

# GRAM

## Miner S. and Mary Ann Keeler Legacy Society Planned Giving



art inspires. **art endures.**

[artmuseumgr.org](http://artmuseumgr.org)

Create your arts legacy... join the Keeler Legacy Society and make a difference in the visual arts for generations to come.

—Mary Ann Keeler



**Elly Barnette-Dawson**  
Director of Advancement  
[Elly@artmuseumgr.org](mailto:Elly@artmuseumgr.org)  
(616) 831.2906

Grand Rapids Art Museum  
101 Monroe Center NW  
Grand Rapids, MI 49503

#### Please Note

With any decision involving your assets, Grand Rapids Art Museum encourages donors to consult independent professional counsel prior to making gifts.

GRAM is a 501 (c) (3) organization.  
Gifts are tax deductible to the extent allowed by law.



art inspires. **art endures.**

Create your arts legacy. Join the Keeler Legacy Society and make a difference in the visual arts for generations to come.

### 3. Donor Information

Name(s):

Date(s) of Birth:

Address:

City, State, Zip

Home Phone:

Business Phone:

Email Address(es):

### 4. Signatures:

Donor Signature(s):

Date:

Date:

### 5. Privacy Statement & Authorization for Use of Name - Please choose one:

To encourage others to make commitments to the future, I (we) permit my (our) name(s) to be listed in marketing materials of Grand Rapids Art Museum. I (we) understand that while names(s) may be listed, the type and amount of the gift will remain strictly confidential. My (our) name(s) should appear as:

I (We) prefer to remain anonymous.

### 6. Documentation:

Yes, I (we) will share a copy of the portion of my (our) estate plan that applies to the Grand Rapids Art Museum, or the trust agreement or Change of Beneficiary Form or gift instrument in which the Grand Rapids Art Museum is named.

**Please Note:** Art and personal property must be given special consideration before they can be accepted thus we encourage you to contact our Advancement Department in advance if you are considering such gifts.

Phone: 616.831.2906 | [www.artmuseumgr.org](http://www.artmuseumgr.org)



## Your visual arts center for more than a century!

Founded in 1910, Grand Rapids Art Museum is the oldest visual arts organization in West Michigan. Your legacy gift will allow us to fulfill our mission of providing people a place to enrich their lives through interaction with authentic works of art by means of the best quality programs and services.

### What is the Keeler Legacy Society?

The Miner S. and Mary Ann Keeler Legacy Society exists to recognize our cherished supporters. Mike and Mary Ann Keeler took an important role in numerous arts and cultural projects in Grand Rapids and were Trustees, donors, and fund raisers for Grand Rapids Art Museum. To recognize their distinguished achievements and honor those who share their vision, GRAM formed the Keeler Legacy Society.

### Legacy Society Membership

Joining the Keeler Legacy Society is easy:

- Include GRAM in your will or trust
- Name GRAM as beneficiary of your retirement plan or life insurance, or
- Promise a gift of a work of art that GRAM has agreed to accept
- Create a named endowment fund

### When you join the Keeler Legacy Society, you will be:

- Invited to attend special museum events

- Named in GRAM publications to give others the opportunity to follow your stewardship and leadership (unless you prefer to give anonymously)
- Introduced to other generous people who have provided for GRAM's future in their will or other planned giving.

Your legacy gift or bequest will support the arts for generations to come. Thank you for preserving a portion of your estate for America's art treasures.

### How Can I Donate?

Anyone who desires to give can make a legacy gift. With these tips for savvy donors, it is easy to create a lasting legacy!

- We accept both large and small donations gratefully.
- We accept donations during lifetime and at death.
- Legacy gifts help you craft a plan to support causes important to you. You can support the arts, enrich education, protect the environment ... and more.
- GRAM offers several ways for you to make legacy gifts: through estate and financial plans and named endowments.
- Many people give retirement benefits (IRAs or 401ks), insurance benefits, securities, works of art, real estate, and cash.
- Establishing an endowment fund in your name gives you an opportunity to create an arts legacy for many, many years.
- We offer donors an option to be recognized anonymously.
- Charitable donations are tax deductible.
- We provide confidential philanthropic services to prospective donors and their professional advisors, without obligation.
- When you notify us of the legacy gift, you are eligible for membership in the Keeler Legacy Society.

### Next Step

We look forward to welcoming you to the Keeler Legacy Society. Please call us to register or with questions at (616) 831.2906.

### DONOR LETTER OF INTENT

Grand Rapids Art Museum  
Keeler Legacy Society  
101 Monroe Center NW  
Grand Rapids, MI 49503

I (we) desire to provide for the future of the West Michigan arts community through a provision in my (our) estate or financial plans or a named endowment benefitting Grand Rapids Art Museum (GRAM).

### 1. My (our) commitment shall be in the form of:

- Bequest in will
- Beneficiary of IRA or other retirement plan
- Life Insurance Policy or beneficiary thereof
- Gift of securities, real estate, or other property
- Named Endowment Fund
- Charitable Remainder Trust
- Donor Advised Fund
- Other \_\_\_\_\_
- \_\_\_\_\_

### 2. Amount of Gift – Please choose one of the following two options:

- The approximate value of my (our) commitment will be \$ \_\_\_\_\_ or \_\_\_\_\_ % of my (our) estate.
- I (we) prefer to keep the details of this commitment confidential.