



## WAYS TO GIVE TO COOLEY DICKINSON HOSPITAL

When you give to Cooley Dickinson, your gift has a significant impact on our ability to provide the highest quality of care to you, your family and friends in our community. Your continued support helps retain a skilled and experienced medical staff, acquire the latest state-of-the-art technology, maintain our facilities, and assist our compassionate, caring staff in their everyday commitment to our patients.

Most gifts are made as unrestricted gifts, yet opportunities exist to support specific programs, name physical spaces, and purchase bricks to be placed in the Healing Garden. Gifts can also be made in memory or in honor of a loved one or friend, and the Gift of Caring provides special recognition of a caregiver.

### MAKING A GIFT

Check: To make a gift by check, please make it payable to Cooley Dickinson Health Care Corporation (CDHCC), and send your contribution to: Cooley Dickinson Hospital, Development Office  
P.O. Box 329, Northampton, MA 01061-0329

Credit Card: To make a gift using MasterCard, VISA, or Discover, simply call the Development Office at 413-582-GIVE (4483) or 413-582-2255 or visit [www.cooley-dickinson.org/giving](http://www.cooley-dickinson.org/giving) to make a gift online.

Online: To make a gift online using a credit card, please visit [www.cooley-dickinson.org/giving](http://www.cooley-dickinson.org/giving).

Corporate Matching Gifts: Many companies offer this benefit and have matching gift forms available that employees' complete first and then send to CDH. Your gift will have even greater impact.

Securities: By making a gift of appreciated securities, you can avoid the burden of a capital gains tax assessment and preserve cash assets. For information and instructions, please contact Linda Medeiros, director of development operations, at 413-582-2885.

Life Insurance: If you own a life insurance policy that is no longer needed, consider it as the perfect vehicle for a charitable gift.

Personal Property: Gifts of tangible personal property, such as art or jewelry, may be considered. Please contact us at (413) 582-GIVE (4483) or 413-582-2255 for further information regarding tax deductibility guidelines.

Real Estate: Gifts of appreciated real estate are similar to gifts of appreciated stock. If you have owned the property for more than one year, you may deduct, as a charitable contribution, the fair market value of the real estate while avoiding capital gains taxes.

It is recommended that you check with your financial advisor regarding which option works best with your personal and philanthropic planning. Please call or write if you have any questions on how to make a gift. We are most grateful for your support throughout the year.

## **METHODS OF PLANNED GIVING**

### **Charitable Bequests**

Are gifts to Cooley Dickinson at the time of death under a will or trust agreement. They are fully deductible for federal estate tax purposes.

### **Charitable Gift Annuities**

Are agreements between the donor and Cooley Dickinson and can be funded with cash or marketable securities. Cooley Dickinson will agree to make fixed payments to you for your lifetime and/or the lifetime of a surviving spouse or second beneficiary. The minimum gift to establish a CGA is \$10,000.

### **Charitable Remainder Trusts**

Enable you to place cash, securities, or real estate into a separately managed trust that will pay a lifetime income to you and/or other beneficiaries, with the principal of the trust eventually passing to Cooley Dickinson Hospital.

If you have questions or would like further information on these planned giving opportunities, please contact Georgia Moore, director of leadership gifts, at 413-582-2464.

## **DONOR RECOGNITION**

### **Philanthropy Report**

An annual publication produced by the Development Office, the Philanthropy Report profiles donors, hospital programs and services, and includes a complete donor roll recognizing gifts received during the fiscal year.

### **Donor Walls**

Located near the hospital's main entrance, two donor walls are updated annually. One wall lists the names of donors who have made gifts of \$1,000 and above. The second wall lists members of the Caleb Cooley Dickinson Society, which recognizes donors who have made a bequest or included the hospital in their estate plans.

### **Named Giving Opportunities**

An extensive variety of opportunities are available starting at the \$10,000 gift level. Donors have the opportunity to name patient rooms, physician offices, staff work areas and other physical spaces throughout the hospital. These gifts are recognized with an elegant plaque displayed in the chosen space. A current list of named gift opportunities can be requested by contacting the Development Office.

### **Endowed Funds**

Donors also have the opportunity to establish a named endowed fund, which is a distinctive and meaningful way to invest in the hospital's future. Endowed funds are invested and managed by the hospital and provide on-going support through interest income for a particular hospital program or service such as nursing education.