

# 40th ANNIVERSARY RUBY ENDOWMENT CAMPAIGN



INVESTING IN OUR FUTURE

2018 – 2019



**BRIDGING THE GAP BETWEEN RESEARCH AND PRACTICE**

# SGS 40th ANNIVERSARY RUBY ENDOWMENT CAMPAIGN 2018–2019

## THE IMPORTANT WORK OF SGS

The Southern Gerontological Society (SGS) is a network of the South's most respected gerontology professionals, representing 13 southern states and the District of Columbia. SGS members include educators, practitioners, researchers, health professionals, policy makers, students, and other community members. The mission of SGS is to provide the bridge between research and practice, translating and applying knowledge in the field of aging.

The southern region of the United States experiences high rates of poverty, social isolation, and chronic illnesses, which may lead to decreased health and well-being in older adults, and may cause additional hardship to families, communities, and states in the region.

By focusing its efforts on these issues and promoting research, services, supports and programs that improve and enrich the quality of life for older adults, SGS can make a meaningful impact in its core regional area, and establish a leadership position to effect positive change on a national level.

## Purpose of the SGS Endowment Fund

The SGS endowment fund is a perpetual fund from which only the earnings (or income) are distributed. Income generated from the endowment fund may be used to help finance projects and initiatives that support the mission of SGS, but for which funding might not otherwise be available. This fund is separate from the SGS operating budget which is used for general operating expenses.



## Endowment Fund Goal

The goal of the **SGS 40th Anniversary Ruby Campaign** is to raise at least \$50,000 by Jan. 1, 2020 for the endowment fund which will generate income to enable SGS to support special projects and initiatives consistent with its mission and objectives. While the endowment will gladly accept deferred gifts such as trusts and charitable gift annuities, the primary objective of this initial endowment campaign will be to secure monetary gifts to help establish the endowment and enable it to support special initiatives consistent with the mission of SGS.

## SGS Ruby Endowment Campaign Giving Levels

Donor Level	Amount
Ruby	\$5,000+
Platinum	\$2,500 - \$4,999
Gold	\$1,000 - \$2,499
Silver	\$500 - \$999
Bronze	\$250 - \$499
Contributor	Less than \$250

All donations up to the \$50,000 goal will be matched by SGS.



### Named Gift Opportunities

Ruby and Platinum donors (\$2,500 and over) will have the option of being recognized with a named gift or recognizing a person(s) or organization of their choosing (subject to final approval by the SGS Endowment Committee and the SGS Board of Directors).

Other gift opportunities may include:

- Gifts *In Memory* or *In Honor* of family, friends, associates or special occasions.
- Gifts of cash, stocks, bonds, real estate or personal property may be acceptable and are subject to final approval by endowment committee.
- A bequest in a will
- As a beneficiary in a life insurance policy, 401K, or IRA

### Donor Recognition

All donors to the **40th Anniversary Ruby Endowment Campaign** will receive an invitation to special receptions at the 2019 and 2020 annual meetings, a certificate of appreciation sent by mail, and recognition on the SGS website and in SGS annual meeting program books. In addition, pledge cards will offer donors who wish to remain anonymous the option of being listed as "Anonymous" and/or recording their donation in someone else's name.

### How to Donate

1. Mail the enclosed pledge card with a check or credit card information.
2. Visit the Endowment page on the SGS website: <https://southerngerontologicalsociety.org/endowment.html>
  - Complete an online pledge card with or without a payment.
  - Download a pledge card .pdf file to be completed and mailed in with or without a payment.

For more information, please call (866) 920-4660.

All donations are tax deductible. There may be tax advantages for your donations. You are encouraged to seek professional tax and legal advice in structuring a plan that is best suited to your individual situation and goals.



**Southern Gerontological Society**


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A collage of seven black and white photographs showing diverse elderly individuals and families. The top row features a woman smiling, a woman with her hand to her face, and an elderly man. The middle row shows an elderly man with glasses and a mustache, an elderly man hugging a young child, and a young woman hugging an elderly woman. The bottom row includes an elderly man standing behind a woman in a wheelchair, a smiling elderly woman, and an elderly man sitting in a chair with a cane.

The Southern Gerontological Society  
Endowment fund is an investment  
in the future well-being of older adults  
in the southern region and beyond.