

# Scholarship Fund

Investing in tomorrow's leaders

In creating a scholarship fund, you invest in your community's future and show students you care. The Greater Milwaukee Foundation provides the expertise to help you meet your personal goals and award scholarships to eligible students. Your gift can help students achieve their dreams.

## HOW IT WORKS

- You make a gift to the Foundation during your lifetime or through a bequest in your will. You can give cash, appreciated stocks, real estate, or other assets.
- We set up a scholarship fund in your name, in the name of your family or business, or in honor of a person or organization.
- You receive tax benefits in the year your gift is made.
- Our expert staff provides assistance to help you identify eligibility standards and selection criteria for your scholarship. These can be based on factors such as field of study, financial need, geographic area or academic merit.
- We handle all the administrative details including directing scholarship awards in the name of the fund you establish. If you prefer, grants can be made anonymously.
- Your gift—and all future earnings from your gift—will be a permanent source of community capital, helping to do good work forever.



## Ten Reasons People Choose to Give through the Greater Milwaukee Foundation

**One** We are a *local organization* with deep roots in the community and beyond.

**Two** Our community investment staff has *broad expertise* regarding community issues and needs.

**Three** We provide highly *personalized services* tailored to each individual's charitable and financial interests.

**Four** Our funds help people *invest in the causes* they care about most.

**Five** We accept a wide *variety of assets*, and can facilitate even the most complex forms of giving.

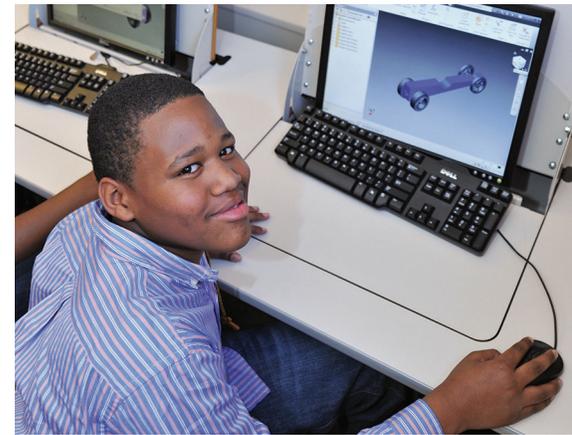
**Six** We partner with *professional advisers* to create highly effective approaches to charitable giving.

**Seven** We offer *maximum tax advantage* for most gifts under federal law.

**Eight** We *multiply the impact* of gift dollars by pooling them with other gifts and grants.

**Nine** We build *endowment funds* that benefit the community forever and help create personal legacies.

**Ten** We are a *community leader*, convening agencies and coordinating resources to create positive change.



### **DONOR STORY: TEACHERS FIND A WAY TO CONTINUE GIVING\***

A couple years into a comfortable retirement, John and Rose Johnson, both former teachers, realized how much they missed making a difference in the lives of students. "For both of us, education was not only a profession—it was a calling," says John. Looking for a way to stay involved, the Johnsons started a scholarship fund with the Foundation. They wanted scholarships made in their name to benefit students interested in becoming teachers. "The Foundation helped us create our legacy. It's a wonderful feeling to let students know we still care," says John. Over the past three years, The Johnson Scholarship Fund has provided six scholarships to the next generation of teachers.

### **MORE BENEFITS**

You can create a scholarship fund as a memorial to someone special in an area of study that was meaningful to that person or to assist students who have special academic merit or financial need. A scholarship fund can also honor your alma mater, profession or business by supporting a scholarship to benefit a student going into the same field.

In the case of multiple-year (also called renewable) scholarships, our staff tracks performance to ensure that every student continues to meet eligibility for payment standards each semester.

*\* This story represents a composite illustration drawn from actual donor stories of many of the people who give through the Foundation.*

### **The Greater Milwaukee Foundation**

**provides** a simple, powerful, and highly personal approach to giving. We offer a variety of giving tools to help people achieve their charitable goals. We welcome the opportunity to work with you and your adviser to fulfill your unique charitable objectives. For more information and ways to integrate charitable giving into your financial planning, contact the Philanthropic Services Department at 414-272-5805.