



building the future, today.

*grand rapids community foundation*

*planned giving 2018*



**building the future, today.**

How do you wish your life to be remembered? What legacy do you want to leave? These are the questions answered with effective estate planning. We invite you to join generations of people who have built our community's endowment through planned gifts in their estate plans, demonstrating their love for their families and our community.





FREIHOFFER FAMILY

# A LEGACY

of family philanthropy

Grand Rapids was at the heart of Walter and Susan's giving and continues to be a priority for the Freihofer Family Fund. Their son Paul, his wife Caroline and their children understand the importance of family legacy. They know that you can honor a loved one through telling her story, sharing pieces of who he was as a person, and by continuing to promote the causes and passions that they held dear. One part of the Freihofer family legacy ties directly into philanthropy. "Giving back to our community is important because it carries on a tradition and a legacy left to us by my parents," Paul says.

The Freihofer family knows that they are honoring Walter and Susan Freihofer's philanthropic legacy. "We honor their legacy by sharing the same interests and continuing to support them through the grants we award. Like our parents, we primarily support the arts, animal protection, and environmental stewardship," Paul says. Walter and Susan had intentional conversations with Paul about the importance of giving back to the community, and they made sure to craft an estate plan that included their planned giving desires. These may sound like simple tasks, but they ensured that their philanthropic passions

*Our community has a  
heritage of philanthropy that  
we are proud to support.*

PAUL FREIHOFFER

for the community will be known for generations to come. By planning their estate documents in advance and directing their estate gift to their Donor Advised Fund, Walter and Susan gave Paul and his family confidence to know precisely how to honor their wishes during their time of grief.

Paul and Caroline are able to continue that legacy through local giving. “We grew up in Grand Rapids, and we’re raising our children here. Our community has a heritage of philanthropy that we are proud to support. We recognize that even smaller gifts are very important to

support organizations in our community that are important to us,” Paul says.

Paul and Caroline’s commitment to family legacy continues as they pass down this heritage. They know that eventually, their children will continue the legacy of family giving. They plan to teach them about the importance of philanthropy, and instruct them through their will about the causes that matter most to them. When the time comes Joe and Anna will be prepared to step into their shoes and continue the philanthropic work that their parents and grandparents did before them.







ZAGEL FAMILY

# LOVE & LEGACY

Be a good person. Do great work. Have an impact. These are principles Chad Zagel and Eleonora “Ellie” Frey Zagel live by and ultimately hope to be remembered for. Their estate plan is one of many ways they are demonstrating their love for their family and community by ensuring their intentions are known, now and in the future.

Chad is a native of Grand Rapids and has spent more than a decade as a financial advisor with Edward Jones. The son of a small business owner, he is passionate about helping his clients be good stewards of their money. Chad also serves as City Commissioner for East Grand Rapids.

Ellie has been an active philanthropist since the age of 15 and believes philanthropy brings out strong character in families and in people. She has dedicated her career to community, family business and family philanthropy. She is president and founder of Successful Generations and a third generation, vice chair and trustee of her family’s Grand Rapids based foundation, Frey Foundation.

It’s no surprise that Ellie and Chad’s three-year-old son, Steven (who is excited to be almost four), is getting an early start on making an impact in his community as well. He is inspiring family gifts to support activities he loves like Grand Rapids Children’s Museum and local parks.

### *Love for family*

For Chad and Ellie, having an updated estate plan is how they are ensuring their family is completely cared for during their time of grieving. “You want your family to grieve and celebrate your life,” said Ellie. “You don’t want them to have to necessarily worry about the details of what goes where and how to manage the business side of your life.”

For Chad, it’s also about providing clarity for their loved ones. “There are so many questions being asked when you’re not here anymore by those who still are,” he said. “This is a way to make sure they’re not just wondering; asking, ‘I wonder if...’ or ‘I hope that I am honoring them in a way that would make them proud.’ This way, we’ve made it very clear and we’ve really made that final commitment to the community in saying ‘This is really what was important to me throughout my life.’”

### *Love for community*

Chad and Ellie have been inspired by the passion and generosity shown by those who have come before them. “The reality is we have a lot to be thankful for in this community right now because people were making plans 20 to 30 years ago,” said Chad. “When you take a look at being able to have an impact beyond your lifetime, that’s where an organization like Grand Rapids Community Foundation really nails it. They’re going to continue to respond to the community’s needs. They’re bringing best practices to the table and have all the systems already set up and in place.”

While they do not know the issues West Michigan will face in the future, they see themselves as long term investors in the community and are committed to being a part of the solutions. “This is a community we really believe in; a community that has given our family so much,” said Ellie. “We don’t have a crystal ball, yet we are in it for the long haul.”







ELLIE FREY ZAGEL

*I definitely want to  
have part of my legacy be  
a woman who loved her  
community and her family.*

ELLIE FREY ZAGEL

#### *Love through change*

Just as with any long term investment, changes are necessary along the way. As Chad and Ellie experience changes in their lives, their estate plan is adjusted accordingly. Ellie made provisions in her estate plan for a gift to the Community Foundation before meeting Chad. “Estate plans change,” she said. “It changed when I got married. It changed when I had a child. It will probably change again. Who knows? But the good news is the Community Foundation is still around and is still a keystone of my estate plan because of its long term vision for the community.”

Chad also appreciates the flexibility of estate plans and the ability to adjust as needed to ensure they are leveraging the best resources and accounting for changes in tax law, their passions, needs and family situation.

Chad and Ellie are living out their values each day by teaching their son, their family and their community the importance of being a good person, doing great work and having an impact.

“I really believe in the values that this community has portrayed, so even when I am not here, I definitely want to have part of my legacy be a woman who loved her community and her family,” said Ellie.

simple and inexpensive ways to

# do good

through your planned giving

The most common way to leave a gift at the end of your life is through a simple bequest in your will. But if the idea of a gift from your will conjures up visions of paperwork, attorney meetings and legalese, think again. It is quite simple to designate a portion of your estate to a cause you care about. Several kinds of assets can be designated for the community:

**1. *Retirement Plan***

By designating a portion or all of your retirement plan for charitable purposes, you may decrease the tax burden on your family and increase the impact of your gift.

**2. *Life Insurance***

By designating the Community Foundation as a partial or full beneficiary of an existing policy, you will retain ownership of the policy, but any policy proceeds distributed to the Community Foundation may be exempt from estate tax.

**3. *Cash and Bank Accounts***

The liquidity and flexibility of cash make bank accounts one of the easiest assets to consider when it comes to estate planning. Cash is considered part of your taxable estate and may be subject to federal and state estate taxes.

**4. *Health Savings Account (HSA)***

If you would like to continue to enjoy the tax-free compounding benefits of an HSA, but want to ensure the balance does not become taxable income upon death, consider naming the Community Foundation to receive the taxable income.

As always, a member of our development team is pleased to answer any questions you have, including those regarding charitable annuities, trusts or other more complex planned gifts. You can contact us by calling 616.454.1751.

*Grand Rapids Community Foundation Tax ID Number: 38-2877959*





# *why* grcf?

Grand Rapids Community Foundation has an experienced staff and strong network of professional advisors to help you establish or review your estate plan. If you would like to make a provision in your estate plan for a planned gift to Grand Rapids Community Foundation, our Development team can work with you to explore options to ensure the process is seamless for you and your loved ones. Our Program team can also provide insight on how the Community Foundation is staying in front of the ever-changing issues impacting our community.

If you would like to speak to someone at the Community Foundation about making a charitable provision in your estate plan or would like a referral to one of our trusted professional advisor partners, please contact a member of our Development team. If you have already included the Community Foundation in your estate plan, please let us know to ensure we understand your charitable intentions. You can reach us at 616.454.1751.



# metz legacy society

Grand Rapids Community Foundation was just seven years old when it received its first major bequest—a gift from the estate of Mary Metz in 1929. Mary was the widow of George Metz, who with his wife’s support, built a successful tannery and real estate business. In her will, Mary provided for several charities, families and friends. She directed that the balance of her estate “remain in trust and be disbursed in perpetuity for charitable and educational purposes through Grand Rapids Community Foundation.” To this day, the generosity of George and Mary Metz continues to make a positive impact in the community.

Grand Rapids Community Foundation created the Metz Legacy Society to honor those who commit to our community’s future and put their trust in the Community Foundation to help to carry out their philanthropic legacy. The Society recognizes those donors who have included the Community Foundation in their estate plans or have created a life income gift to the Community Foundation. In good times and bad, these gifts will continue to benefit the community in perpetuity. Our Metz Legacy Society members are planting the seeds today from which future generations will benefit.





*A society grows  
great when old men  
plant trees whose shade  
they know they shall  
never sit in.*

GREEK PROVERB

# 100 new philanthropists

As Grand Rapids Community Foundation moves toward its 100th anniversary in 2022, we want to recognize how the next generation of philanthropists will shape our community. That's why we created our One Hundred New Philanthropists campaign. This outreach effort asks people to do just four simple things:

- Make an annual gift to the Community Foundation
- Volunteer in the community
- Make a provision in their estate plan for the Community Foundation
- Share their philanthropic story with others

*We're on earth for an uncertain amount of time so it is important to us that we do what we can to individually support causes we care deeply about.*

MARGARITA & JEFFRIE CHAPPELL







*As long term residents  
and beneficiaries of the  
philanthropic legacy of  
Grand Rapids, it is important  
for us to contribute to that  
legacy, and also build a  
Grand Rapids that is  
inclusive and can have many  
opportunities for everyone.*

LAWSON & SUZANNE SUTHERLAND



*an act of* love

Organizing your estate plan is an act of love for your family and your community. We know that the task can seem daunting when you begin to consider how many details there are to track. That's why we've created an editable PDF that can serve as a central source of your important information. This organizer is a simple way to keep all your details in one place. After you complete it, save it on your computer or put it with your estate planning documents.

**To download the Personal, Charitable & Financial Record, head to [grfoundation.org/love](https://grfoundation.org/love).**

If you have any questions about charitable giving through your will or if we can help connect you with a local attorney to help get your plans in order, please let us know. You can contact a member of our Development team at 616.454.1751.



**Grand Rapids Community Foundation**

185 Oakes Street SW

Grand Rapids, Michigan 49503



NONPROFIT ORG  
US POSTAGE PAID  
GRAND RAPIDS MI  
PERMIT 360



If you are interested in more information about estate planning, be sure to follow Grand Rapids Community Foundation on Facebook. We will share information from local experts to give you some ideas and advice while planning your will. Plus, you'll hear stories of people just like you who are making an impact on our community through planned giving!