

# Building for NAFSA's Present and Future

BY BILL GAY AND PEGGY PUSCH

At the 2004 NAFSA conference in Baltimore, many NAFSAs asked us about the difference between NAFSA's Annual Fund and the New Century Circle (NCC). Our first reply was "You'll go to NAFSA Heaven if you become a member of the New Century Circle." Some members really wanted to be sure to get to NAFSA Heaven and pledged to the New Century Circle on the spot! At the same time, and to really answer the question, we explained that NAFSA provides opportunities for donors at various levels of giving. The NCC offers people the opportunity to make a gift for the future; the gift is usually deferred, given at some future date, and is intended to ensure that NAFSA continues to be present for future generations. As for the Annual Fund, you might contribute at the conference (and win a wonderful raffle prize), during the end-of-the-year campaign, or be part of the Every Leader Campaign. Your satisfaction comes from knowing you are helping NAFSA in the present, and your donation is working for international education now.

NAFSAs who contribute to the Annual Fund can do it throughout the year, as the name suggests. Donations are through outright gifts of cash. These contributions are very important for NAFSA's ongoing day-to-day programs. They help support the activities of the association that impact our campuses and professional lives daily.

The NCC, NAFSA's planned giving program, began about three years ago for individuals who wished to include NAFSA in their long-term financial and estate planning. The first supporters were the Founders; subsequent donors are called Ambassadors. The amounts that NAFSAs pledge to the NCC are, for the most part, significantly more than the amounts they donate to the Annual Fund. Many NAFSAs make their pledge through a simple bequest, representing a future commitment to NAFSA. There are other avenues for NCC pledges besides bequests. NAFSA can also be named as beneficiary of retirement plans and life insurance policies, for example.

There are other differences, of course, between donations to the Annual Fund and a pledge to the NCC. For complicated NCC gifts, you should consult a legal or financial adviser. Some planned gifts are not deferred. A full discussion of the NCC, various gift options, and a checklist to use when considering a pledge to NCC can be found on the Web at [www.nafsa.org](http://www.nafsa.org).

Please continue to generously support the Annual Fund. At the same time, we encourage all NAFSAs to think seriously about pledging to the NCC. We are confident it will give you great satisfaction knowing that you are assisting the cause of international education for years to come. It is critical that NAFSA continue to be a vigilant advocate for international educational exchange. The gifts we pledge today support and highlight the value as well as the actual operation of international programs.

— *Bill Gay is a former NAFSA president and professor at the University of Southern California, who is now retired and living in California. Peggy Pusch is a former NAFSA president and is the associate director of the Intercultural Communication Institute in Oregon.*

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### The Risk

Consider these facts about long-term care:

- 60% of those who need long-term care are ages 65 and older, and the remaining 40% are working adults between ages 18 and 64.<sup>1</sup>
- The national average cost for a nursing home or home health stay is \$72,000 per year.

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John Hancock, a recognized leader in long-term care insurance, now offers a special group discount for NAFSA Members. Visit our Web site at [www.policy.com/NAFSA](http://www.policy.com/NAFSA).

<sup>1</sup>U.S. General Accounting Office. "Where Does the Population Live and Who Cares for Them." January 2001.

<sup>2</sup>ACLU Study, "Passing the Trust to Long-Term Care Insurance." January 2001.

### FOR MORE INFORMATION CONTACT:

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