

## Questions & Answers

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### WHAT WILL THIS PROJECT MEAN FOR ME AND MY FAMILY?

This project will have a profound effect on the health and well being of our community for many years to come. Here is what is being planned:

- 125 nursing home beds relocated to new campus.
- Creation of the campus' central focus that will include greater access to a comprehensive range of services including wellness, rehabilitation and much more.
- Careful design of each campus element to effectively enhance the quality of life for tenants.

### HOW MUCH ARE YOU TRYING TO RAISE?

We have outlined a plan to raise \$3 million through philanthropic support toward the total project cost of \$21 million.

### HOW WILL YOU FINANCE THE BALANCE?

The balance of the project will be financed through USDA loans.

### HOW MUCH AM I EXPECTED TO GIVE?

You are the only person who can decide what your gift should be. If you are able and feel it in your heart to do more, we would be very grateful if you would consider making a stretch gift.

### WHO WILL BE GIVING TO THIS CAMPAIGN?

We have started the campaign by asking board members, campaign leadership, staff and other volunteer leaders who were able to support Bethesda in the past. We will next reach out to residents and families, special friends, family foundations, community foundations and business/corporations. The campaign will also provide an opportunity to share our story with individuals who may not be familiar with Bethesda but who have demonstrated a philanthropic commitment to seniors.



## WHAT IS THE TIMING OF THE CAMPAIGN?

The campaign is planned over the next 24 months. Gifts to the campaign can be pledged over a three-to-five-year period.

## WHEN WILL CONSTRUCTION START AND WHEN WILL IT BE COMPLETED?

We anticipate the construction to begin in the summer of 2014 with completion by the fall of 2015.

## HOW CAN I GIVE?

An outright gift of cash brings immediate benefit to *Investing In a Healthy Future, the Campaign for Bethesda*. You can pay the amount now or you can spread your pledge over the next 3 years or up to 5 years, if necessary.

## WILL YOU TAKE STOCK OR OTHER APPRECIATED SECURITIES?

Yes, the campaign will benefit from such a gift while providing income tax savings for the donor. Arrangements for stock transfers can be made through the Bethesda Foundation development office or with your banker, broker or financial advisor.

## CAN I MAKE A DEFERRED OR PLANNED GIFT?

Yes. Those gifts will be designated to the Endowment. Charitable gift annuity, charitable remainder trust, individual retirement account (IRA), or life insurance policies can be effective ways of contributing to the Campaign. Your financial advisor or our development office staff will be prepared to discuss these options.

## CAN I RESTRICT MY GIFT FOR A SPECIFIC PURPOSE?

Yes, although unrestricted gifts are preferred, you could restrict your gift to a specific area of interest or fund.

## WHAT ABOUT NAMING OPPORTUNITIES?

A list of naming opportunities is available for your consideration; campaign staff will assist you in determining a suitable form of lasting remembrance.

## ARE THERE TAX ADVANTAGES TO GIVING?

Yes. The Bethesda Foundation is a not-for-profit 501(c)(3) charitable organization and contributions are tax-deductible to the extent allowed by law. Please consult your accountant or tax advisor to learn more.

## MAY I MAKE A ONE-TIME CASE GIFT NOW?

Of course you may.

#### FOR CAMPAIGN INFORMATION: