



Planned Giving Program

"As I contemplated my gift to the Roofing Alliance, I realized I wanted to leave a meaningful gift to honor this great industry that has given so much to me while also helping transform the future generation of students and leaders long after my own involvement ends."

– Dennis Conway, president, Commercial Roofers, Las Vegas

Introduction to Planned Giving

Why Support the Roofing Alliance through Planned Giving?

Planned giving is a visionary activity and forward-looking mechanism for ensuring the future of an organization for years to come. While immediate support is needed in various ways, The Roofing Alliance has a long-term view of success, and the value it can provide to the roofing industry. Through deferred giving relationships, the Roofing Alliance is able to plan for the future while giving you the opportunity to plan your support methodically and in a way that makes sense for you.

Your support of the Roofing Alliance will provide current and future generations of roofing professionals access to cutting-edge education, research and technologies that will allow for better training and more informed leaders. This access to new learning models, technology and proven methodologies will increase efficiency and outcomes to improve the future of the roofing industry and its workers. The Roofing Alliance also takes a special philanthropic interest in sustainability of its industry by awarding scholarships to aspiring roofing professionals and charitable gifts and endowments to support the industry.

Examples of Planned Gifts

- Wills and Bequests
- Charitable Lead Trust
- Charitable Remainder Trust
- Life Insurance
- Life Estate
- Revocable and Irrevocable Living Trusts

Types of Capital Funds

- Appreciated Assets
- Negotiable Securities
- Real Estate
- Insurance Policies
- Retirement Assets

When considering a planned gift, individuals should consult their tax professionals to determine which giving strategy is appropriate based on their personal situation.

Planned Giving Opportunities

Giving definitions

Wills and Bequests

Individuals who wish to ensure their legacy within the roofing community may do so by willing a portion of their personal property to the Roofing Alliance. This is the most common form of planned giving; however, it should be noted these are not irrevocable giving mechanisms and can be changed at the donor's discretion.

Charitable Lead Trust (CLT)

A charitable lead trust is formed when a donor provides an asset that produces income to the Roofing Alliance for a defined period at the end of which it is returned to the donor or to his or her designated beneficiaries. This method of giving significantly reduces the donor's estate taxes and is an attractive estate-planning device to benefit heirs.

Charitable Remainder Trust (CRT)

Donors who are interested in a life-long stream of revenue might consider a charitable remainder trust. The opposite of a charitable lead trust, an asset is placed into a trust that provides the donor and/or another person annual payments at a predetermined rate of return. When the trust's term ends, the Roofing Alliance, as the beneficiary, is transferred the remainder.

Life Insurance Trust

A life insurance trust can be established whereby an individual's life insurance policy is its principal asset. Roofing Alliance supporters can designate the Roofing Alliance as the beneficiary. Donors or the Roofing Alliance can pay the premiums depending upon the individual's situation. Gifts of insurance must be closely reviewed to ensure they are beneficial, and the time horizon is realistic. Often, policies have a cash surrender value that can be used as a starting point for their evaluation.

Life Estate Trust

Supporters of the Roofing Alliance can make a substantial contribution by setting up a life estate trust with their home as the primary asset. The donor and their family may live in the home for their lifetime at which time the Roofing Alliance takes control. Donors receive an immediate tax benefit, and the asset is removed from their estate.

Benefits

There are several benefits to remembering the Roofing Alliance in your estate plan. With immediate and long-term fiscal advantages, the Roofing Alliance offers you multiple creative and innovative ways of protecting your assets. Following are a few benefits of planned giving:

- Reduce your income and/or estate taxes and possibly avoid capital gains tax
- Increase current income for you and other family members
- Retain control of your assets now and reduce estate taxes in the future
- Have the peace of mind that you are protecting your family's financial security while helping fund your professional society
- Pass assets to family members at a reduced tax cost
- Make a significant charitable gift to the Alliance
- Take advantage of a program that offers mutually beneficial outcomes

Sample Draft Language:

When preparing your will or trust, we strongly recommend you consult an attorney who is experienced in estate planning. We hope the following language will be helpful in providing a bequest to the Roofing Alliance.

"I give, devise and bequeath ____% of what remains of my estate (or \$ _____) to The National Roofing Foundation (DBA the Roofing Alliance), a charitable organization with national offices at 10255 W. Higgins Road, Suite 600, Rosemont, IL 60018."

Your adviser may wish to know the Roofing Alliance is a charitable, nonprofit 501 (c) 3 corporation organized and existing under the laws of State of Illinois and incorporated on May 18, 1970. (Federal Tax ID #36-2934435)

Planned Giving Matrix

Planned Giving Methods and Benefits

Type of Gift	Purpose	Revenue / Income	Taxation	Features
Revocable Trust/Will	Transfers assets to the Roofing Alliance upon death	Assets remain under the control of the donor	No limit on estate tax deductions for charitable gifts	May be modified at anytime
Charitable Lead Trust	Reduces tax liability of significant assets	Income paid to the Roofing Alliance for specific time with asset reverting back to donor	No appreciation tax consequences at termination of terms	Beneficial to passing assets to heirs with reduced estate taxes
Charitable Remainder Trust	Aids in dispersing appreciated assets	Income paid to donor at a predetermined rate with the Roofing Alliance gifted the asset	Donor can take tax deduction on asset with payments taxable based on individual situation	Can be a powerful estate planning tool that provides income stream for donor
Life Insurance	Use insurance to make charitable gift	Policy paid by donor for the benefit of the Roofing Alliance, unless fully funded	Premium payments deductible with initial surrender value taken when gift is made	Means of making large gift for someone with limited cash flow or a paid up policy
Life Estate Trust	Donate a home to the Alliance upon death	Donor is responsible for maintenance of asset, insurance, and taxes	Potentially no probate	Useful when a donor has no heirs and an irrevocable gift to the Roofing Alliance

Planned Giving FAQ

What is the Roofing Alliance's Planned Giving Program?

The planned giving program is a visionary initiative that aims at ensuring the future of the organization and its effects on the roofing industry. It provides every individual, family and business the opportunity to give through a variety of commitment options. Planned giving allows people to give through deferred mechanisms that provide numerous tax and legal benefits without the need to part with a large sum of liquid cash in the present.

Who is leading this program?

A dedicated Planned Giving Steering Committee has been formed to lead and advocate the program and invite others to participate. It is made up of your peers, and the committee itself is 100 percent committed in support through advocacy and with their own financial planned gifts.

What will the funds be used for?

Future funds will be used explicitly toward furthering the Roofing Alliance's mission of improving its collective forum for the roofing industry, funding progressive research, providing education and training to ensure a prepared and qualified work force, and providing awards and scholarships to create opportunity for all.

How will the Roofing Alliance recognize planned gifts?

The Roofing Alliance will recognize planned gifts through every medium available to us. The planned giving program will maintain its own slate recognition deliverables, independent of other acknowledgements for membership dues, one-time gifts or other programs. A recognition matrix is included that outlines all the different ways planned giving partners will be recognized, including special events; prints, digital and online acknowledgement; and more.

Can I restrict my gift to a certain program?

Although it is most beneficial for the Roofing Alliance, given the future timeline of Planned Giving mechanisms, if gifts remain unrestricted, donors may choose to designate their planned gifts for use in the areas of research, education or scholarship.

In the event a donor wishes the funds be used for a named Melvin Kruger Endowed Scholarship, two things must be understood: (1) the funds must be actually received before a named scholarship will be designated and (2) it is contingent upon there being enough overall scholarship funds to add an additional named scholarship.



To learn more and discuss how you can support the roofing industry through planned giving, please contact:

Bennett Judson
Executive Director
(847) 493-7513
bjudson@roofingalliance.net

The National Roofing Foundation, d/b/a The Roofing Alliance, is a charitable, nonprofit 501 (c)(3) organization (Federal tax ID #36-2934435). Contributions are tax-deductible as charitable contributions to the extent permitted under federal tax law.

12-17-20