

Lasting Legacy Society

New Program Creates Instant Impact for Donors, Treasured Memories for Future Generations

“The best use of life is to spend it for something that outlasts life.”

— WILLIAM JAMES

For Doris Marsh, the most remarkable aspect of the bequest her daughter made to Bastyr University is that it is not only a lasting legacy but also a living legacy. And for those of us who find that instant gratification takes too long, Bastyr’s new Lasting Legacy Society allows us to see the impact of our generosity immediately.

Also, funds named in a person’s honor or memory carry the honoree’s name far into the future while providing annual benefits to the University at the same time.

The new program involves a matching gift program whereby outright gifts or irrevocable charitable bequests of \$25,000 or more will be matched from the \$1 million dollar Bastyr Challenge Fund to create an endowed fund. The pledge and match are never spent. Instead, they are treated as endowments and are permanently invested to produce income that will help meet Bastyr’s charitable needs and interests.*

What is an endowment?

Think of a savings account where only the interest can be used. As additional gifts are made and the base of the fund grows, the interest earnings also grow. The annual earnings are proportionately distributed to support the areas for

which they were developed. In this manner, endowed funds give now, and go on giving back to the community forever. An endowment can serve to teach philanthropy to your children and continue your giving in perpetuity

“Because funds are matched at the time of the bequest and not at the time of death, I get to see the benefit of my donation now, while I’m still alive,*” according to Julie Tall, who chairs Bastyr’s board of trustees and was among the first to contribute to the Lasting Legacy Society.

For Wendy Marsh, her Lasting Legacy bequest will honor her parents Doris and Spencer W. Marsh, Jr. with a gift that will support Bastyr University’s annual scholarship program. As a supporter of the annual scholarship program, Doris Marsh will have the unique opportunity to meet many of the scholarship recipients while she and her daughter are still very much alive!

A woman who clearly believes that charity begins at home, Wendy Marsh is the vice president of development at Bastyr University. She surprised and delighted her mother by irrevocably designating a charitable bequest of \$50,000 through her estate to establish an endowed scholarship to support Bastyr University’s annual scholarship program honoring her parents “commitment to integrated medicine and treating the body, mind and spirit.”

“Traditionally, it’s a challenge to grow an endowment because there’s such a tendency for the donor to say,

‘I want you to use my gift now.’ This program accommodates both the need to see an impact as well as plan for the long term sustainability of the university and future students.”

Thanks to the matching funds, at the time of her death, Wendy’s \$50,000 endowment will total \$100,000 with a



percentage of the funds released annually. The Challenge Fund allows for 90 percent of the funds earnings to be released for its intended purpose. The remaining 10 percent of earnings are retained allowing the principal and future earnings to grow. The gift, and the match are retained in full assuring the endowed status.

“I’m excited about the opportunity to meet the students,” Doris says, “and I’m thrilled that the scholarship is at Bastyr.”

Doris’ late husband, Spencer, was a Presbyterian minister and author who

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“The little things? The little moments? They aren’t little.” – Jon Kabat-Zinn



died 15 years ago. Doris works as a nutritionist and consumer educator. The couple had a strong commitment to integrative medicine and recognized the importance of the body-mind-spirit connection back in the 1970s when it was virtually unheard of. Wendy Marsh remembers being less than ecstatic with the healthy foods her mother prepared for her as a child.

“No one would ever trade sandwiches with me at lunch,” she laughs, recalling the whole grain bread that none of the

Acupuncture and Oriental Medicine.

“We have a vision that’s so exciting that I can’t help but give others the opportunity to participate in it,” she says. “It’s such a powerful way to make a difference.”

“Because of my own training, giving to the acupuncture program at Bastyr was an easy choice,” Tall continues. “I know how effective the medicine is, and feel honored to be able to promote the study and practice of it.”

Tall hopes that gifts like hers will

her own family will “see the joy in this type of philanthropy” and make further contributions to the fund she created to honor her parents.

In this way, the legacy is truly passed on from generation to generation. For those whose values mesh so seamlessly with Bastyr’s mission—like Doris and Spencer Marsh—there is perhaps no more fitting tribute.

Marsh remembers how her father always used to talk about the joy of giving. “He adhered to the philosophy of



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— JULIE TALL, CHAIR, BASTYR UNIVERSITY BOARD OF TRUSTEES

other kids would eat. “I really wanted Wonder Bread!”

But—as is wont to happen—the prodigal daughter returned home and came to appreciate her parents’ ahead-of-their-time wisdom and way of life.

A Powerful Way to Make a Difference

Julie Tall is an acupuncturist in addition to chairing Bastyr’s board of trustees. She recently donated \$100,000 to the Lasting Legacy Society and directed that income be used to support the School of

“inspire and ignite the passion of others around this philosophy” and new way of giving. Likewise, Wendy Marsh hopes the Bastyr Challenge Fund will “help to create a real culture of philanthropy by allowing people to see the impact of what giving can do and how it can turn lives around.”

Growing up as a “preacher’s kid,” Marsh realized early on that “philanthropy is a form of ministry.”

“We are inviting people to join into a partnership or a community of giving that will make the world a better place through their contributions,” Marsh says, hoping that future generations of

a fullness of body, mind and spirit that epitomizes Bastyr’s mission statement.”

Julie Tall concurs: “I don’t think there is anything more worthwhile or joyous than watching money being put to use to create positive and transformative change in the world.”

** Gifts are recognized under generally accepted accounting practices. Outright gifts are matched and interest fully earned upon receipt. Pledges are matched and interest earned at the present value of the match, accruing fully upon realization of the pledge.*