

Bequest will further legacy of devoted mother, friend, and fundraiser



As Elizabeth Alling Sewall bravely confronted breast cancer for a second time in 2011, she and her husband, Gordon, discussed how to turn her illness into a positive force for their teenage sons, Scott and Duncan, family, friends, and the next generation of women diagnosed with breast cancer.

"We talked about the good we could contribute to the world-at-large to make this hard journey meaningful by helping people we would never know in our lifetimes," said Gordon.

These conversations led the Sewall family to establish the Elizabeth Alling Sewall Endowed Fund to advance research into improved methods for detection and treatment of lobular breast cancer headed by Elizabeth's doctor, Eric Winer, MD, chief, Division of Women's Cancers, and Thompson Chair in Breast Cancer Research at Dana-Farber Cancer Institute's Susan F. Smith Center for Women's Cancers.

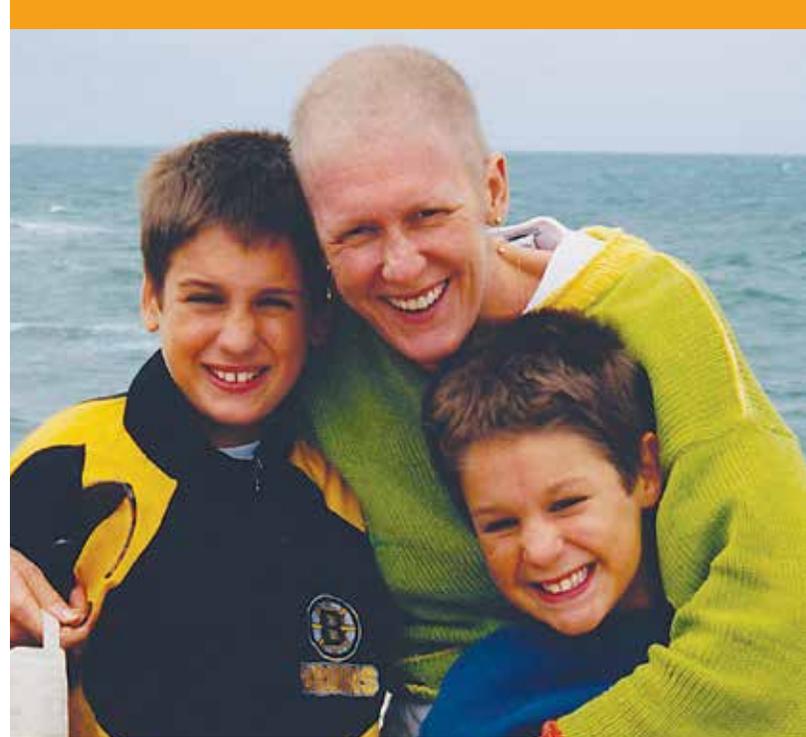
Sadly, Elizabeth died in September 2012 at the age of 48. Gordon decided he would honor Elizabeth's memory and support her legacy with a bequest in his estate plans supporting Elizabeth's endowed fund.

Throughout her treatment, Elizabeth was encouraged by the strides in research made by Dr. Winer and Dana-Farber researcher Elgene Lim, MD, and she even donated tumor tissue to further their studies. For Gordon, his bequest pays tribute to Elizabeth and her hope that the progress being made against breast cancer at Dana-Farber will benefit many other women and their families.

"This bequest is a way for my sons and me to make this gift together while underscoring that the work funded by the endowment will be important well beyond our lifetimes," said Gordon.

Elizabeth and Gordon first met when they were working in educational advancement. As experienced fundraisers, they recognized the importance of planned gifts and the powerful impact these gifts have on future generations.

"I know firsthand how important planned gifts are for building long-lasting endowments that have the power to make and sustain meaningful change in the world," said Gordon. "I want Scott and Duncan to know that their mom's



A bequest from Gordon Sewall's estate toward an endowed fund named for his late wife, Elizabeth Alling Sewall, will further the kind and giving legacy of Elizabeth, pictured here with her sons in 2002.

endowment will continue to support cutting-edge research into new ways to detect and cure this difficult disease as long as there is still work to be done."

Help Dana-Farber save more lives and change cancer survival statistics by making a bequest to fuel our lifesaving mission. It is as simple as placing the following language in your will: "I bequeath (a specific amount, a portion of your total or residual estate) to Dana-Farber Cancer Institute, Inc., 450 Brookline Avenue, Boston, Massachusetts, 02215."

If you would like more information on how to honor a loved one, physician, or nurse through a bequest to Dana-Farber, please contact Alice Tobin Zaff, Director of Gift Planning, at 800-535-5577 or Alice_Zaff@dfci.harvard.edu.

SUPPORT THE JIMMY FUND



WE NEED YOUR HELP IN THE FIGHT AGAINST CANCER
ORGANIZE A JIMMY FUND GOLF TOURNAMENT

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- A Jimmy Fund Golf liaison to give you advice on event logistics and fundraising
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- Invitations to recognition events to celebrate fundraising achievements

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GET ON THE RIGHT COURSE TO FIGHT CANCER®

Bequests: Fast Facts

By establishing a bequest to Dana-Farber you can:

- Designate a gift for cancer research and patient care through your will or trust
- Leave a larger gift than might otherwise be possible during your lifetime
- Control estate assets until your death
- Establish a legacy that will make your family proud
- Enjoy membership in the Dana-Farber Society
- Make a profound difference in the lives of cancer patients and their families

DANA-FARBER SOCIETY

24th Annual Recognition Dinner

Celebrating those individuals who have made a planned gift to Dana-Farber and the Jimmy Fund.

June 11, 2014

The Colonnade Hotel
Boston

FEATURED SPEAKER

Doris Kearns Goodwin

Renowned Presidential Historian and Pulitzer Prize-Winning Author

For more information,
please contact Elyse Rivituso at 617-632-6650 or ElyseE_Rivituso@dfci.harvard.edu

Frequently Asked Questions

Dana-Farber and the Jimmy Fund's Gift Planning Staff shares answers to donors' most frequently asked questions about planned giving.

Q. I see a lot of information about "gift planning" and "planned giving." What do these phrases mean?

A. The terms "gift planning" and "planned giving" can be used interchangeably. A planned gift typically refers to a gift a donor makes to an organization that requires estate and/or financial planning. In addition to making a gift online or sending a check in the mail to Dana-Farber and the Jimmy Fund, you can update your estate or financial plans to include us as a beneficiary of your will, trust, retirement plan, or life insurance plan, among many other options that can be tailored to fit your needs.

Q. This sounds tricky. Why would I want to make a planned gift?

A. The answer is two-fold. First, making a gift such as a bequest helps Dana-Farber and the Jimmy Fund plan for the future while honoring a loved one, doctor, or nurse. You can control your assets during your lifetime, and make great progress in the fight against cancer. Being able to count on your generosity years from now helps to ensure Dana-Farber will continue this progress. Second, many planned gifts are relatively simple to carry out. For example, if you would like to include Dana-Farber as beneficiary of your will or trust, a member of our staff can provide you with the appropriate bequest language for you to share with your attorney.

Q. I would like to leave money in my will to Dana-Farber and the Jimmy Fund, but it is also important that I provide for family and loved ones. Can I do both?

A. Yes; by leaving a percentage of your estate to Dana-Farber, you can ensure that loved ones are provided for, and Dana-Farber will still receive an amount of money relative to your final assets.



Dana-Farber and the Jimmy Fund's Gift Planning Staff—Back row: Erin McKenna, Casey Quinn, Director Alice Tobin Zaff, Kathleen Kinnas, and Lexi Lipton. Front row: Elyse Rivituso, and Marion Case.

Q. How large does my charitable bequest to Dana-Farber need to be?

A. Bequests to Dana-Farber Cancer Institute and the Jimmy Fund vary in size. They typically range from a few thousand dollars to millions of dollars. Every gift matters—gifts of any size support our lifesaving mission.

Q. I'm interested in making a planned gift to Dana-Farber but I'm unsure how to get started. How do I obtain additional information?

A. Contact Alice Tobin Zaff, Director of Gift Planning at Dana-Farber and the Jimmy Fund at 800-535-5577 or Alice_Zaff@dfci.harvard.edu. Alice or another gift planning colleague will work with you to assist in choosing a gift that accomplishes your financial goals, and provides for the future of Dana-Farber.

Use your retirement or life insurance plan to conquer cancer

Invest in a cancer-free future by naming Dana-Farber and the Jimmy Fund as a full or partial beneficiary of your retirement or life insurance plan.

Consider the benefits and flexibility of these tax-efficient gift options:

- You do not need an attorney to make these simple, convenient gifts
- You can choose to designate a percentage of your plan or a fixed dollar amount
- Your assets will transfer to Dana-Farber and the Jimmy Fund without being taxed, maximizing your future impact

WE WANT TO HEAR FROM YOU!

We'd like to learn more about your connection to Dana-Farber. Do you have a story you'd like to share with us?

Please contact **Alice Tobin Zaff**,
Director of Gift Planning, at **800-535-5577**,
or email Alice_Zaff@dfci.harvard.edu.



Dana-Farber Cancer Institute has consistently been given a 4-star rating—the highest possible ranking—by Charity Navigator, America's largest independent evaluator of non-profit organizations, for our ongoing commitment to maintaining a low cost-of-funds raised and being fiscally prudent.



Dana-Farber Cancer Institute
10 Brookline Place West
Brookline, MA 02445-7226



For more information, please
call 800-535-5577 or email
planning@dfci.harvard.edu to speak with
a member of the Gift Planning team

What Sets Dana-Farber Apart

- Ranked the No. 1 cancer care center in New England by *U.S. News & World Report* for the 13th consecutive year in conjunction with Brigham and Women's Hospital
- Named No. 2 pediatric cancer hospital in the country by *U.S. News & World Report* in conjunction with Boston Children's Hospital
- One of the top recipients, among independent hospitals, of grant funding from the National Cancer Institute and National Institutes of Health

SUPPORT THE JIMMY FUND



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BOSTON MARATHON™ JIMMY FUND WALK

SUNDAY, SEPTEMBER 21

REGISTER TODAY TO CONQUER CANCER!
JimmyFundWalk.org

 **DANA-FARBER**
CANCER INSTITUTE

 **The Jimmy Fund®**

Dana-Farber’s compassionate patient care inspires CGA gifts

When Gretchen Pressburg’s adult daughter Jean Gruber was diagnosed with acute myeloid leukemia (AML), Gretchen was shocked. But once Jean began treatment with Richard Stone, MD, director, Dana-Farber’s Adult Leukemia Program, and Gretchen learned more about Dr. Stone and Dana-Farber’s comprehensive approach to a patient’s body, mind, and spirit, she was certain Jean was receiving the best care possible.

“I grew to know Dr. Stone as a humble and compassionate human being with a unique insight and connection to his patients,” said Gretchen. “This told me a lot about Dana-Farber as an institution of special personnel.”

After Jean’s successful treatment, Gretchen wanted to contribute to Dana-Farber’s clinical and research programs. She decided to establish a Charitable Gift Annuity (CGA) to benefit Dr. Stone’s work. With a gift to Dana-Farber, Gretchen created the CGA and now receives an annual income at a fixed rate for her lifetime. Afterwards, the remainder of the annuity will come to Dana-Farber.

“The benefits of establishing a CGA, such as receiving a tax-efficient stream of income, make it one of the best ways to contribute to the work of Dana-Farber,” said Gretchen.



Gretchen Pressburg’s CGAs provide her with a steady source of income and advance Dana-Farber’s lifesaving mission.

Gretchen found the CGA so easy and flexible to establish, she created two more to support Dana-Farber with a dependable source of funding to advance the fight against cancer.

“Dana-Farber needs the support of planned gifts, especially when future government funding is uncertain,” she shared. “Planned gifts from individuals also contribute to the ‘greater good’ and further the mission to cure cancer.”

Advance Dana-Farber’s mission to conquer cancer

Establishing a Charitable Gift Annuity (CGA) is a great way to generate income for yourself and/or another beneficiary while fighting cancer at Dana-Farber.

CURRENT CGA RATES* *For Single Life Beneficiary

Age	Annuity Rate	Annual	Income Tax Deduction
85	7.8%	\$780	\$5,622
80	6.8%	\$680	\$4,965
75	5.8%	\$580	\$4,503
70	5.1%	\$510	\$4,002
65	4.7%	\$470	\$3,363

* Based on a \$10,000 cash gift using the IRS Discount Rate of 2.2% for April 2014