



CRIMSON

— TRUST —

Building for the Future Together



The Legacy of The University of Alabama Department of Athletics is one of excellence, tradition and pride. Each day, our student-athletes prepare athletically and academically for their future. The effort they pour into each training session, practice or study hall yields results both competitively and academically. Similarly, Athletics administration works diligently preparing for the future of our programs to ensure Alabama Athletics' legacy of excellence continues for generations.

The generous donors who contribute to the Crimson Tide Foundation are vital to the continuing legacy and future financial security of Alabama Athletics. While the future is both uncertain and challenging, the tradition and legacy of excellence that has always been a bedrock of Alabama Athletics will remain strong as the Crimson Tide faithful continue to impact our programs through philanthropic contributions.

Since its inception in 2005, the Crimson Tide Foundation has raised philanthropic funds in support of facilities, scholarship and sports programs. More than ever as we plan a course for a successful future, financial resources are critical to maintaining and challenging further the standard that has been created.

As such, private funding is vital to building and sustaining the level of excellence synonymous with Alabama Athletics. While continuing to raise current use funds, the Crimson Tide Foundation has developed a planned giving program to provide future financial stability for Alabama Athletics. This ensures our programs continue to have the resources required to provide student-athletes with access to a world-class education and further build upon its legacy of championship excellence.

Building a Lasting Legacy

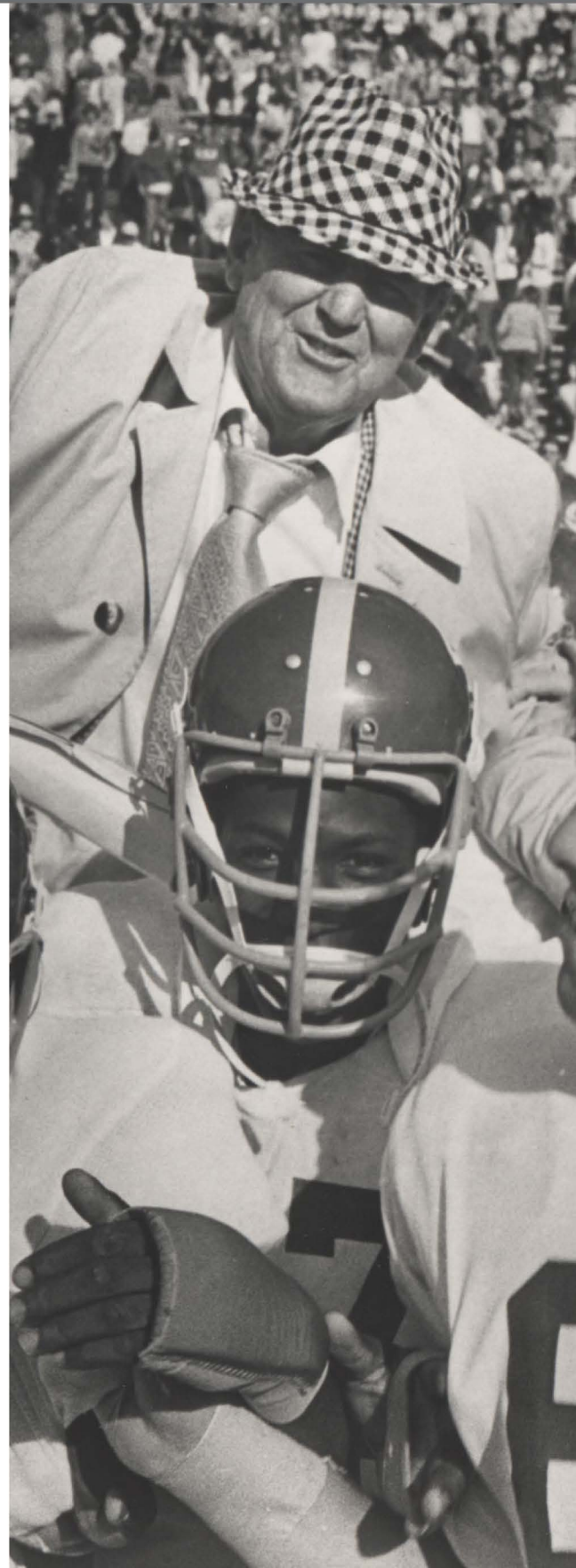
Planned giving is any major gift made in one's lifetime or at death as part of a donor's overall financial and/or estate planning. Through planned giving, donors can achieve personal philanthropic goals while supporting the Crimson Tide Foundation with larger gifts than could sometimes be made from ordinary income. These include gifts of equity, life insurance, real estate, personal property or cash. Some gift plans use estate and tax planning to provide for charity and heirs in ways that maximize the gift and/or minimize its impact on the donor's estate. Most are simple cash gifts, called bequests, that are specified in a donor's will.

By including the Crimson Tide Foundation in your estate plans, you will make a lasting contribution to Alabama Athletics – one that will strengthen our programs and touch the lives of countless student-athletes for generations. There are many ways to include the Crimson Tide Foundation in your estate plan. The most common planned gift is a simple bequest through a will or living trust, but all planned giving methods will be recognized in the Crimson Trust.

Examples of planned giving vehicles are:

- Will or Living Trust
- Charitable Remainder Trust
- Charitable Lead Trust
- Beneficiary Designation
 - > IRAs and Retirement Plans
 - > Life Insurance
- Real Estate
- Life Estate

Some planned gifts may have tax implications; please contact your financial planner or tax advisor to determine the best planned giving method for you.



The Crimson Trust



The Crimson Tide Foundation has recognized a unique opportunity to enhance its fundraising efforts by building a planned giving program that encourages its fans and supporters to consider including Alabama Athletics in their long-range philanthropic plans.

The Denny Society was created to recognize planned giving donors in support of any area at The University of Alabama, generally. The Crimson Trust recognizes and honors those extraordinary individuals whose estate gifts will provide future support for Alabama Athletics, specifically. Crimson Trust participation also triggers membership in the Denny Society.

A planned gift to the Crimson Trust will help Alabama Athletics, over the coming decades, continue to recruit and train the nation's best and brightest student-athletes, provide them with unparalleled support and access to a world-class education.

“ We could not do what we do without the support of our donors. These philanthropic gifts are vital to providing our student-athletes with an all-around, elite-level experience. Alabama Athletics is truly grateful for each and every one of you. ”

~ Greg Byrne, Director of Athletics

Crimson Trust Membership

For many Crimson Tide supporters, attending athletic events is an integral part of their family life. Whether memories were made learning the fight song from a grandparent, tailgating on the quad, cheering the team on the Walk of Champions or as a student at the Capstone, your game-day traditions are part of your family's history.


When you include the Crimson Tide Foundation in your long-range giving plans, you elevate Alabama Athletics to the level of family. You have been careful about building your assets and providing for your family. You are also committed to Alabama Athletics. You can advance both worthy objectives at the same time with a planned gift to the Crimson Trust.

Your gift will help protect the financial future and legacy of this institution through the uncertain challenges ahead. With your help, generations of future young Crimson Tide fans will dream about attending The University of Alabama and maintain the traditions that have become part of our culture and your family.

The philanthropic nature of your estate gift will impact the future of Alabama Athletics and ensure the margin of excellence that propels our programs to the forefront of college athletics remains strong. To thank you for your generosity, provisions have been made for members of the Crimson Trust to be acknowledged for the impact and value of your commitment.



Membership

	Crimson Trust Membership ¹	Tide Totals 1 point per \$500 ²	Invitations to Crimson Trust Events	Tide Totals, Additional, upon gifts maturity ³	Tide Pride Seat Transfer ⁴	Invitations to Exclusive CTF Events	Name displayed on Crimson Trust Plaque ⁵	Bryant Society ⁶
\$1 million +	•	•	•	•	•	•	•	•
\$500,000 - \$999,999	•	•	•	•	•	•	•	
\$250,000 - \$499,999	•	•	•	•	•	•		
\$100,000 - \$249,999	•	•	•	•	•			
\$50,000 - \$99,999	•	•	•	•				
<\$50,000	•	•	•					

¹While membership in the Crimson Trust is reserved for donors who designate the Crimson Tide Foundation in their estate plans, your contribution will also include automatic recognition in The University of Alabama's Denny Society, established to honor anyone who has included UA in their long-range plans, regardless of support designation.

²Upon receipt of all proper documentation of your estate gift, your TIDE PRIDE account will be credited with Tide Totals priority points equivalent to 1 point per \$500 for every estate gift designated to Alabama Athletics. These points will be included in point calculations during your lifetime.

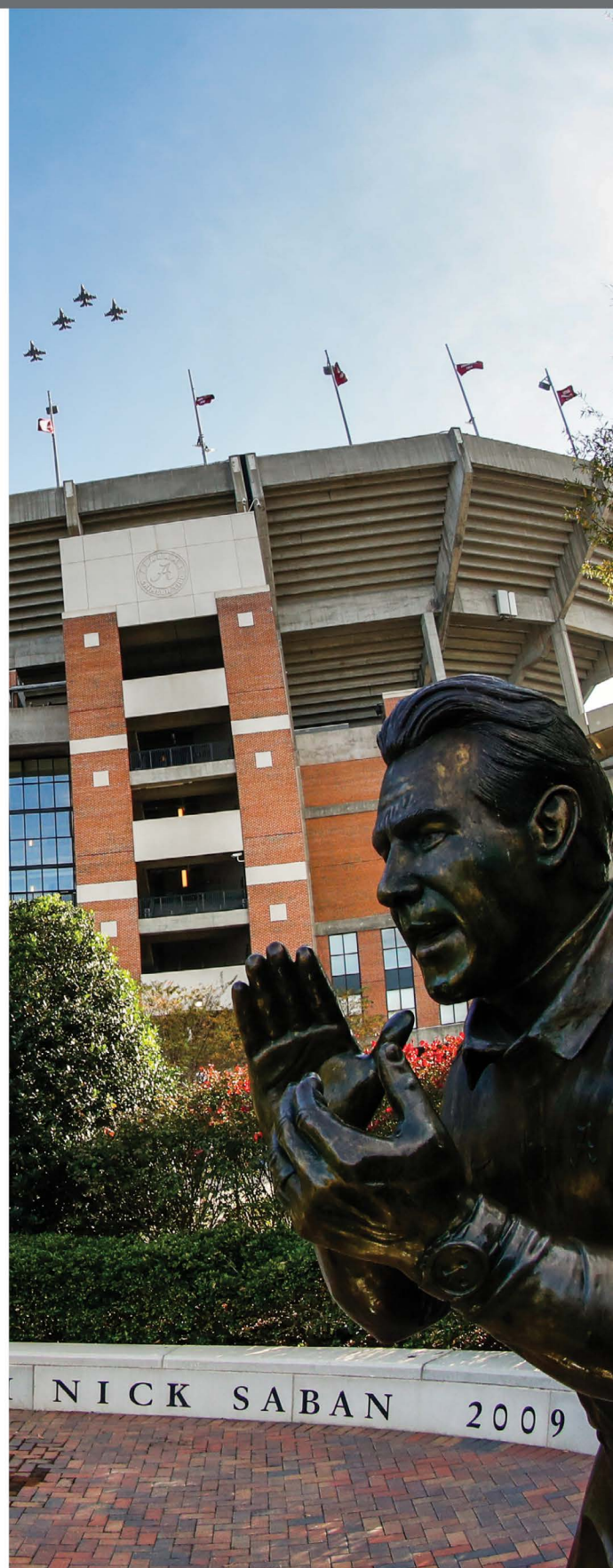
³Further, upon maturity of your gift, if the realized contribution is \$50,000 or more, additional Tide Totals points will be added to the account of your previously selected designee. These points will be equivalent to the difference between the previous points already added to your account and the potential points total of your realized gift calculated at 3 points per \$100. An example of this calculation is below:

Planned Gift Value	\$50,000
Tide Totals (1 point/\$500) added at signing of document**	100 points
Points that would have accrued at the rate of 3 points/\$100	1,500 points
Difference between potential and realized points to be added to designee's account**	1,400 points

⁴Upon maturity of your gift, if the realized contribution is at least \$100,000, you may transfer your TIDE PRIDE seats (seats only, not the account, and excluding skyboxes) to an individual or individuals of your choosing. This transfer will only occur upon gift maturity and cannot be activated during the donor's lifetime.

⁵Once your planned gift is realized, your name will be included on the donor recognition at the base of the Tuska statue in front of Bryant-Denny Stadium.

⁶Bryant Society is reserved for those who have achieved the highest level of cumulative, lifetime (realized) giving to the Crimson Tide Foundation and provides additional benefits. Matured planned gifts increase a donor's lifetime giving. However, a donor will not be granted Bryant Society membership early based on intent. Planned giving donors who achieve the Bryant Society as a result of their planned gift will be honored posthumously.



Investing in the Future - Designations



The Crimson Tide Foundation is committed to helping our donors direct gifts in meaningful ways by connecting their passion areas with philanthropic opportunities to achieve the ultimate goal of supporting Alabama Athletics. By establishing the Crimson Trust, it is our vision that we will create an avenue through which donors can help to ensure the future of Alabama Athletics by designating planned gifts to three specific areas:

1. Crimson Trust Endowed Scholarship Fund
2. Crimon Trust General Fund for Excellence
3. Designation of Your Choosing

Crimson Trust Endowed Scholarship Fund

At a cost of more than \$20 million each year, the single largest line item in the Alabama Athletics Department's annual budget is scholarship support in order to provide access to a world-class education for our student-athletes. Growing our scholarship endowment is integral toward sustaining funding support for this mission critical area. As tuition costs continue to rise nationally, it is vitally important that The University of Alabama has the necessary resources to offer the maximum level of scholarship support as defined by the NCAA.

No discounts are given to the Athletics Department by The University of Alabama's academic enterprise for student-athletes to attend The University of Alabama. Additionally, an often-overlooked fact is that The University of Alabama Athletics Department is responsible for covering the cost of a student-athlete's scholarship, and

even must pay the cost of out-of-state tuition when recruiting an out-of-state student. In order to meet our annual \$20 million+ scholarship obligation through private gifts, the Crimson Tide Foundation would need a \$500 million scholarship endowment. Currently our endowment represents approximately 10 percent of that need. These costs will only continue to increase over time.

Crimson Trust General Fund for Excellence

Designed to provide future Alabama Athletics Directors with necessary resources, we are pleased to introduce the Crimson Trust General Fund for Excellence. This fund is intended to provide financial flexibility to the sitting AD to address priority needs for the Department as they change over time. Successful athletics programs are well funded. This fund will become our advantage as it grows over time.

Designation of Your Choosing

While the Crimson Trust Endowed Scholarship Fund and Crimson Trust General Fund for Excellence were both created to focus the designation process on areas of future need, donors may direct their planned gifts to any existing Crimson Tide Foundation funds or establish a new one if they prefer. If a new fund is to be created, it is very important that donors work with the Crimson Tide Foundation ahead of time to ensure their intentions are carried out as expected.



Make More Possible



After deciding to include Alabama Athletics in your long-range plans, please complete an “Estate Intention Form.” The Crimson Tide Foundation staff is happy to assist you in completing the form to document your gift. The information contained within this form will trigger membership in the Crimson Trust and any resulting benefits.

The Crimson Tide Foundation invites you to further your legacy through a planned giving commitment to Alabama Athletics as a member of the Crimson Trust. If you have already included Alabama Athletics in your estate plans, please let us know. We would like to thank you for your generosity, make sure the purpose of your gift is understood by the Crimson Tide Foundation as well as by the University, and include you as a member of the Crimson Trust.

“ Celebrating Alabama Athletics and attending games has always been a central part of our family traditions. That's why we are supporting the Crimson Tide Foundation in our long range giving plans - to ensure our grandchildren can continue to share those moments with their families when they are older. ”

~ Denise & Phil Webb, Heflin, AL

Contact Information

If the Crimson Trust seems right for you, we invite you to contact us to learn more. The Crimson Tide Foundation staff is ready to assist you as you explore how to fulfill your philanthropic goals. We are happy to provide detailed information to help you – and your professional advisors – arrange a planned giving strategy tailored to your own personal and financial situation that will work for you and for Alabama Athletics for years to come.

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