



The *Legacy* of Psi Upsilon

Alumnus Supports Family *and* Fraternity

If you think you can't provide for your family and make a bequest to The Psi Upsilon Foundation, keep reading.

Like many of us **A. Price Gehrke, Pi/Tau '43 (Syracuse/Penn)** had a great Psi U experience in college and throughout his life. Price and his wife, Norma, a University of Michigan graduate, enjoyed their association with the Pi and Tau chapters as well as at the International Fraternity for many years prior to his death in 1998.

Price was a Mason, Shriner, Lion, Rotarian and a member of the American Legion. Among all his affiliations, Psi Upsilon was closest to his heart. Price served as a director of The Psi Upsilon Foundation and represented the Tau chapter on the Alumni Advisory Board.

Born in Rochester, New York, Price Gehrke attended Syracuse University for two years, where he was initiated into the

Pi chapter. He transferred to Penn, attending the Wharton School for one year and a summer. This accelerated program allowed him to graduate in just over three years.

After graduation, Price served in the First Army Quartermaster Corps. He saw duty during D-Week in France and at the Battle of the Bulge. He achieved the rank of captain, receiving five battle stars.

Price owned Rochester Thread Company, an industrial thread and related products manufacturer. He also owned Delta, Incorporated, which specialized in traverse rods, bedspreads and pillows.

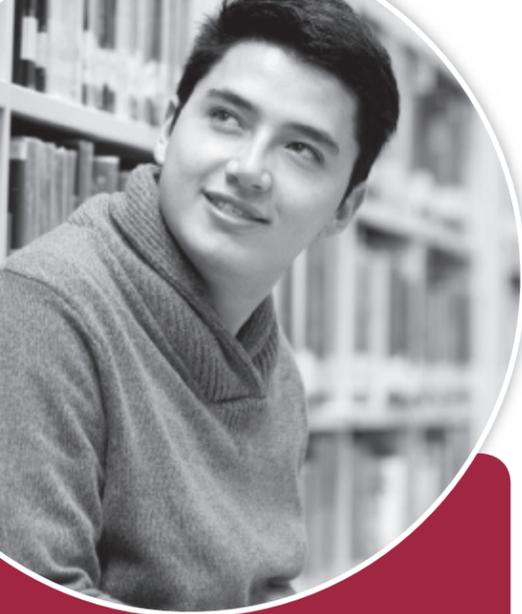
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Chuck Hall, Nu Alpha '71 congratulates Price and Norma Gehrke on their wedding anniversary, celebrated at the 151st Psi U Convention.

"We offer this with love in our hearts for Psi Upsilon and its principles, and wishes for the success of all of the young people who will hopefully benefit from our legacy."

—Price and Norma Gehrke



Don't Want to Part With Your Assets

Today?

Consider including a gift to Psi U in your will or revocable living trust of a percentage of your estate. This flexible donation option allows you to make an impact without giving up any assets today. Return the enclosed reply envelope or contact Mark Williams to learn more.

3 Ways to Help Before December 31

Make a Difference With These Smart Donation Options

The end of the year will be here before we know it. It is important to start planning now for how you want to make an impact this year. There are many gift options to choose and several offer attractive benefits for you while supporting Psi Upsilon's mission. Here are three popular ways to help before the year comes to a close:

1] Give cash. Cash is an easy way to give each year and can be used to prepay a pledge. To document a cash gift of any amount, you must have

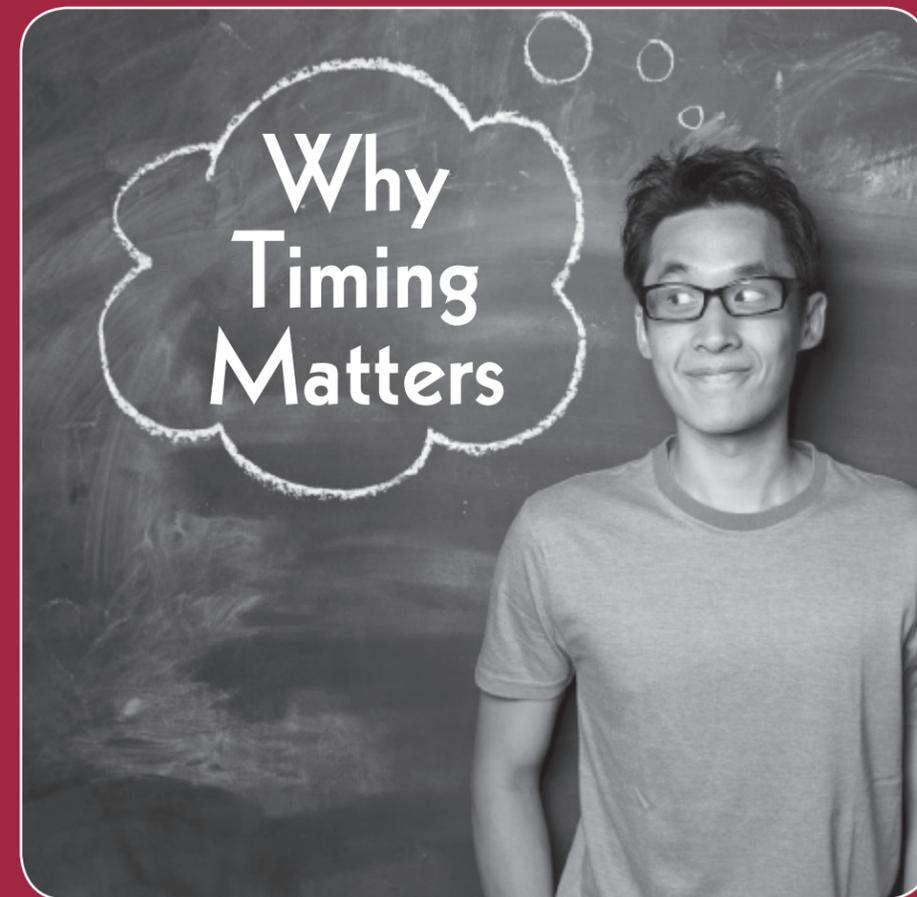
a dated receipt from The Psi Upsilon Foundation. We will make certain you receive one. A cancelled check provides sufficient documentation only for gifts by check if they are less than \$250.

2] Give appreciated stock or other property. When you give property to The Psi Upsilon Foundation, we'll sell it and you will eliminate all the capital gains tax you would have paid had you sold it. Your gift will be deductible at its full fair market value on its date of delivery if you have held it for more than one year.

3] Donate an insurance policy. A gift of a life insurance policy you no longer need makes a perfect year-end gift. To qualify as a deductible gift, The Psi Upsilon Foundation must become the policy owner. For most types of insurance policies, your tax deduction is usually the cost basis or the fair market value of the policy—whichever is less.



Contact Mark Williams
at (317) 571-1833, Ext. 101,
for helpful tips about getting the most from your gift this year.



When you make a donation to The Psi Upsilon Foundation this year, we both benefit. Your generosity enables Psi U to meet urgent needs and carry out its mission daily. You're able to choose how your gift is used and receive a charitable deduction on your income taxes when you itemize. To receive these benefits, however, you must time your gift appropriately.

A Very Important Date

All gifts must be completed on or before December 31 to qualify for an income tax deduction this year.

- **Cash** contributions sent through the mail are usually deductible if they are mailed by midnight on December 31.
- **Stock** is generally deductible on the date it is fully transferred (if done

electronically) to The Psi Upsilon Foundation's books—not the date you ask your broker to make the transfer.

- **Life insurance gifts** are considered complete on the date you sign the paperwork transferring ownership to the Foundation, assuming you properly forward the form on to the insurance company.

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With the assistance of **Bob Kaiser, Zeta '39 (Dartmouth College)**, Price set up a charitable remainder unitrust. Bob, a pioneer in the planned giving field, helped Price ensure that Norma and their daughter, Lisa, were taken care of during their lifetimes.

Norma passed away last December, triggering a distribution to the Pi,

Tau and Psi Upsilon Fraternity. In addition, a trust was created that provides income to Lisa during her lifetime. Upon Lisa's death, the trust's remainder will be paid to The Psi Upsilon Foundation.

The Pi designated the majority of its gift to an exterior renovation fund. A portion will go to equipment purchases in the newly reinstated kitchen operation. The Tau will use its

funds to restore a meal plan and help fund the cost of Tau delegates who attend Psi U's annual Convention.

Using a charitable giving strategy, Price Gehrke reduced his estate taxes, allowing him to provide more for his family than he would otherwise have been able to provide. Price took care of his family first and then the Fraternity.

Thank you for your support.

It is because of you that we are able to advance the educational mission and values of Psi Upsilon.

3 Quick Actions to Take



RETURN the reply envelope to support Psi Upsilon today or to learn more about including Psi U in your estate plans.



VISIT www.psiu.org to get the latest Fraternity news and activities.



CONTACT us if you have any questions about extending your support of Psi Upsilon.

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Before You Hit the Road... Things Mom Never Told You to Pack

While the possibility of having an emergency is the last thing you want to think about before taking an extended trip, reviewing your estate planning documents should be at the top of your pretravel checklist. Documents you should review prior to traveling, and after major life changes, include:

- **A will.** A will directs who you would like to inherit your property and assets when you die, ensuring that your family, friends and favorite causes receive the consideration you intended.
- **A durable power of attorney for finances.** This is a simple, inexpensive and reliable way to arrange for someone to manage your finances if you are unable to do so yourself.
- **A power of attorney for health care decisions.** If you become incapacitated because of an accident or illness, you will want medical decisions to be made by someone you trust. This document gives one or more individuals the power to act on your behalf in deciding your medical care.

Therefore, these documents should be easily accessible and the person you select should know where to locate them. In general, the most important thing is that you communicate with your family to ensure they know what to do if the unthinkable happens while you're away.



It is often necessary to present the original documents to invoke power.



Did You Know? You can easily support Psi Upsilon through your estate plan. Contact Mark Williams today to learn more.



For more information, call or write:

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