

# FOUNDERS' PLEDGE

Impact Innovated.

Unite your charitable goals with your **business success**.



A twist on the Giving Pledge made popular by Warren Buffett '51 and Bill Gates, **The Founders' Pledge at Columbia Business School** focuses on alumni entrepreneurs.

Enjoy exclusive events and networking opportunities. Let us invest in you.

When the time is right, like a liquidity event or a successful quarter, donate a percentage of your success.



Founders simply commit to donating to Columbia Business School a portion of any wealth resulting from their venture.

**Making the pledge is easy.** Simply fill out our signature form.

Signatories have full control over the timing, amount, and designation of their gift.

Your pledge is a statement of intent only. Tax benefits come into play at the time of your gift.



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## **What is the Founders' Pledge?**

The Founders' Pledge is an innovative way for our alumni entrepreneurs to pledge a percentage of their venture's future proceeds and help solidify our position as a top-ranked business school.

## **Who can make a Founders' Pledge?**

Anyone who holds equity in a company such as founders, investors, and institutional investors.

## **Is there a cost to participating in the Founders' Pledge?**

There is no cost. No commission, transaction fee, or hidden costs.

## **Is the Founders' Pledge legally binding?**

Your pledge is an indicator of your intentions to fulfill the commitment and is not legally binding.

## **What happens if I never exit or the business fails?**

Your pledge is based only on the success of your venture.

## **Is there a minimum pledge percentage?**

The percentage that you give is completely up to you.

## **What tax benefit do I receive by participating in the Founders' Pledge?**

Columbia University is a not-for-profit or 501 (c)(3), allowing your gift to count against your taxes as a charitable gift. The tax benefit will come at the time of your gift.



# FOUNDERS' PLEDGE FORM

Name: \_\_\_\_\_

Degree Year: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**YES, I would like to join fellow alumni entrepreneurs in stating my intention to support Columbia Business School with a portion of future proceeds from my venture.**

I understand that the Founders' Pledge is meant to provide entrepreneurial alumni like myself, the opportunity to have a meaningful early start in philanthropic planning. While this form sets forth my present intention, it is not intended to be legally binding. I will contact Columbia Business School once I am ready to make a gift.

Additionally, I understand that Columbia is not bound to accept an interest in any entity, and I will therefore make every effort to donate cash or readily marketable securities.

\_\_\_\_\_

My company is: \_\_\_\_\_

I am interested in supporting (e.g. the annual fund, financial aid, etc.): \_\_\_\_\_

\_\_\_\_\_

Percentage of future proceeds I intend to donate: \_\_\_\_\_

- I wish to be included in published listings as a signer of the Founders' Pledge.  
-OR-  
 I wish to remain anonymous.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

