

## *Heritage Society—Loma Linda's circle of philanthropic support*

**P**eople who are committed to providing the finest quality of health care make Loma Linda University Medical Center a worldwide leader in health-care treatment, research, and education. This commitment follows a long tradition of people who saw a need, believed in a mission, and acted to achieve a goal.

From the original purchase of the Loma Linda Sanitarium to the opening of the “clover-leaf” hospital in 1967, to the construction of the Proton Treatment Center and Children’s Hospital, philanthropic support has been important to Loma Linda’s growth and success in providing excellence in health care.


As Loma Linda University Medical Center moves into the 21st century, these generous and selfless acts of giving are integral to advancing our efforts to improve the quality of life for people through our centers of excellence and a variety of other programs.

In addition to regular gifts to the programs of their choice, many people are extending their commitment to Loma Linda’s mission through their estate plans. Donors who make these types of provisions do so through a bequest in their will, a trust, a gift annuity, a life insurance policy, or other planned gift.

To say thank you to people who include a gift to Loma Linda University, Medical Center and/or Children’s Hospital in their estate plans, Loma Linda has established the Heritage Society. More than 150 people have already joined and are enjoying the benefits of this special partnership with Loma Linda.

“If you have already included Loma Linda in your estate plan, we thank you and invite you to join the Heritage Society,” says Carolyn Cales, MA, executive director for special gifts for Loma Linda University and Medical Center. “If you want to do something special for people through your estate but want more information before doing so, please let us know. One of our planned giving specialists

will be happy to talk with you about your goals and how to accomplish them while making a gift to Loma Linda—all without charge or obligation.”

For more information, please complete the form on the inside back cover of this magazine or call the office of the vice president for advancement at (909) 558-4597. 

### *Invest in people through a gift of stock*

With the stock market up, now is an opportune time to invest in people through a gift of stock to Loma Linda University Medical Center and/or Children’s Hospital. Gifts of long-held appreciated securities often provide more advantages than outright cash gifts and entitle the contributor to at least two major benefits.

First, since you give us the stock and then we sell it, there is no capital gains tax payable. Second, you may use the securities’ fair market value on the date of the gift to compute the income tax deduction.

A gift of appreciated stock is also an excellent way to fund a trust or annuity. In addition to the benefits noted above, you will receive income for life, often at a rate higher than what you were earning with your stock. When the trust or annuity matures, the principal is then used to help people through our programs and services.

For more information, please call the Medical Center at (909) 558-4778 and ask for David Colwell, or call Reiner Roeske at the Children’s Hospital at (909) 558-8008.