



Giving to Clark

Building a Community

The Clark Foundation is the fundraising arm of Clark Retirement Community. We rely on generous support from donors in order to fulfill our commitment to lifelong care and to enrich the Clark community.

This brochure explains many of the most common ways that you can give to Clark, and also presents the ways in which we honor our donors through giving societies.

The Foundation staff is available to answer questions or to help you evaluate your options. Thank you for considering the needs of your neighbors and friends at Clark Retirement Community through your gifts!

Community means you know your neighbors; you help out when someone needs it; you take care of each other. One very visible evidence of community at Clark is the Clark Foundation. The Foundation brings together gifts and resources to help defray the cost of benevolent care to provide lifelong care to those whose resources have been depleted. We also raise funds for special projects, programs and activities that enhance the lives of our residents and those who care for them. Our generous donors make this work possible each year through their gifts.



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www.ClarkRetirement.org/Foundation

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We would be delighted to help you find a match between your philanthropic goals and the needs of the Clark community. Your financial and legal advisors can also provide important input into your decision, so please make sure you consult with them as well. Although we have provided some very general tax information below, tax implications are based on your specific situation. Please use this information only as a guideline as you consider your options.

- **Monthly Giving.** We offer electronic funds transfers (EFT) to draw a designated gift from your checking or savings account each month. You may change or cancel the withdrawals at any time, and gifts are tax-deductible at year end.
- **Annual Giving.** You may send a check or give online at any time. We can also send gift envelopes if you would like to spread your giving out over the year.
- **Will or Trust.** You can leave a legacy through a bequest to Clark from your will or trust. You may specify a particular use for the gift, or allow Clark to use it where most needed. This gift may reduce the estate tax for your heirs.
- **Personal Property.** If you would like to give real estate, art work or other personal assets, we may be able to accept these gifts, pursuant to legal guidelines and board policies.
- **Retirement Plans / Insurance Policies.** You can designate Clark to be the beneficiary of your retirement plan or life insurance policy. Since these assets are typically the highest-taxed portion of your estate, your heirs may receive an estate tax benefit through this gift.
- **Charitable Gift Annuity.** This is an interest-drawing gift that provides lifelong income to you, a spouse or another loved one. The interest rate is based on your age when you begin taking payments.
- **Stocks.** If you give a stock that has increased in value, you may receive a tax benefit for the gift and avoid capital gains tax. If the stock has decreased in value, you may receive tax benefits for the loss as well as for the donation.

If you would like to learn more about giving to Clark, please visit the Foundation office or call (616) 452-1666 ext.121.

Honoring Our DONORS



Recognition for Planned Gifts

Heritage Society

Residents who have made a planned gift to Clark, such as a bequest or a charitable gift annuity, are invited to let Clark know of their plans so we may properly acknowledge and thank them with membership in the Heritage Society.

Recognition for Annual Giving

Your cumulative gifts throughout our fiscal year (May 1–April 30) are credited through membership in our giving societies. Each society name has a rich history, and each donor helps Clark continue its legacy of commitment and caring.

1906 Society (\$10,000 +)

This is the year it all began. Melvin J. and Emily Clark donated their home on Sherman Street and 20 acres of property to establish a home for retired Methodist ministers and their wives, and thus Clark Retirement Community was established. The family had strong ties to the Methodist church: Emily's father, Edward Jewell, brought the first Methodist Episcopal Society to Cedar Springs, and Emily was among the founding members. The legacy of the Clarks' generosity in social work and the arts still resonates today as well.

M.J. Clark Society (\$5,000–\$9,999)

Melvin J. Clark was an exceptionally successful entrepreneur and businessman who amassed a sizable fortune in the late 1800s and early 1900s. His first grocery store quickly grew into a thriving business. Melvin also became successfully involved in the lumber industry which allowed him to invest further in business and eventually earned him a fortune. He and his wife Emily very generously shared their blessings so that others would enjoy safety and security throughout their lives.

John Wesley Society (\$1,000–\$4,999)

John Wesley is typically acknowledged as one of the founders of the Methodist church in the 1700s. Under Wesley's direction, Methodists became leaders in many social issues of the day, including the prison reform and abolitionism movements. The early membership societies stressed intensive, personal accountability, discipleship and religious instruction among members. With this rich heritage, it is not surprising that the Methodist church took a leadership role in caring for seniors through Clark Retirement Community.

Friends Society (\$250–\$999)

A friend is someone who gives assistance; a person known well to another and regarded with liking, affection, and loyalty. It has been said that "In prosperity our friends know us; in adversity we know our friends." The Friends of Clark demonstrate the caring and respect that are so tangible in our community, and that bind us together in mutual support.

Stewards Society (\$1–\$249)

We are all stewards of our financial resources, and as such, we must be ready to give an accounting for how we use those resources. Members of the Stewards Society remind us that we are called to look out for each other, "to bear one another's burdens" and to show by our actions that we care for the people around us.