



ACT NOW!

L Timing for estate planning is critical. A couple of key provisions of the CARES (Coronavirus Aid, Relief, and Economic Security) Act sunset on December 31.

Tax Incentives When You Give to Charity

1. An expansion of the universal charitable deduction for cash gifts

The universal charitable deduction was extended until Dec. 31 of this year. **The deduction is \$300 for single filers and \$600 for married couples filing jointly.** This is available to taxpayers who take the standard deduction. This tax incentive is available for cash (only) gifts to qualified charities (but not to supporting organizations or donor advised funds).

2. An extension of the cap on deductions for cash contributions

Contributions to public charities are generally limited to a percentage of a taxpayer’s adjusted gross income (AGI). The CARES Act **lifted the cap on annual contributions for those who itemize**, increasing it from 60% to **100% of AGI for 2021**. Any excess contributions available can be carried over to the next five years. (For corporations, the law raised the annual limit from 10% to 25% of taxable income.)

Existing carry-over rules still apply, so if your donations this year exceed your AGI deduction limits, you may carry forward excess deductions for up to five subsequent tax years. As always, donors should consult with their tax and legal advisors when considering their charitable giving.

Questions? Contact the Office of Gift Planning at giftplan@syr.edu or **888.352.9535** to learn more about the renewed and expanded tax incentives for 2021.



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Consider Your Options

Learn more about how you can meet your financial and philanthropic goals with our free guide *12 Ways to Make a Meaningful Difference*. Simply return the enclosed reply card today.



The information in this publication is not intended as legal or tax advice. For such advice, please consult an attorney or tax advisor. Figures cited in any examples are for illustrative purposes only. References to tax rates include federal taxes only and are subject to change. State law may further impact your individual results.

FALL 2021

1870 Society Newsletter

News for 1870 Society members and friends of Syracuse University



Lawrence Myers Jr. G'49, G'56

A LIFETIME PASSION FOR THE POWER OF WORDS

A century in the making, Professor Emeritus Lawrence Myers Jr.’s legacy is a literal treasure trove of information, understanding and influence in the field of broadcast communications. Now, his legacy includes a generous bequest to his beloved Syracuse University through the Forever Orange Campaign. His bequest is targeted to his passions, with impactful gifts to the S.I. Newhouse School of Public Communications; WAER, the public media organization that is licensed to Syracuse and a part of Newhouse; Library School/Library Associates; Hendricks Chapel; Veteran Legacy Fund; and the School of Education (in honor of his late wife Betty Jane Myers).

Myers, who celebrates his 100th birthday this month, was both a student and teacher at Syracuse University, with an academic and professional career that spanned more than a half century in the Orange community.

Myers came to Syracuse after receiving his undergraduate degree from Purdue University in chemical engineering in 1942. He focused the rest of his academic life on communications—

“Dr. Myers is an admired colleague who, through his service and philanthropy, has made a mark on the Newhouse School and the entire University.”

—NEWHOUSE DEAN
MARK J. LODATO

(Continued inside)



REFLECT YOUR VALUES THROUGH YOUR WILL

A Most Meaningful Final Message

A will is the most important document you can create. Though often seen as simply a legal document, it is so much more. Your will is your legacy. It determines how you will be remembered and can be created to reflect your values. That’s why, no matter your age or wealth status, we encourage you to set aside time to consider this important document this year.

As you create or update your will, be sure that it reflects your wishes. This is your opportunity to decide how your assets will be distributed, name a guardian for your children and pets and remember loved ones, organizations and causes that you are passionate about. Consider these important questions:

- How do I want to be remembered by my family?
- How do I want to be remembered within my community?
- Are there organizations I care deeply about, such as Syracuse University, that I want to recognize after my lifetime?

A Gift in Your Estate Plan Is Right for You If:

- You want to make sure your support of Syracuse University and its students continues after your lifetime.
- You want to balance your generosity to the University with assurance that loved ones are taken care of first.
- You want to maintain the flexibility to change details of your gift at any time.

Leave A Legacy

To learn more about gift planning ideas—such as naming Syracuse University as a beneficiary in your will or through your bank, certificate of deposit or brokerage account—please contact us at giftplan@syr.edu or [888.352.9535](tel:888.352.9535).

- **A Charitable Legacy.** Many people like to leave a gift to organizations such as Syracuse University in their wills as a way to continue supporting causes that are important in their lives.

Please contact us at [888.352.9535](tel:888.352.9535) or giftplan@syr.edu if you need any assistance.

Advantages of a Gift in Your Will:

- **Simplicity.** As little as one sentence in your will or living trust is all that is needed to direct your gift.
- **Flexibility.** Until your will or trust goes into effect, you are free to alter your plans as needed to reflect life’s changes.
- **Versatility.** You can give a specific item, an amount of money, a gift contingent upon certain events or a percentage of your estate.



About the 1870 Society

Your planned gift to Syracuse University will have a strong and lasting impact on preserving the University’s cherished past while securing its bright future in providing academic excellence and lifelong opportunities for students. In addition to the many financial advantages you receive for making a life income or estate gift, your generosity can inspire other Syracuse University alumni and friends to consider making a planned gift of their own.

When you create a planned gift, you will be recognized as a member of the Syracuse University 1870 Society—a special group of visionary individuals who have included the University in their long-term financial and estate plans. Our members are insightful leaders who guide the way for future generations of Syracuse University students.

In order for us to properly thank you, welcome you as an 1870 Society member, and ensure we understand how you would like Syracuse University to use your gift, please let us know of your bequest intentions. If you would like to remain anonymous, we will gladly honor your request. Simply contact us at giftplan@syr.edu or [888.352.9535](tel:888.352.9535) to begin creating your legacy at Syracuse University.

A LIFETIME PASSION FOR THE POWER OF WORDS

(continued from cover)

with a strong interest in the science of broadcasting and the power of words and the television medium to influence audiences. Myers received his master’s degree in speech and his Ph.D. in applied statistics from Syracuse University in 1949 and 1956, respectively.

While pursuing his degrees, he was also the manager of WAER (1948-1951 and 1954-1957). His teaching career began as a graduate assistant in the Television-Radio Department, then an instructor and eventually a full professor of broadcasting. He taught courses in television research methodology, research in broadcasting, public broadcasting, radio production, instructional television and other areas.

Myers’ passion for the broadcast media—and how to use statistics to measure its effectiveness—led to his research and teaching focus as reflected in the subjects of his many publications. He studied the radio listening characteristics of liberal arts seniors at the University; he evaluated television as a teaching tool; he examined the use of television in formal adult instruction; and researched a variety of methodologies for measuring television audience engagement.

In 1963, Myers became chair of the Television, Radio & Film Department, a position he held for 27 years. He also served as the interim dean of the S.I. Newhouse School of Public Communications from 1989 to 1990. He retired from Syracuse University in 1991 and was granted the title professor emeritus. In 1993, Myers returned as an adjunct professor for the Division of International Programs Abroad (DIPA). He retired again in 2000.

“We are extremely grateful for Larry Myers’ generous support of the Newhouse School over the years,” says Newhouse Dean Mark J. Lodato. “Dr. Myers is an admired colleague who, through his service and philanthropy, has made a mark on the Newhouse School and the entire University. His generous bequest will continue to impact students and programs in the future, for which we will forever be grateful.”

Myers also contributed to the seminal work, *Hendricks Chapel, Seventy-five Years of Service to Syracuse University*, a comprehensive history of the beloved campus institution that stands literally and figuratively at the heart of campus.

Myers also served his country with growing responsibilities over decades. Commissioned in 1942 as a field artillery officer, he joined the Army in 1943 and served for the duration of World War II. At the time of his retirement from the Army in 1975, Myers was a colonel and was awarded the Legion of Merit medal.

By directing his bequest to specific programs at Syracuse University, Myers leaves a legacy that will last well beyond his lifetime to those programs and services he most loved.

Myers was married to Betty Jane Mowry for 70 years until her passing in 2013. They had two daughters, Carol and Claire, a son, Craig, and, today, Myers is a proud grandfather and great-grandfather, still living in Syracuse.



We Can Help

We are available to help you realize the most benefits from your gift and make a meaningful difference at Syracuse University. Contact our Office of Gift Planning at [888.352.9535](tel:888.352.9535) or giftplan@syr.edu to learn more.

Make An Impact that Lasts Forever

From planned and deferred gifts, to supporting the annual fund and current-use giving, to creating endowed funds, every gift of every size counts toward **Forever Orange**, Syracuse University’s comprehensive campaign to raise \$1.5 billion in private philanthropy from 125,000 individual donors. Learn more about the campaign at foreverorange.syr.edu.