

# KEEP MEMORY ALIVE

Supporting the Mission of the Cleveland Clinic Lou Ruvo Center for Brain Health



ALZHEIMER | HUNTINGTON | PARKINSON | ALS | MULTIPLE SCLEROSIS

## ***Frequently Asked Questions about giving to Keep Memory Alive***

### **What is Keep Memory Alive?**

Keep Memory Alive is a nonprofit 501(c)3 charitable organization, operating exclusively to support the mission of the Cleveland Clinic Lou Ruvo Center for Brain Health. Founded in 1996, Keep Memory Alive (KMA) works with Cleveland Clinic's Philanthropy Institute to coordinate private giving for KMA, including soliciting, receiving and administering gifts and financial resources from private sources.

### **Is a gift of any size welcome?**

The size of your gift is entirely up to you. Contributions of all sizes are important and gratefully accepted. Gifts of any amount are appreciated. Small donations accumulate over time and make a significant impact on KMA's ability to support neurocognitive diseases.

### **Can I make a gift online?**

Yes. It is quick and easy. Please visit our "Donate Now" button on the home page.

### **Can I make a gift to KMA over time?**

You can pledge a gift to KMA and arrange a payment schedule of up to five years. You also can make a recurring gift to KMA through our "Donate Now" button on the home page.

### **Can I make a gift in honor or memory of someone?**

Yes. You can give in someone's name as a tribute, such as to a family member, friend, colleague or physician.

### **What is an outright gift?**

It is an immediate, direct contribution, usually of cash, real estate or securities.

### **Can I donate tangible property to KMA such as art or jewelry?**

Tangible personal property, such as art and jewelry, may be accepted as gifts, with some limitations. You must obtain an appraisal to substantiate the charitable deduction.

### **Can I donate real estate?**

It is possible to donate real estate to KMA and realize tax advantages.

*Note:* Real Estate is subject to market fluctuations; therefore, a gift of real estate must be approved by Cleveland Clinic's Real Estate Acceptance Committee (REAC).

**Can I make a gift of stock or securities to KMA?**

Yes. It's easy to make a gift of stock to KMA by completing a few steps on a Gift of Stock form. Contact us at 702.331.7052 or [info@keepmemoryalive.org](mailto:info@keepmemoryalive.org).

**What is the difference between unrestricted and restricted gifts?**

Gifts made to KMA for the Lou Ruvo Center for Brain Health may be either unrestricted or restricted. Unrestricted gifts are provided to KMA with no limitations regarding how they may be used. These gifts can be put to use in the area of greatest need.

A donor with a specific interest or passion in mind can make a restricted gift (also called a designated gift) to KMA. A designated gift allows donors to support specific clinical services, social services, education or scientific symposia. Restricted gifts can benefit a physician's interest by supporting the Director's Innovation Fund.

If you're considering designating your gift and need more information, please contact us at 702.331.7052

**What is an endowment?**

An endowment is similar to a savings account in which the generated earnings from the principal provide a permanent source of funding for a specific purpose, such as research, clinical trials, social services, volunteer services, the arts, or unrestricted support. Since an endowment's principal is never spent, the funds create financial stability, allowing KMA to be less dependent on unpredictable sources of revenue, such as government-supported grants. KMA endowment funds are professionally invested and managed.

**What is planned giving?**

Planned giving is an arrangement to make a contribution to KMA, usually in the future. Annuities, trusts and bequests in a will are examples of planned gifts. For more information, go to our Planned Giving page.

**How will my gift to KMA be recognized?**

KMA has developed a number of donor recognition opportunities. Personalized naming opportunities for facilities, programs, clinical positions and endowed chairs are available at a variety of giving levels starting at \$5,000. Additional information and samples of signage can be found on our Donor Recognition page. You can also download our Donor Recognition Brochure.

**Will I receive tax benefits for my gift?**

Yes, in most cases, a charitable deduction is allowed for gifts made to KMA. Besides making direct, one-time contributions, you also might want to consider the long-term tax and estate-planning benefits of giving through annuities, trusts and other financial tools. We encourage donors and their financial advisors to explore the significant advantages of planned gifts by calling 702.331.7052 or sending an email to: [info@keepmemoryalive.org](mailto:info@keepmemoryalive.org). You also can download our *Ways to Give* brochure.

**Can I receive a tax deduction for equipment or supplies I give to KMA?**

A donation of equipment or supplies, referred to as a gift-in-kind, will be recognized for the value of the gift, which may require a qualified appraisal. Documentation through a receipt, invoice or other instrument must be submitted at the time of gift-in-kind contribution.

**How do I find out whether my company will match a gift to KMA?**

Your donation to KMA may multiply in value with a gift match. Many employers will match charitable contributions made by an employee, or an employee's spouse or partner. Consult your employer's Human Resources office to learn about your company's matching gifts policy and obtain forms. KMA's matching gifts database has information on many companies that match gifts. To find your company's matching gift, eligibility and procedures, please go online to [matchinggifts.com/clevelandclinic](http://matchinggifts.com/clevelandclinic).

**What is KMA's Federal Tax ID number?**

88-0515534

**Where can I get more information?**

Just call the Philanthropy Institute at 702.331.7052 and we will be happy to assist you.