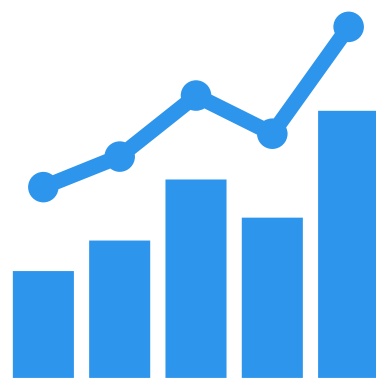


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Donate Directly

Donating long-term appreciated assets directly to Columbia Business School has more impact than *donating the cash proceeds from selling those assets.*



Tax Advantage

Your gift may reduce or eliminate taxes on your donated asset. For example, by donating appreciated securities directly, you can avoid capital gains tax on the amount of appreciation.

To find out more about the tax advantages of giving to Columbia Business School, please consult your financial advisor.

Interested in donating your assets to Columbia Business School? Contact Zachary Howell, Assistant Director, at 212-851-4301 or zh2134@gsb.columbia.edu.

Columbia University welcomes alumni and friends into its 1754 Society, an honorary society for those who have made planned gifts to Columbia. On behalf of all past, present, and future Columbians, thank you for your enduring commitment.
Please tell us more about your planned gift below.

- I have provided support for Columbia Business School in my will or via other planned gift.

NAME

SCHOOL / CLASS

DATE OF BIRTH

ADDRESS

CITY / STATE / ZIP

PHONE

EMAIL

PLEASE CHECK ONE:

- Columbia may include my name in 1754 Society member listings.

Please list my name as:

- I prefer to remain anonymous.

OPTIONAL INFORMATION:

Please tell us more about your gift to Columbia.

I have named Columbia Business School a beneficiary in my:

- Will or living trust
 Charitable trust
 IRA or other retirement plan
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 Other (please specify):

My gift is:

- Unrestricted
 Designated for _____

Estimated current value: _____

SIGNATURE

DATE

This information will be kept confidential and is not binding on you or your estate.

PLEASE RETURN COMPLETED FORMS TO:

Columbia Business School
Office of External Relations and Development
33 West 60th Street, 7th Floor, New York, NY 10023