

The Legacy



of Psi Upsilon

Couple's Gift Honors Fraternity They Held Dear

Psi U was a big deal to Bob McElfresh, Pi '44 (*Syracuse*). So big that Bob and his wife, Peg, made sure that Psi Upsilon was remembered in their wills when they passed away.

Bob had natural musical talent. It seemed he could play just about anything he laid his hands on: harmonica, trombone, clarinet, saxophone, piano, organ, ukulele, bass and more. According to his son Gary, "Bob could play any song by ear...Just hum a few bars and he could play the entire piece." But Bob didn't need an instrument to make music; Bob loved singing in his rich baritone voice as much as he did playing.

When Bob enrolled at Syracuse University, his older brother, Jack McElfresh, Theta '42 (*Union*), made the appropriate introductions and Bob was initiated at the Pi. In spite of his natural musical ability, Bob's parents discouraged a musical career, so Bob left Syracuse with a psychology degree, but not before marrying his college sweetheart, Peg, a member of Pi Beta Phi whom he met at a fraternity event.

Service to His Country

In October 1944, the U.S. Army sent 2nd Lt. Bob McElfresh to France, where, in less than two months, he found himself in the Battle of the Bulge and a few

weeks later he was engaged in the battle to take Ludendorff Bridge at Remagen. It was the only significant bridge still standing over the Rhine and it led into the heartland of the industrial Ruhr Valley. Among other medals, Bob earned a Bronze Star and a Purple Heart in service to his country.

Upon returning to the United States, Bob, like thousands of other returning GIs, scrambled to find a job. After a few tries at various companies, he found a position with General Electric, where he worked for the next 34 years. He initially worked in radio sales and later moved on to product design for phonographs.

Love of Music, Fraternity Endured

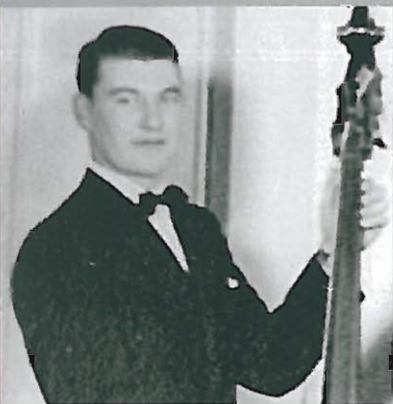
After retiring from GE, Bob and Peg divided their time between Dunedin, Fla. and Thousand Islands, N.Y. Many residents of Grenell Island remember Bob's music floating out over the water at cocktail time each evening.

Bob remained close to several of his Psi U brothers from his Syracuse days. He was always proud of his Psi U brotherhood.



Peggy and Bob McElfresh, Pi '44 (*Syracuse*) held Psi Upsilon in high esteem and included a gift to the Foundation in their wills.

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Bob McElfresh was a natural musician.

Couple's Gift Honors Fraternity They Held Dear

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Bob and Peg held Psi Upsilon in high esteem and jointly decided to make a provision in their wills for the fraternity. Because the bequest is for the general improvement of the fraternity, the Executive Council will discuss an appropriate use of the money at its next board meeting.

If you would like to leave a lasting legacy at Psi U, please contact Mark Williams, president and CEO of The Psi Upsilon Foundation, at (317) 571-1833, Ext. 101, or maw@psiu.org.

Make the Most of Your Gift

Smart Strategies for Supporting Psi Upsilon This

When you make a donation today, you provide much-needed support for our important mission. To ensure you get the most from your generosity, here are some helpful tips on different donation options, their tax benefits and gift dates:

Write a check. This is perhaps the simplest way to support our immediate needs. To make it even simpler for you, we have included an envelope you can use to make this type of gift.

Charge your credit card. A fast and easy way to make a gift this year is simply by calling Mark Williams at (317) 571-1833, Ext. 101, returning the enclosed envelope or visiting www.psiu.org.

Contribute securities you have owned for more than one year. If they are worth more than what you originally paid for them, you can claim deductions for their full fair market values and eliminate any tax on the appreciation.

Take a capital loss. By selling your securities that are worth less now than when you purchased them, you can take a capital loss on your tax return to the extent allowed by law and then contribute the proceeds. If you donate your securities directly to The Psi Upsilon Foundation, you will not be entitled to take the capital loss.

Donate an insurance policy. You will be putting a no-longer-needed policy to good use. To qualify as a deductible gift, The Psi Upsilon Foundation must become the policy owner. For most types of insurance



Year

policies, your tax deduction is usually the cost basis or the fair market value of the policy—whichever is less.

Be Aware of Gift Dates

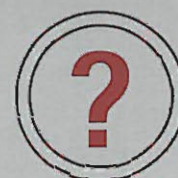
By timing your charitable gifts on or before December 31, you will see a tax break for the year when you itemize deductions on your tax return. The gift date, or the date used for tax purposes, is the day you transfer control of the asset.

- **Checks**—The mailing date is the date of the gift.
- **Credit cards**—The day the charge is authorized is considered the gift date.
- **Securities**—If the securities are electronically transferred to us, the gift date is the day the securities enter our account. For hand-delivered securities, the day they are received by The Psi Upsilon Foundation or our broker is the date of the gift. For

securities that are mailed, the mailing date is the gift date.

- **Life insurance**—These gifts are considered complete on the date you sign the paperwork transferring ownership to The Psi Upsilon Foundation, assuming you properly forward the form on to the insurance company.
- **IRA charitable rollover**—Your gift is considered complete once the IRA funds have been directly transferred to our account. Note: You must complete your transfer by the end of this year to receive the tax benefits this special donation opportunity offers.

If you have any questions about making the most of your gift this year, please contact Mark Williams at (317) 571-1833, Ext. 101, or maw@psiu.org.



Special Opportunity Make a Tax-Free Gift From Your IRA

Are you 70½ or older? Your chance to make a tax-free gift from your IRA for 2013 ends December 31. You can transfer up to \$100,000 directly from your IRA to a qualified charitable organization such as The Psi Upsilon Foundation. The transfer generates neither taxable income nor a tax deduction, so you don't have to itemize to take advantage of this opportunity.



Why Leaving A Percentage Makes Sense

When planning a future gift, it's sometimes difficult to determine what size donation will make sense. Emergencies happen, and you need to make sure your family is financially taken care of first. Including a gift of a percentage of your estate or a percentage of your residual estate ensures that your donation will remain proportionate to your estate size, no matter how it fluctuates over the years.

Do You Want to Help, But Can't Right Now?

Consider Including A Gift to The Psi Upsilon Foundation in Your Will or Living Trust

If you believe in our mission but don't want to part with money today, a gift in your will or trust may be the donation option you've been looking for. It has these benefits:

- **Simplicity.** Just a few sentences in your will or trust are all that is needed. Contact Mark Williams to receive wording you can share with your attorney to complete your gift.
- **Flexibility.** Because you are not actually making a gift until after your lifetime, you can change your mind at any time.
- **Versatility.** You can structure the gift to leave a specific item or amount of money,



make it contingent on certain events, or leave a percentage of your estate to us.

- **Tax relief.** When you make a gift to The Psi Upsilon Foundation—a qualified charitable organization—in your will or trust, your estate is entitled to an estate tax charitable deduction for the gift's full value.

Let Us Know

If you have already included a gift to The Psi Upsilon Foundation in your will or trust, please notify us by returning the enclosed envelope. That way we can ensure that your gift will be used exactly as you intend. Plus, it would be our honor to thank you for your gift.

Thank you for your support.

Your donations—large and small—make a big difference.



For more information, call or write:
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Visit our website at www.psiu.org.