



Starr White Snead '73 *Generations Story*

Wheaton College is a family affair for Starr White Snead '73. Starr led the way for her two sisters, Muffy White Dwyer '76 and Candy White Sweeney '80, to follow in her footsteps. Starr had an extraordinary Wheaton experience, albeit a bit different from the rest of her classmates. She understood the importance of higher education and the financial stress it can put on a family.

Knowing her sister would be following her to Wheaton, Starr petitioned the faculty to allow her to increase her workload so she could graduate in three years.

Reducing her time at Wheaton by one-fourth didn't mean diminishing her college experience in any way. "I had close friends and threw myself into campus activities." And, sometimes the challenge of having to schedule six courses resulted in discovering an unknown passion.

"During that final year, I needed an 8:30 a.m. M-W-F course to round out my dance card. Knowing nothing about art history, but excited because it met at exactly the right time, I took a chance on Art History 101. The upshot? A life-long love for the subject."

After graduation, supporting Wheaton came naturally to Starr, as philanthropy has always played a significant role in her life. "In my family, giving back was simply part of our DNA." Today Starr serves on numerous non-profit boards,

including Westover School, where she is a current trustee, and at Wheaton, where she has been a member of the President's Commission since 2011.

Philanthropy is also a driving force for Starr professionally. She is the founder and director of Advancement Connections, a consulting firm that provides fundraising, governance and communications/marketing services to

K-12 independent schools nationally and internationally. "In both my personal and professional life I find joy in supporting organizations I love. I'm now narrowing down my philanthropic focus to educational institutions and to organizations that provide health services and education opportunities for girls and women."

"Supporting Wheaton is simple because – for me – nothing is more important than education. I established the Three Sisters Wheaton Fund Scholarship to give back annually to students who need scholarship assistance and to recognize my family's history at Wheaton. I knew I wanted to include Wheaton as a beneficiary of my estate plans to ensure

that the college thrives and continues to provide a world-class education for generations to come. It's exciting to see how Wheaton is constantly evolving, and I am proud to know that I am helping to provide for its future."



Candy Sweeney '80
and Starr Snead '73



PASSING YOUR VALUES ALONG TO OTHERS

As you ponder the legacy you'd like to leave, you'll find you have many choices to make:

How do you wish to be known and remembered? When people think of you, what do you want them to think? Are there key words, characteristics, or concepts that – ideally – would come to mind?

Whom do you want to influence? The whole world? A handful of family members and close friends? One or more different communities (whether defined by geography or by affinities and interests)?

Perhaps most important, what can you do to help ensure the legacy you envision will indeed be realized? Are there specific steps to be taken? Things that definitely should not be done? What's the right combination of “walk” and “talk,” “think,” or “feel”?

Yet another consideration is how far into the future you want to have an impact. If you're focused on the long term, there's really no substitute for something such as a perpetual endowed fund that both bears your

name and, by virtue of the charitable activities supported through annual distributions from the fund, continues to reflect what you have determined to be most important in life. If you're curious about setting up such a fund contact our Gift Planning Office to learn more about the options available to you.

By contrast, you may decide it's sufficient to instill in people particular values you hope that they, in turn, will pass along to others. One increasingly popular tool you might wish to employ is what's known as an “ethical will,”

i.e., either a written document or an audio, visual, or other electronic statement that has no legally binding effect but is instead intended to be morally persuasive for those who survive you.

Finally, don't underestimate the influence inherent in the ways you provide for others, both tangibly and intangibly. For example, simply bestowing gifts, whether in terms of money or things or in terms of wisdom, caring, and good humor, enables you to demonstrate for others what you value most.



GIFTS BY WILL (BEQUESTS) ARE JUST LIKE PEOPLE

A gift by will (bequest) can take many shapes and can be an infinite number of sizes. What matters is that it fits you and your unique family and financial circumstances.

Any Shape

You can structure your bequest to leave a certain piece of property, such as a stamp collection or a parcel of real estate. If you prefer, you can specify a certain sum of money. Or you might decide to direct that a percentage of your assets – it can be all or just a portion – go to Wheaton College after you have provided for your family. And when you are uncertain, you can even make the bequest contingent on certain events occurring (or not occurring).

Any Size

Many people think bequest gifts have to be large and they have to be rich to make one. Nothing could be further from the truth! **All** sizes of bequest gifts have been received by Wheaton and are greatly appreciated. Modest gifts, when added together with those from other donors, can make

a big difference. What matters is that you pick the size that works for you and for your family.

If You Would Like to Remember Wheaton College

Here is some sample wording to share with your attorney:

“I give (a specific asset) or (___ percent of the rest, residue, and remainder of my estate) to Wheaton College in Norton, Massachusetts, for its general use and purposes.”

We Can Help

Contact Michelle Kovach at 508-286-3459 or email kovach_michelle@wheatoncollege.edu with any questions about naming Wheaton College in your estate plans.



What Will Your Legacy Be?

It's easy to become a member of the Wheaton Founders Society!

By telling the college that you have Wheaton in your will or estate plans, or by establishing a life-income gift with the college, you help ensure that Eliza Baylies Wheaton's dream for Wheaton College is realized. We welcome new members of the Founders Society no matter the size of the gift.

“Founders All Are We...”

As Wheaton's first benefactor, Eliza desired to support the college into the future. Her vision inspires the name of the Founders Society. Modern members share her spirit and provide a solid foundation for Wheaton College to continue to offer excellence in liberal arts education.

With a deep sense of gratitude for their generosity, Wheaton College Founders Society welcomes our newest members of the past year, March 2016 to February 2017:



Are we missing your name? If you've included Wheaton in your estate plans please let us know and allow us to welcome you! Michelle Kovach, Director of Gift Planning, can be reached at 508-286-3459 or at kovach_michelle@wheatoncollege.edu.

WheatonCollege

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GENERATIONS

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A HEART FOR GIVING. A MIND FOR PLANNING.
GIFT PLANNING NEWSLETTER

INSIDE THIS ISSUE

1 GENERATIONS STORY **2** PASSING YOUR VALUES ALONG TO OTHERS **3** BEQUEST GIFTS

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