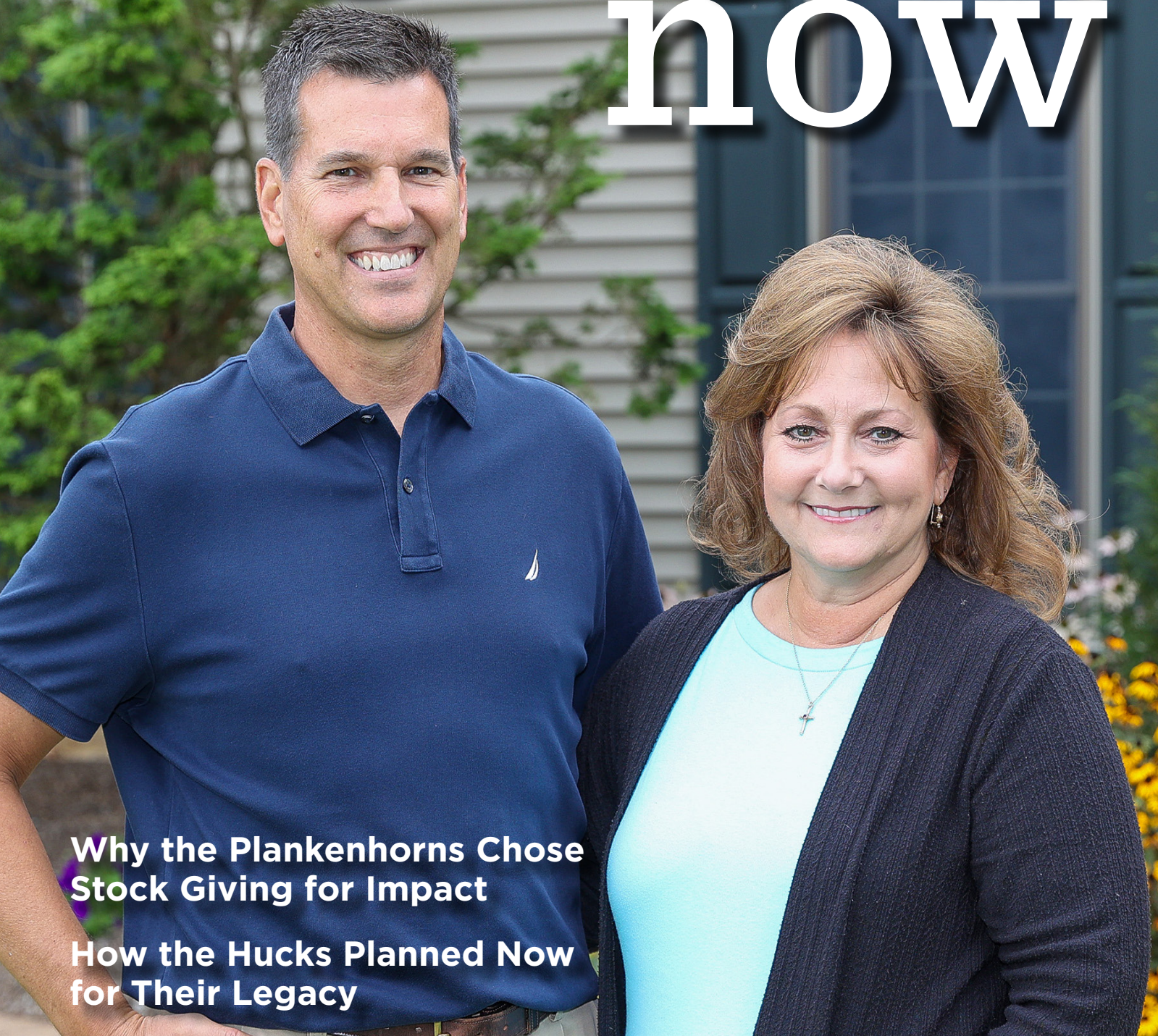


legacy now

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**Why the Plankenhorns Chose
Stock Giving for Impact**

**How the Hucks Planned Now
for Their Legacy**

SUSQUEHANNA
HEALTH FOUNDATION

Ease of Giving Stock Creates a Legacy of Supporting Cancer Care

Lifesaver – the first word that came to mind for **Chris and Denise Plankenhorn** when talking about UPMC in North Central Pa. In 2009, Dr. Pagana and Dr. Wyshock found and treated Denise’s aggressive, triple negative breast cancer early, and today she continues to be cancer free.

“Giving stock is such an easy process, why wouldn’t we use stock to donate.”

- Denise Plankenhorn

endowment to provide ongoing support of one of the services near and dear to our hearts,” says Denise. “Giving stock is such an easy process, why wouldn’t we use stock to donate.”

“We see our endowment as a way to fund critical technology that is constantly being

When asked to establish an endowment for UPMC in 2021, it was easy to say yes.

“An endowment allows us to make a bigger impact over time and designate the funds to benefit the UPMC Hillman Cancer Center in Williamsport,” says Chris. “Not only had Denise experienced the great care at the Cancer Center, but so had my father.”

When Chris and Denise went to their financial advisor about donating, he quickly recommended donating stock to fund their endowment.

“It is a win, win situation. Our advisor strategically selects stocks that make the most sense for our portfolio and funds our

improved or released in the world of cancer care – we can fund it today and again in 10, 20, 50 years with the same endowment,” says Chris.

What a legacy to leave with the Plankenhorn name that has been vital to the community since 1899 when Plankenhorn Stationary opened.

In gratitude for the care generations of Plankenhorns have received at UPMC, the family champions the motto, “give back when you can.” Now their daughter Katie is a physician assistant for UPMC Family Medicine at Pine Street and part of the UPMC family, and they couldn’t be happier.



How to Include Susquehanna Health Foundation in Your Will

For sample language to include in your will, or to learn more about identifying the best asset for making a charitable bequest, scan the QR code, call the Foundation at 570-320-7460, or visit: SusquehannaHealthFoundation.org/Wills.



Sample Bequest Language

Local Donors Champion Rural Health Care and Cancer Services in Their Community

Wellsboro natives, **Darwin and Alanna Huck**, have a passion for giving back and when it comes to local health care, they are advocates of ensuring good quality health care is available in rural Pennsylvania.

When asked if anyone played a role in philanthropy in her childhood, Alanna quickly answered with, my grandma.

“She influenced what philanthropy looked like for me from a young age. She took care of family and friends around her and stressed that helping others who didn’t have enough is so important,” says Alanna.

While not having children, the Hucks have nine cats who are like children, and they knew they needed to plan for the future and determine what legacy they wanted to leave. Giving back to their church, local no-kill cat shelters, and rural health care were at the top of their list. In fact, making Susquehanna Health Foundation the beneficiary of one of their investments was something the Hucks felt strongly about.

“It was an easy process to make the Foundation a beneficiary. We would encourage others to not hesitate to find a way that is meaningful for them to give back at the Foundation, including a future gift. As a Foundation Board Member, I have witnessed how donations are being used right in our community, for our people, right now,” says Alanna.

The Hucks are both drawn to supporting cancer care in our region. First from Alanna’s days when she was a principal and matching the students’ fundraising efforts for their annual Dig Pink Out Event, to now supporting cooling cap therapy



at UPMC Hillman Cancer Center in Williamsport. Alanna lost her grandma and a mentor in college to cancer, and Darwin lost his father. They know firsthand the impact giving back can make on loved ones’ care.

“When we received the mailing about cooling cap therapy and read about the ability to help a patient keep their hair during treatment, whether in Williamsport or Wellsboro, I knew right away it was something we had to do,” says Darwin.

Their family’s passion for cancer care runs deep, in fact, Alanna’s sister Carissa works at UPMC Wellsboro as a lead mammographer and is an advocate of annual preventive care and finding breast cancer early. They want everyone to know that preventive care is available right in your backyard at UPMC with no need to travel outside our rural area.

Alanna and Darwin invite you to consider what your passions and legacy look like.

Why Give From Your IRA?

If you’re 70.5 or older, consider making a gift from your IRA. Many donors prefer this option instead of outright cash because it saves money and allows them to have a significant impact on local health care. If you’re 73 or older, you’re required to take funds from your IRA, which are typically taxed. However, donating to the Foundation allows your gift to be tax-free and count toward your Required Minimum Distribution. It’s a smart way to support the causes you care about. Be sure to consult your tax professional for advice.

Can I Donate Stock to Charity?

An outright gift of stock to charity is simply a voluntary transfer of stock to a charitable organization.

Why consider donating stock from your investment portfolio to your favorite charity instead of writing a check?

- First, a gift of appreciated stock held for longer than one year provides an income tax deduction. When you make a stock gift to charity, you are entitled to an immediate income tax deduction for the full fair market value of the stock at the time of gift, assuming you itemize deductions.
- You also enjoy a second tax advantage when you donate appreciated stock – you avoid capital gains taxes that otherwise would have been incurred on the potential profit upon selling the stock. Suppose you donate XYZ stock worth \$25,000 to your favorite charity. The XYZ stock cost you \$12,000 when you purchased it four years ago. By donating the stock to the charity, you avoid the tax on the \$13,000 capital gain and receive a potential income tax deduction (depending on your adjusted gross income) of \$25,000, the full market value of the gift.



Once you have decided to make a donation of stock to your charity of choice, the first step is to contact the charity receiving your donation for instructions on transferring your shares. Next, contact your financial institution or advisor to find out what requirements they have to initiate the transfer. Many institutions require a letter of instruction or authorization to complete the transfer. Also, it is important to note, that many institutions have processing deadlines as year-end approaches.

Yes, the gift of stock to charity provides tax advantages. It is also important to note that gifts to charity provide you with the social and psychological benefits of giving back to the community.

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