and endow
a fund in perpetuity, consider creating a "virtual
endowment."

You can provide annual funding necessary for the
program you are creating for the rest of your life, or
a number of years. You can endow it through life
income or estate gifts, so that after your lifetime the
funding will continue in perpetuity.



Build Philanthropic Equity

Create a gift that starts immediately and builds over time.

When you buy a home and make fixed payments over years, you don't have to wait until the payments are finished to move in and enjoy the benefits. Each payment covers the operating costs and builds your equity.

A similar strategy can be applied to a charitable commitment. We can help you structure a long-term gift arrangement that enables you to start up your program immediately, while you also endow it.



Step-Up Your Gift

Create a gift whose impact grows over time, e.g., from scholarship to Chair.

Sometimes it is not possible to achieve your goal with a single gift. But, it can be achieved over time with a series of gifts, like philanthropic building blocks.

For example, you can begin by establishing a Masters Scholarship, with the understanding that your gift will evolve over time, as you are able to provide adequate funding, to a Doctoral Scholarship, a Postdoctoral Fellowship, or even eventually to a Professorial Chair



Creative Philanthropy Propels Curiosity Toward Discovery

The Kenneth and Sally Leafman Appelbaum Discovery Fund

Sally Appelbaum always had unconventional interests. She wanted to support research for which scientists struggled to find funds—scientists whose ideas and dreams hadn't a prayer of receiving financial support, because they boldly explored the far frontiers of science and technology without the promise of immediate, marketable, or commercial application.

Sally wanted to honor the Weizmann tradition of unfettered scientific inquiry. Along with current gifts to initiate the fund, she's pledged to expand the fund with gifts from her estate. The fund honors her late husband, Kenneth, while supporting forward-thinking, imaginative, and innovative research.



Sally's Discovery fund provides scientists with "dream gifts" to pursue their curiosity-driven interests to the fullest.

Alternative Energy Research Fueled by Creative Philanthropy

The Margorie and Monroe Burk Fund for Alternative Energy Studies



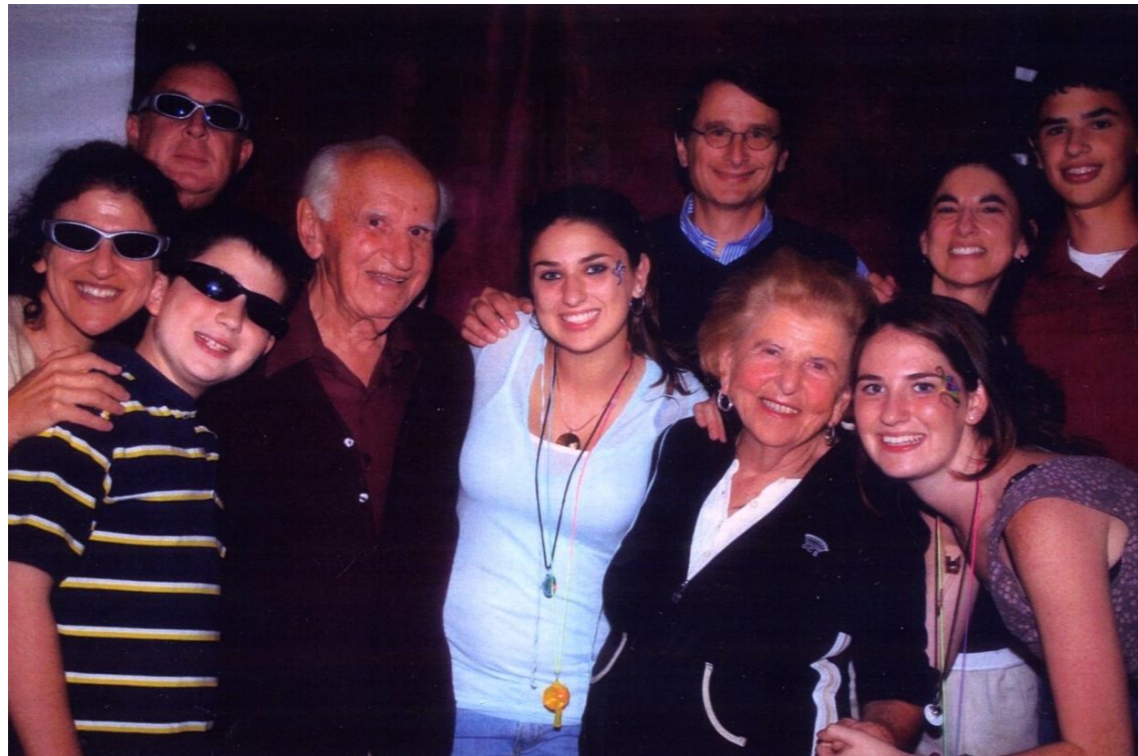
Dr. Monroe Burk's innovative approach to personalized philanthropy comes as no surprise to those who know him – an economist with the dual nature of a pragmatic scientist and a creative writer and artist. His scientific focus in recent years has been on alternative energy research, including nuclear fusion and solar cells.

The Marjorie and Monroe Burk Fund for Alternative Energy Studies was created in 2003. Today, the fund is supporting solar-cell research on realistic ways to improve photovoltaics, which are key to developing the inexpensive, efficient, effective solar energy that the world needs in order to move away from fossil fuels.

Dr. Burk combined several gifts to support his philanthropic passion: outright gifts of cash and appreciated securities for immediate research needs; a charitable gift annuity for lifetime payments and tax savings; and a commitment to leave his home to Weizmann through his estate.

Creative Philanthropy Advances Cancer Research

The Dr. Alexander Salamon Memorial Endowment Fund



Lilly Salcman still remembers these words 50 years after first visiting the Weizman Institute: "The saving of the world will come from the fantastic research they are doing at the Institute."

In 1971, Lilly's husband Alex passed away from lung cancer. In his last days he said to Lilly, "Someday there will be an injection to cure cancer, or maybe prevent cancer altogether." Today, thanks in part to research performed at Weizmann, people diagnosed with the cancer Alex had can live for years after their diagnosis.

The gifts of Lilly Salcman and her daughters Suzanne and Julie will be combined to establish a named professorial chair and cancer research fund. Suzanne and Julie first made outright donations to establish a master's scholarship.

Lilly remembered Weizmann in her will and established two life-income gifts, which provide her with income for as long as she lives. She also made an additional gift for research in honor of her second husband, Arthur.

Give yourself the perfect year-end gift.

Your gift will advance Weizmann scientific discovery, and play a vital role in the improvement of our world and the growth of Israel.



Sample immediate payment charitable gift annuity rates are as follows:

Age 65—4.7% Age 75—5.8% Age 85—7.8%

Age 70—5.1% Age 80—6.8% Age 90—9.0%

Example: Give \$25,000 at age 80 and get \$1,700/year (6.8%)
for the rest of your life. Rates subject to change, effective as of January 1, 2012.

Illustration only. Seek your own legal and tax advice to determine the consequences of your gift.

From Transaction to Transformation

Sometimes the gifts with the greatest impact are the simplest. Here are three simple ways to create a lasting legacy:

1 Use a retirement plan:

Simply name the American Committee for the Weizmann Institute of Science on the beneficiary designation form supplied by the trustee or custodian of your IRA, 401K, or other retirement plan.

2 Use a life insurance policy:

Simply name the American Committee for the Weizmann Institute of Science on the beneficiary designation form provided by your life insurance professional.

3 Use a bank or brokerage account:

Simply title or re-title a bank account as POD (payable on death), or a brokerage account or stock certificate as TOD (transfer on death), to the American Committee for the Weizmann Institute of Science.

Remembering the Weizmann Institute

Legal Designation for a bequest or
beneficiary designation

I give, devise, and bequeath [property,
percentage, dollar amount] to the
American Committee for the Weizmann
Institute of Science, Inc., a not-for-profit
corporation organized under the laws of
the State of New York, with offices
presently at 633 Third Avenue, 20th
Floor, New York, New York 10017. Tax
ID Number: 13-1623886.



Four Donor Personalities The Case of the ...

- ❑ "Wise" - Reliable Annual Donor
- ❑ "Wicked" - Insecure Annuity Donor
- ❑ "Simple" - Revocable Bequest Donor
- ❑ "Doesn't know how to ask" -
Philanthropically-Challenged Donor



hunger

cancer

alternative
energy

The Case of the Reliable Annual Donor

This is the aging donor who has made annual, regular gifts for general support, when asked, but nothing more. Mickey is 75 years old. He and his wife, Minnie, have been long-time, loyal supporters, having made annual contributions of between \$5,000 and \$10,000 per year over at least the past 10 years for your charity's general purposes.

You also know this: Mickey has a family foundation, with assets of \$1 million, on which his wife and children serve as trustees. Minnie used to be a teacher, and has a considerable IRA as well.

What would you suggest Mickey do?

The Case of the Insecure Annuity Donor

This is the donor who loves the security of charitable gift annuity payments, but is reluctant to make annual or more significant gifts, even though he may have considerable assets. Donald, 85 years old, is one such donor. He loves charitable gift annuities, and has established \$2 million worth of CGAs with your charity (expected residue of \$1 million). He has not made any other gifts, however.

You also know this: Donald's wife passed away from cancer five years ago, and he has expressed an interest in honoring her. Public records show he has significant assets, and a private foundation.

What options are available? How might you suggest them?

The Case of the Revocable Bequest Donor

This is the aging donor who has informed the charity of a significant bequest in her will, but has not made any annual gifts of significance. Aurora is 90 years old, and a widow. She is committed to your charity, and has told you she has left it a percentage of her residuary in her will. She shows up to every free event sponsored by your charity. However, she has not made any current gifts to your charity. She has no children.

What might you suggest to Aurora? How might you suggest it?

The Case of the Philanthropically-Challenged Donor

Tiana is 50, married, with two children in college. Her family's business, where she worked most of her life and served on the board, is in the process of being sold to a larger, public company. She never bothered much with charity.

What might you suggest to Tiana, how?

Cases Crib Sheet

- ❑ From Outright gift to endowment gift
- ❑ Toe in the water – multi-yr program gifts
- ❑ Virtual: annual gifts for life for program; then bequest at death to endow
- ❑ Mortgage: gifts cover annual costs plus build equity in endowment over number of years
- ❑ Graduated: smaller gifts for operations; then 3/5-year pledge to endow
- ❑ Step-Up: from to a higher level of impact



hunger

cancer

alternative energy

Science
for the benefit of

Personalized Philanthropy for the benefit of all of us



making a difference

Thank You!