

PERSPECTIVE

LACMA • SEMI-ANNUAL NEWSLETTER OF GIFT PLANNING • WINTER 2009

FROM THE OFFICE OF GIFT PLANNING

Dear Friends,

Welcome to the inaugural issue of *Perspective*. The goal of this newsletter is to bring you the latest news from the Office of Gift Planning at LACMA and provide you with an up-to-date resource for planned giving information.

Since its inception, the Office of Gift Planning has come to encompass an array of charitable giving techniques and opportunities. Our purpose has always been to provide you with information on how you might incorporate these techniques into a sound and beneficial financial strategy and at the same time support LACMA in a very important way.

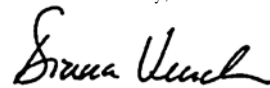
Whether through a bequest to LACMA, a gift of securities, a charitable gift annuity, or a gift of art to the permanent collection—to name but a few—all of these gift planning options share a common thread: individuals who are willing to take that extra step to create a legacy of support for LACMA which will help fortify its continued status as one of the preeminent art institutions in the world.

Each issue of *Perspective* will pay tribute to the individuals who embrace this unique

brand of philanthropy by profiling members of LACMA's Legacy Circle as well as highlighting recent gifts of art to the museum. We will also bring you news on the latest legislation and trends in the field of planned giving and art donations, as well as updates on LACMA's continuing *Transformation* and how gift planning can be employed to support this critical campaign.

It is our hope that *Perspective* will evolve so that it best reflects your needs and interests, and we welcome your suggestions on how we might improve with each issue. We also encourage you to pass this newsletter along to friends and colleagues once you are finished. In the meantime, many thanks for your continued patronage. LACMA's mission to serve the public through the collection, conservation, exhibition, and interpretation of significant works of art would not be possible without the commitment and dedication of supporters like you.

Yours sincerely,



Diana Veach
ASSOCIATE VICE PRESIDENT OF DEVELOPMENT
OPERATIONS AND GIFT PLANNING

LEGACY CIRCLE WELCOMES NEW MEMBERS

The Legacy Circle at LACMA grew terrifically this past year, welcoming thirty-two new members. These new additions engaged a variety of planned giving vehicles to support their philanthropic goals here at LACMA as well as strengthen their own long-term financial strategies. For our debut issue, we believe that two new members' stories were indicative of the wonderful character and spirit which all our Legacy Circle members share.

Washington-born **Jan Dudley** is no stranger to public service. After raising a family in the Pacific Northwest, Jan, a graduate of the University of Washington, went back to school to get her Master's degree in Public Health. Shortly thereafter, Jan relocated to Southern California where she put her new degree to work administering epidemiologic studies in a variety of fields including multiple sclerosis, effects of smog, and HIV/AIDS for the UCLA School of Public Health.

Jan recalls her first visit to LACMA during these early days in L.A. "There was an exhibit with Ed Kienholz's *Back Seat Dodge*, and then I spied Magritte's *Ceci n'est pas une pipe* and oh, I was hooked!"

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Over the years Jan slowly, and frugally, began supporting those cultural activities that gave her pleasure: LACMA, MOCA, NPR, the L.A. Phil. “My gratitude for the cultural nurturing L.A. has given me is boundless. I wanted to show that gratitude but still had discomfort about large donations.”



When Jan received a postcard describing LACMA’s Charitable Gift Annuity program, she knew she had her answer. “I could establish an annuity with

LACMA that produced income for me with tax benefits and still express my love of this great institution. It fit my need to protect my assets while giving at a comfortable level.”

Jan encourages others of all means to investigate ways of contributing to the legacy of future Angelenos and visitors whose lives will be enriched by having access to such a magnificent museum.



Like Jan, new Legacy Circle member **Eve Kilger** has always been committed to serving her community, especially in the area of the arts. Born in New

York City, Eve and her family relocated to the Long Beach area when Eve was thirteen years old. After graduating from Cal State Long Beach with a Bachelors in marketing, Eve embarked upon a twenty-eight-year career working for IBM. During this time she also worked in wholesale travel and hotels. Later, Eve bought into a Seal Beach travel agency as a silent partner. This allowed her to see the world and feed her growing interest in the arts.



“My gratitude for the cultural nurturing L.A. has given me is boundless. I wanted to show that gratitude but still had discomfort about large donations.” —Jan Dudley

Coincidentally, Eve recalls an early visit to LACMA similar to Jan’s to see Kienholz’s infamous *Back Seat Dodge ’38*, and has enjoyed periodic visits to the Miracle Mile for LACMA exhibitions ever since. In addition, Eve has engaged an active leadership role in the Long Beach arts community, having just finished a nine-year tenure on the Long Beach Museum of Art’s Board of Directors and recently joined its Honorary Board.

When Eve decided a few years back to formally incorporate charitable giving into

her long-term financial strategy, she opted for a charitable remainder trust. Eve wanted to share her good fortune with a variety of charities including LACMA, and chose the California Community Foundation to assist her in establishing the trust. “A charitable remainder trust worked best for me... for anyone having stock, real estate, etc. that has grown considerably, this is the perfect vehicle to avoid huge capital gains. I also get a nice quarterly income payment, and the remainder will benefit non-profits like LACMA when I go on.”

JUMP-START YOUR LACMA LEGACY (AND GET GREAT TAX SAVINGS TOO)

If you are 70 or older, recent Federal legislation benefits you! The IRA Charitable Rollover included in the Pension Protection Act of 2006 has been extended to include tax year 2009 in the newly signed-into-law Emergency Economic Stabilization Act of 2008. As such, you can continue to make an outright gift to LACMA via a direct transfer from your IRA without paying taxes on your distribution.

Contact the Office of Gift Planning at 323 932-5816 for more information, or visit lacma.org/give and click on “IRA Charitable Rollover.”

LEGACY CIRCLE MEMBERS ENJOY A SUMMER EVENING AT LACMA

On August 6, LACMA opened its doors and galleries to members of the Legacy Circle and President's Circle for an exclusive special event, Summer Evening at LACMA. Over 1,200 special guests of the museum attended what has become a favorite event among LACMA VIPs and their families. Attendees enjoyed live music, a barbecue picnic, art-making and storytelling for the children, and special viewings of the Broad Contemporary Art Museum and

LACMA's newly installed pre-Columbian collection with a gallery installation designed by Jorge Pardo.

Summer Evening at LACMA is just one of the exciting benefits the museum extends with great appreciation to members of the Legacy Circle at LACMA. Be sure to check future issues of *Perspective* for upcoming Legacy Circle events or visit our website at lacma.org/give.



Left: Legacy Circle member Aleta Knight with guest Brian Ouzounian. Right: Legacy Circle member Dr. Evalyn Michaelson

For more information on the Legacy Circle, please fill out the enclosed reply card, or contact the Office of Gift Planning at LACMA at 323 932-5816.

GIFTS OF ART: A FIRST COMES TO LACMA

LACMA is thrilled to have recently added to the permanent collection a wonderful late-nineteenth century Orientalist painting, *The Rug Merchant (Le Marchand de Tapis)* by Rodolphe Ernst, thanks to the extreme generosity of **Gordon and Lizzy Anderson**. Although the Andersons have visited LACMA many times over the years, this was their first foray into the field of art donations. Recalls Mr. Anderson, "We had quite a bit to learn on the subject, but from that initial call to LACMA's Office of Gift Planning, through meeting with LACMA's curators to show them the painting, right up to meeting with our own financial advisor armed with the knowledge and all the appropriate documentation which LACMA had provided, it was a very enjoyable, informative, and beneficial experience. We are very pleased to support LACMA in this way, and that the public will be able to enjoy this painting as much as we have."

This is the first work by Rodolphe Ernst acquired by LACMA. "This painting will



augment LACMA's small group of Orientalist works significantly," says LACMA European Painting Curator, Claudia Einecke. Ernst belonged to a group of academic Orientalists who traveled extensively in search of motifs and ethnic types to depict in their paintings, but who invariably composed their works in the studio using props, costumed models, and photographs.

In *Le Marchand de Tapis*, Ernst fills the picture space with objects and colorful textiles (not rugs as the title suggests) of the type favored by tourists of the era who visited northern Africa and the Middle East. No doubt, Ernst acquired many of these on his own travels, and they serve to lend credibility to his picturesque evocation of an exotic world.

SUPPORT LACMA WITH A LIFE-INCOME ARRANGEMENT

Life Income Arrangements such as Charitable Gift Annuities and Charitable Remainder Trusts are excellent ways to support LACMA in a significant way and at the same time provide you with a variety of tax and financial benefits.

A **Charitable Gift Annuity** with LACMA guarantees that you and/or other beneficiaries will receive a fixed income payment for life in exchange for an irrevocable gift of cash or marketable securities to LACMA (minimum \$5,000 for one life, \$10,000 for two lives). Payout rates for gift annuities are generally higher than other income-producing vehicles, such as CDs, and are fixed the moment you make the gift, so volatility in the financial markets have no effect. You also enjoy an immediate and sizable income tax charitable deduction the year you establish the annuity, and a good portion of every annuity payment you receive is considered tax-free income for the anticipated life of the annuity.

SELECTED GIFT ANNUITY RATES			
ONE LIFE		TWO LIVES	
AGE	PAYOUT RATE OF RETURN	AGES	PAYOUT RATE OF RETURN
65	5.3%	60/65	4.8%
70	5.7%	70/75	5.3%
75	6.3%	75/80	5.8%
80	7.1%	80/85	6.5%
85	8.1%	85/90	7.5%
90+	9.5%	90/95+	9.0%

For those interested in securing fixed income down the road, LACMA offers **Deferred Payment Gift Annuities**. With these, payments are delayed until a specific date determined by you—your anticipated year of retirement, for instance—thereby increasing the initial income tax charitable deduction and annuity rate of return.

A **Charitable Remainder Trust** also provides you and/or other beneficiaries with income for life or a fixed period of time, and thereafter distributes the remaining assets to LACMA. An immediate income tax deduction, equal to the present value of what LACMA can be expected to receive when the trust terminates, is available once the trust is established.

A Charitable Remainder Trust gives you the flexibility of design—you select the beneficiaries, the trustee, and the distribution rate. Trusts can provide a fixed payout (annuity trust) or a variable payment that changes with the value of the trust assets (unitrust).

Charitable Gift Annuities and Charitable Remainder Trusts are excellent mechanisms for providing both for your own future and the future of LACMA—the perfect legacy to satisfy your philanthropic goals and long-term financial plans.

For more information on life income arrangements, please fill out the enclosed reply card, or contact the Office of Gift Planning at LACMA at 323 932-5816.

For more information on planned giving or donating art to LACMA, please contact the Office of Gift Planning:

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The financial and tax aspects of any gift to LACMA are determined by each donor's personal circumstances. We recommend consulting appropriate professional advisors before entering into any gift arrangement. LACMA Federal Tax ID No: 95-2264067

Page 1: Chris Burden, *Urban Light*, 2008, made possible by the Gordon Family Foundation's gift to Transformation: The LACMA Campaign, © Chris Burden

Page 2: Edward Kienholz, *Back Seat Dodge '38*, 1964, purchased with funds provided by the Art Museum Council Fund, © Edward Kienholz Estate

Page 3: Rodolphe Ernst, *The Rug Merchant (Le Marchand de Tapis)*, after 1885, gift of Mr. and Mrs. Gordon Anderson

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