



Honoring a life of philanthropy

Go to any corner of the University of Rochester and you will see the impact of the leadership and philanthropy of Joseph C. Wilson '31 and Marie (Peggy) Curran Wilson.

With a bold vision for the University during the 20th century, the Wilsons took a burgeoning institution and helped launch it firmly onto the world stage as a major research University. In 1967, Joe and Peggy committed \$20 million, with \$15 million to fund professorships at the University. By the time of Joe's death in 1971, the Wilsons had given more than \$40 million. Among their greatest contributions were a charitable trust and a bequest. Peggy carried on their life of philanthropy, generously giving the University her home, a fine art collection, and other enduring support through the Marie C. and Joseph C. Wilson Foundation.

Joe and Peggy's generosity established a lasting and personal legacy. Their character, counsel, and spirit continue to live on at the University today, and the next generation of leaders has stepped forward by joining the Wilson Society.



UNIVERSITY of
ROCHESTER

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Imagine your legacy.

There are a host of ways to plan your gift, including:

- A provision in a will or living trust
- Beneficiary designation of retirement assets
- Life income gifts, such as charitable trusts or gift annuities
- Life insurance
- Real estate with retained life use

In return, you will create a personal legacy for what you care most about. Plus, you could avoid capital gains tax, minimize or eliminate estate taxes, and claim a federal income tax deduction.

Planning for the future

A planned gift to the University of Rochester is one of the easiest ways to ensure the greatest and most lasting impact on the programs you care about. This gift qualifies you to become a member of the Wilson Society and ensures that the areas you value most will continue to thrive at the University and endure.

Gift planning can help you integrate your personal and family financial goals with your desire to support the University of Rochester. There are several creative ways for you to enjoy increased personal income and security, while providing vital, long-term resources for students, patients, arts, culture, research, and teaching.

Wilson Society members enjoy the privilege of shaping tomorrow.

Your membership gives voice to your vision for Rochester's future, and serves as an inspiration for others. By planning a gift, you create an opportunity to make an indelible mark on the University and ensure your legacy.

From the River Campus and the Medical Center to the Eastman School of Music and the Memorial Art Gallery, you will find legacies in the form of named spaces and permanent endowed funds for scholarships, fellowships, and professorships.

Investing with your heart

Faculty, students, and research—Janice M. Willett '78S (MBA), P'15S believes in them all. She also believes in the power of philanthropy to transform lives, not only during her lifetime, but beyond.

Willett and her husband, Joseph '75S (MBA), P'15S have established a University of Rochester charitable remainder unitrust (CRUT). As Simon alumni, their main goal was to provide general support for the Simon Business School. But because they also believe strongly in the power of a liberal arts education, they dedicated part of their CRUT to the School of Arts & Sciences to support the International Theatre Program, in honor of legendary English professor Russell Peck and his wife, Ruth. "For us, the ongoing potential to support what we care about is enormous," says Willett.

It was also important to the Willetts to complete the trifecta of philanthropic giving—annual support, endowment funding, and legacy giving.

Willett notes, "If you have it in your heart to do something for the University, during your lifetime and thereafter, the University can help you find the right pathway to accomplish your goal. Simply naming the University as a beneficiary of your will or retirement assets can have a powerful impact, and we are enormously grateful to those who honor the University in this way."



"I hope you will imagine your own personal legacy at the University, and I invite you to join me as a member of the Wilson Society."

—Janice Willett '78S (MBA), P'15S

University of Rochester Life Trustee;
Wilson Society National Chair;
Founding Member, Wilson Society;
Sustaining Benefactor,
George Eastman Circle

