



my:Face

LEGACY SOCIETY

You have the will, and the means, to shape a better future

A gift in your Will to myFace will give hope and help transform lives.

There is no condition that impacts the body and the spirit as equally as a facial difference. Without our support, having a facial disfigurement can be shameful and humiliating while also impeding the basic functions a child needs to survive and grow. Every hour a child in the US is born with a craniofacial difference: an oro-facial cleft, a facial asymmetry, a missing ear, a jaw deformity, or an anomaly of the skull, nerves or facial bones. These are myFace's children.

95 percent of them will undergo multiple surgeries and long-term medical care throughout the full span of their childhood into adulthood. Today, we invite you to ensure our efforts continue well into the future, by designating a bequest gift to keep building upon the successes we have achieved so far. We call this type of donation a legacy gift - because there are few finer legacies than to be remembered as someone who helped transform the lives of children and adults.



Giving to myFace from your IRA is simple and has a lasting impact

After years of working hard and saving diligently, retirement is your chance to do what you want. Perhaps that's traveling, spending more time with loved ones, or volunteering for causes you care about. You can also make a lasting difference to the organizations that have been important to you. One easy way is to make a gift directly from an IRA.

If you made a gift to myFace in the past from a distribution you received from your IRA, you paid income tax on the distribution and then took a charitable deduction when you itemized your taxes the following year. Now, there is an easier way to give through your IRA. If you are 70 ½ years or older, you can make a gift directly to myFace from your IRA. Because we receive the gift directly from your IRA, the distribution bypasses you entirely. This means you avoid having to recognize the income in the first place.

Let us walk you through your options and tell you more about the difference your gift can make at myFace.

Contact us to get started today:

212.263.6656 or plannedgiving@myface.org



Enjoy tax savings and support myFace

Donating appreciated securities such as stock or mutual funds, to myFace, is a tax-wise approach for providing for craniofacial patients in need. Many donors choose to make gifts to myFace using long-term appreciated stocks and mutual funds due to the attractive tax advantages associated with such gifts.

If you donate appreciated stock to myFace that you have held longer than one year, you completely eliminate the capital gains tax. We can sell the stock tax-free. In addition, you receive a charitable deduction on your income taxes for the full fair market value of the asset up to 30 percent of your adjusted gross income, when you itemize on your tax return. If you cannot use all of the deduction in the year of your gift, you have up to five additional years to use the remaining deduction.

The table shows how the way you make your donation can affect your total tax savings. The example assumes you are in a 28 percent federal income tax bracket.

	Sell \$5,000 in appreciated stock and donate cash to myFace	Donate \$5,000 cash to myFace	Donate \$5,000 in appreciated stock directly to myFace
Fair market value of gift	\$5,000	\$5,000	\$5,000
Cost basis of stock	\$2,000	N/A	\$2,000
Long-term capital gain of stock	\$3,000	N/A	\$3,000
Long-term capital gains tax (\$3,000 x 15%)	(\$450) due to IRS	N/A	\$450 eliminated
Income tax savings (\$5,000 x 28%)	\$1,400	\$1,400	\$1,400
Total tax savings (capital gains tax + income tax savings)	\$950	\$1,400	\$1,850
Net cost of gift (fair market value of gift - total tax savings)	\$4,050	\$3,600	\$3,150



Consider the benefit of a gift in your Will or Trust

Large or small, every dollar makes a difference and we are extremely grateful for your donations. If you want to ensure that your support for myFace continues even after you're gone, you might want to consider the simplicity of a gift in your Will or Trust.

With a gift in your Will or revocable Living Trust, you can give a percentage of your estate or a certain amount of cash, securities or property. After your lifetime, myFace will use your gift to transform the lives of craniofacial patients and their families.

There are two key benefits in setting up a legacy gift through your Will or Trust:

- 1. You can change your mind at any time.** This type of gift does not go into effect until after your passing, so you have the opportunity to change or revoke your gift at any time while you are alive. Plus, since you're not actually parting with assets today, you don't need to worry that you won't have enough to live on in the future should you need your assets to cover your living expenses.
- 2. You can be flexible in your commitment.** Most people do not know what the exact size of their estate will be. Therefore, making a gift to us by using a percentage amount can be a more appropriate way to divide your assets. It allows you to benefit myFace and loved ones in relative proportion.

Even a gift of 5-10 percent of your estate can make a big difference in the lives of the children and adults we help.

When you give an unrestricted, legacy donation – that is, one that is not designated for a specific project or focus – your gift will have the flexibility to help patients and families in many different ways, rather than having the monies designated for an initiative that may or may not remain necessary in the future. Rest assured that your legacy will be applied with utmost consideration to make a lasting impact on the craniofacial community.

To learn more about supporting us through planned giving, please contact us: 212.263.6656 or plannedgiving@myface.org



Support myFace in the Future

Please return this survey in the enclosed envelope today.
Thank you!

- I am interested in including myFace in my Will or Trust. Please send me sample language for including myFace in my future plans.
- I have already included a gift to myFace in my estate plan but have not yet notified you.
- My gift is _____% of my estate
 - Specific amount of \$_____
 - IRA
 - Other
- I would like to speak with someone about the myFace Legacy Society. My telephone number is _____

Has your contact information changed?
Please update below.

Name _____

Address _____

City _____ State _____ Zip _____

Email _____

Phone _____

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Share Your Story

Use the lines below to tell what, or who, inspired your support for myFace. Your story could be featured on our website or in an upcoming communication piece.