

After having the honor of serving 22 years as Kent's football coach and 25 years as Athletics Director, I am taking on a new role at Kent as Director of Planned Giving.

I myself recently became a member of the Bell Tower Society, which recognizes those who have made a provision for Kent in their estate plans. In this new role I will now dedicate my efforts to building the school's Endowment in order to ensure Kent's mission of producing leaders for future generations.

The first initiative I am undertaking is called the 3-P Challenge. The goal of this challenge is to raise at least \$1 million in bequests and \$250,000 in outright gifts to permanently endow Kent School's Football program.

The timing of this initiative is especially important because of the ongoing Trustees and Senior Leaders Matching Challenge, whereby every gift to Kent will be matched dollar for dollar until the end of June, 2018.

Kent has always done more with less, yet the only sustainable way to stay true to the principles upon which the school was founded is by building our Endowment. Any gift to the 3-P Challenge will support the school in perpetuity.

By making a **planned gift**, such as a bequest, you will join Kent School's Bell Tower Society and, for the purposes of this initiative, also become a 3-P Society member. By making an **outright gift**, you are becoming a 3-P Society member and you are making an immediate impact on the school's endowment, specifically for the support of the football program.

Many of you are not at a stage in your professional career where you can consider a significant outright cash gift to Kent (although there are ways to spread such gifts out over many years).

Did you know, however, that you can make a commitment now to ensure Kent's long-term viability with no impact on current or future income (while maintaining the ability to change this at any time)? This can be accomplished by adding Kent to your Will or as a beneficiary of your retirement plan or life insurance plan.

Why contribute and why now? Of course, each has to answer this for himself yet, for me- throughout a career devoted to education - it is clear our future is as secure as tomorrow's leaders and I can think of no better crucible to nurture this leadership than on Kent's playing fields. To safeguard our standing as one of the nation's leading prep schools and do our part to secure the future of this country and planet where best to direct our philanthropic efforts than in a foundational educational experience that balances learning with character development.

I have been blessed to be part of a school that makes a difference in the lives of those beyond the Armstrong Gate. I hope you will consider joining me in this initiative to endow the football program and in so doing support the school's overall mission for future generations – knowing a gift to the endowment is something that will last “until day and darkness are no more” – producing future generations of leaders to carry on in your footsteps.

Earlier this summer, several football alumni from the classes of 1993-2014 took the lead in this initiative – pledging \$110,000 in cash gifts (matched dollar for dollar by the trustee challenge) and well in excess of \$110,000 in bequests. These initial gifts have provided us with tremendous momentum on our way to achieving the specified goals.

Attached is a summary of various ways in which you can contribute, as well as a pledge form. You can also contact me directly at [860-927-6038](tel:860-927-6038) or marblet@kent-school.edu. I very much appreciate your time (realizing fully how scarce this is and also the many competing interests for your philanthropic support).

Sincerely,

Todd Marble

PS – we now have a Kent School Football Facebook account that all can access – hoping this will help connect each of us moving forward.



THE KENT 3-P CHALLENGE TO SUPPORT THE PERMANENT ENDOWMENT OF KENT FOOTBALL

Any gift that you make or pledge now will be matched dollar for dollar via the Trustee Match, with the matching dollars going to the school's endowment.

Ways to Make a Gift to the 3P Challenge

Cash or Credit Card: You may write a check payable to "Kent School 3-P Challenge" and mail it to Todd Marble at the address below, or make a gift via credit card by contacting Judy Alderman at jalderman@kent-school.edu or 860-927-6025.

You may also make your gift **online** at <https://www.kent-school.edu/support/giveonline>. Click on the arrow in the **Designation** field and chose "3P Football Fund".

Your gift can be made over a period of months or a period of 5 years by making a **pledge**. The pledge form is page 3 of this packet.

Stocks : You may make your gift by transferring stocks and receive credit for the full fair market value of the gift. For information about how to make a stock gift, please contact Judy Alderman at jalderman@kent-school.edu or 860-927-6025.

Deferred Gifts:

By making arrangements for a deferred (or planned) gift from your estate of any amount, you will be welcomed into the Bell Tower Society, joining more than 600 members of the Kent family who have shown their commitment to Kent by making such a commitment.

A Gift Through Your Will or Trust: A bequest in your Will or living trust can be arranged by including a few sentences in an existing Will or by adding a simple codicil. Sample bequest language: I give, devise and bequeath to Kent School Corporation located at 1 Macedonia Road, Kent, Connecticut 06757 the sum of \$ ____ [or ____%] of my estate, or the rest, residue and remainder of my estate for its unrestricted use and purpose. (You can direct your bequest to support the "3-P Football Challenge")

Retirement Plan and Life Insurance Gifts: You can name Kent as a beneficiary for a percentage of your IRA, retirement plan or life insurance policy by completing a beneficiary designation form naming Kent School and indicating the percentage or amount you would like Kent to receive. Forms can be obtained from your plan administrator or your insurance company, or in many cases can be found on the company website. Kent's tax id number is 06-0646687.

Donor Advised Fund: If you already have a Donor Advised Fund you can add Kent School as a beneficiary.

To discuss any of the above (or other) giving options, please contact:

Todd Marble
Athletics Director
Director of Planned Giving
PO Box 2006
Kent, CT 06757
(860) 927-6038
marblet@kent-school.edu



The Kent Football 3-P Challenge To Support the Permanent Endowment of the Kent School Football Program

Gift/Pledge Form

The purpose of The Kent Football 3-P Challenge is to grow Kent School's permanently restricted endowment to support the Football program. The earnings from the endowment will be spent in accordance with the School's endowment spending policy as established and monitored by the Kent School Board of Trustees.

Enclosed is my/our gift of \$ _____ toward the Endowment to support Kent Football. Please make checks payable to Kent School.

I/We hereby pledge and agree to pay to Kent School \$ _____ toward the Endowment to support Kent Football. I/we will fulfill this pledge outright by _____ (date).

I/We will fulfill our pledge over a period of _____ year(s) beginning _____ (month/year) and concluding _____ (month/year).

My/Our business(es) will match my/our gift _____ Company name(s) _____

I/We would like to speak with someone personally about Planned Giving options.

Signature(s) _____ Date _____

_____ Date _____

Please Print Your Name(s) _____

*Please return your gift/ letter of pledge to: Alumni and Development Office, PO Box 2006, Kent CT 06757
We will contact you to confirm any details necessary for the fulfillment of your pledge.
For more information on available naming opportunities or to make a tribute gift, please contact:
Todd Marble: (860) 927-6038 or marblet@kent-school.edu.*