

# Bill Olson — The Salvation Army's Charitable Gift Planner

Most of us would like to leave a legacy to show our lives have made a difference. We want to leave this world a better place. We want to know we have contributed to an important work or cause that will benefit the lives of others for generations to come. While your legacy will consist of any physical and financial assets you leave behind — money and real estate — it can be much more than that.

“Some people leave their legacies written on monuments or walls, but the most valuable legacies are those written on the lives and in the hearts of others,” says Bill Olson, Director of Giving for The Salvation Army. “In my work, I come alongside our supporters and their family members and professional advisors and find ways to blend their resources with their heart's desires.”

One of the charitable gift options Olson works with is called a charitable remainder trust. They can be funded with cash, but also appreciated properties or securities. These gifts can provide a lifetime income to the donors and may also provide for loved ones after they pass on. While these gifts take a little more time to design and implement, they are often the most suitable as they consider both the present needs and future needs of individuals and their families.

“Once I learn what the true desires and needs of a person or couple are, I can discuss options that may best fit their particular situation,” Olson says. “Then we can craft something that will meet those needs and desires both now and well into the future.”

Olson works with professional advisors in naming The Salvation Army in wills, trusts or as a beneficiary of an IRA



**The Salvation Army is a big part of recent years' holiday celebrations in Florence after Bill Olson worked to establish a local Kettle Campaign. Bill and Becky Olson have had a home near Florence since 2010. They support several local nonprofit organizations besides The Salvation Army and bring friends and family from all over the world to see and enjoy the Central Oregon Coast.**

or other financial resources.

“While most of us make gifts from

our checking account to charities, or in our case by dropping some change into a Red Kettle at Christmas time, there are some attractive gift options to consider that may involve one's financial and estate advisors,” he adds.

Other gift options are less complicated like a gift annuity that provides a lifetime income for one or two people, then after they pass on a residual amount will go to charity.

While gifts of cash from our checking account are easy, Olson also urges volunteerism.

“One of the most important gifts of all is that of oneself,” he says. “Many of our local charities, schools and other organizations need our time, talents and experience to deliver needed services to others and to advise them of the best ways to accomplish their missions.”

Finding one's passions and then sharing them with others who have like minds is a very rewarding way to be charitable, Olson says. “Just make the call to an organization and offer to help — it may be the best gift you could possibly make and the most rewarding.”

While Olson says taxes and income security can be strong considerations

disabled and incapable of making decisions for themselves.

“Finding a good professional advisor can begin with a simple conversation with what an individual or couple want to accomplish most. Then they can consider the many options they have in meeting their needs and goals,” he says.

The Salvation Army has free materials to share for making a will, or trust, exploring charitable life income plans and finding out how to share their life's values and resources with others in a meaningful way. If anyone would like free information without obligation, they can contact Olson by calling 1-800-481-3280 or emailing bill.olson@usw.salvationarmy.org.



in the gifts he handles for The Salvation Army, he seldom finds this is the motivating factor in one's decision to be charitable.

“People really do want to make a difference with their lives,” Olson says, “Making a gift in line with our greatest values is a very rewarding experience and it may well inspire and teach loved ones to also be kind and thoughtful of the needs of others less fortunate than themselves.

“In the end, ‘We can't take it with us!’ However, with good advance planning, everyone can make a significant gift that will benefit others long after they pass on.”

Olson urges everyone to have a will or trust in place, personal directives for health, the end of life decisions and financial matters should they become