



Center for Oral History



Long Gray Line Endowment

Classmates,

Recently Fred Laughlin, our Class Gift Selection Chairman, and the Class Gift Selection Committee finished the selection process for our 50th Reunion Class Gift. The process, which took eight months, was extensive and extremely well done. Because of the manner in which the Class Gift Committee conducted our gift selection process, the Association of Graduates (AOG) is using our class as an example of “how to do” class gift selection. We owe Fred, Tom Barron, Mitch Bonnett, Dan Christman, Ed Knauf, John Mogan, Chuck Moseley and Rollie Stichweh our thanks. Exceptional work!

As Fred stated in his email to the Class, the Center for Oral History (COH), a project initiated by Bob Doughty when he was Head of the History Department, was selected as the primary gift for our 50th Reunion. The Gift Selection Committee chose two specific projects within the COH as our reunion gift - the Viet Nam War Archive (for \$1,000,000) and the Film Production Studio (for \$1,000,000). **We are committed to raising \$2,000,000 for the Center for Oral History.** Additionally, the Long Gray Line (LGL) Endowment, as an endowment, provides in perpetuity resources to strengthen the bonds that connect graduates to West Point. Because the LGLE also received broad support within the Class, it was selected as a secondary gift, for applying funds raised in excess of the \$2,000,000.

During committee deliberations it was determined that our Class would, in all probability, raise more than \$2,000,000 and a decision was made to apply the funds raised in excess of the \$2,000,000 to the LGL Endowment. One half of excess funds would go to the LGL General Endowment and the other half would go to the Fallen Graduates Memorial Scholarship Endowment which provides scholarships to children of graduates that have been killed in combat. Both of these gifts not only relate well to our Class, they will have a substantial impact on West Point and its alumni. **The goal for the LGL Endowment is \$600,000.**

While we have tried to briefly summarize how the gift selection process was conducted and what the projects are, we **STRONGLY** suggest you go to <http://www.west-point.org/class/usma1965/news/> and again read through Fred’s letter and look at the websites he has referenced. The letter and websites provide project descriptions and the rationale used to ensure that our 50th Reunion Gift fits our Class well and is important to the Academy. One last point – the question “Has our Class committed to a goal that is too high?” needs to be addressed. **Currently we have raised almost half of the \$2,600,000 total goal (\$2,000,000 for COH / \$600,000 for LGL Endowment) and our formal fundraising campaign has not yet started.** As was stated, “the bar has been set high” but it is well within our capability.

Attached is a Fundraising Organizational Chart that consists of six regions headed by Fred Smith, Larry Neal, Steve Harman, Denny Hawker, Steve Ellenbogen and Bill Hecker. Between the six Regional Chairmen and us, we will, over the next few months, call to ask that each of you consider making a substantial gift over the next four plus years. You will be asked to fill out the attached pledge sheet and send it to the Academy. Lastly, the principal Ways to Give are summarized and provided. If you have questions, let us know and we will get answers to any questions you might have.

This will be our last major gift and something that gives back to an institution that has given so much to each of us. Please consider well what you can do. We are “Strength and Drive” and a very special Class!

Best,

Harry Dermody

Bob Harter

Fundraising Co-Chairmen

FUNDRAISING ORGANIZATIONAL CHART

CLASS PRESIDENT

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REGIONAL CHAIRMEN

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REGION 6 - AK/CA/CO/HI/ID/MT/NV/OR/UT/WA/WY

BILL HECKER
719-488-8673
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WAYS TO GIVE

Gifts to the Class Reunion Gift can be made in many ways including:

- Cash (checks, credit card, electronic funds transfer)
- Matching gifts
- Stocks or mutual funds

Gifts can be made:

- Online at www.westpointaog.org/giveto65
 - by Phone (credit cards)
 - by Mail (checks, bank account, or credit card information accompanied by a pledge card)
-

Check

Checks, **payable to The Class of 1965 Gift Fund**, should be mailed to:

Elena Meskill '99
Director, Class & Annual Giving
West Point Association of Graduates
698 Mills Road
West Point, NY 10996

Credit Card

The following major credit cards are accepted: VISA, MasterCard, and American Express.

There are several ways to make a credit card gift:

- Visit www.westpointaog.org/giveto65
- Call the Class & Annual Giving Office at 845-446-1656
- Complete the pledge card and mail it back to the address listed on the card

Electronic Fund Transfer (EFT)

Donors can make their contributions monthly from a bank account by filling out the form found at the WPAOG website at www.westpointaog.org. Contributions will be automatically deducted from their bank accounts on or about the 15th of each month.

Matching Gifts

Many employers will match charitable contributions made by their employees and, sometimes, retirees or spouses. These programs can double—or even triple—the size of your gift! Instructions on how to apply for the match is available on the WPAOG website at www.westpointaog.org/matchinggift.

For more information, contact 845-446-1505 or Pamela.Meyer@wpaog.org.

Gifts of Stock or Mutual Funds

Stock and securities are accepted as charitable contributions and, in some cases, there may be considerable tax benefits for this type of contribution.

For more information, contact 845-446-1528 or Marion.Schaefer@wpaog.org.

Charitable IRA Rollover

The charitable IRA rollover legislation allows you to transfer lifetime gifts up to \$100,000 using funds from your individual retirement account (IRA) without having to pay tax on the distribution. **AS OF NOW, THIS OPPORTUNITY IS ONLY AVAILABLE THROUGH DECEMBER 31, 2011.**

You may contribute funds this way if:

- You are age 70 ½ or older at the time of the gift.
- The gifts total any amount up to \$100,000 in 2011.
- You transfer funds directly from an IRA to West Point AOG (a qualified charity). For more information, contact WPAOG Gift Operations at 845-446-1658 or Marion.Schaefer@wpaog.org. Be sure to direct the gift to **The Class of 1965 Gift Fund**.

Limits on Personal Exemptions and Overall Itemized Deductions

For 2011, you will no longer lose part of your deduction for personal exemptions and itemized deductions, regardless of the amount of your adjusted gross income (AGI).

WHILE THIS CAN BE ADVANTAGEOUS IN GIVING A CHARITABLE GIFT, PLEASE CONSULT YOUR ACCOUNTANT OR FINANCIAL ADVISOR FIRST.



WEST POINT CLASS OF 1965
c/o West Point Association of Graduates
698 Mills Road
West Point, NY 10996-1607
(845) 446-1656
www.westpointaog.org

A copy of the latest annual report may be obtained from the organization or from the Charities Bureau, Department of Law, 120 Broadway, New York, NY 10271

My pledge to the Class of 1965*:

- \$5,000
 \$10,000
 \$25,000
 \$50,000
 \$100,000
 Other: \$ _____

Full Amount Enclosed -or-

Payments: Annually Semi-Annually Quarterly Monthly

Pledge start month/year: _____/_____/_____

In Honor Of _____ **Class** _____

In Memory Of _____ **Class** _____

PAYMENT OPTIONS:

Check (payable to **The Class of 1965 Gift Fund**) is enclosed.

Credit Card (Visa MasterCard American Express)

Name on card _____

Acct. # _____ Exp. Date _____/_____/_____

Please charge each payment automatically to my credit card (occurs on or about the 15th in the month due)

Online—Visit us at www.westpointaog.org/give65

Securities—Please call 845-446-1658.

Matching gift form enclosed. Company Name: _____

Visit www.westpointaog.org/matchinggift or call 845-446-1505 for more info.

*PLEASE FULFILL ALL 50th REUNION PLEDGES PRIOR TO OUR REUNION IN 2015.

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