



“I love to share my good fortune and talent to help low-income people served through Community Services and people here at The Sequoias through the Tomorrow Fund. Now that I am older, it is a true pleasure to be able to help those in need.”

— Sequoias-San Francisco resident and SSNC supporter

Learn More

There are many ways to leave a lasting impact through Senior Services for Northern California. We can help you plan your personal legacy in a way that's right for you.

Please contact us at giving@sequoialiving.org or (415) 202-7805 to learn more.

**Make a gift today...
that creates brighter tomorrows.**

LEAVE YOUR LEGACY



Why give a planned gift?

With a planned gift to Senior Services for Northern California, you can combine your desire to make a difference with your financial, tax, and estate planning goals. Planned giving gives you a special connection with SSNC and the seniors we serve. You will help older adults throughout the Bay Area—for now and for years to come.

Depending on the type of planned gift you choose, you can:

- Receive income for life.
- Reduce capital gains taxes on an appreciated asset.
- Reduce gift or estate taxes.
- Express your commitment to SSNC's mission.
- Accomplish more with one gift than you ever thought possible.
- Leave a legacy.

Your planned gift can:

- 1** Support social service, outreach, and wellness programs for low-income Bay Area seniors.
- 2** Provide confidential support for residents of Sequoia Living continuing care retirement communities who have outlived their assets.
- 3** Provide equipment and supplies for residents who live in Sequoia Living Health Centers, Assisted Living or Memory Care.
- 4** Support areas of greatest need in Sequoia Living communities.

Senior Services for
Northern California 1525 Post Street
San Francisco, CA 94109
(415) 351-3602
www.SeniorServicesNorCal.org

Senior Services for
Northern California

SEQUOIA
LIVINGSM

Senior Services for Northern California is a registered 501(c)(3) nonprofit organization. Our Federal Tax ID number is 94-6615829. Your donation is tax deductible to the fullest extent allowed by law.

**Senior Services for
Northern California**

SEQUOIA
LIVINGSM





Why give to Senior Services for Northern California?

Established in 1987 as the supporting organization of Sequoia Living, Senior Services for Northern California is dedicated to improving the lives of seniors from all income levels and backgrounds.

We raise funds that help Sequoia Living residents and seniors throughout the Bay Area stay healthy, live independently, and engage in life-enriching activities.

Create impact in the areas that matter most to you.

- The **SEQUOIA LIVING STRATEGIC PRIORITIES FUND** supports areas of greatest need within all Sequoia Living communities and programs. You can also designate your Strategic Priorities Fund gift to benefit specific Sequoia Living communities.
- The **COMMUNITY SERVICES FUND** supports Sequoia Living Community Services programs that help thousands of Bay Area seniors maintain their health, live independently, and stay engaged in society.
- The **TOMORROW FUND** provides confidential support for residents in our continuing care retirement communities who have outlived their financial resources through no fault of their own. You can designate your Tomorrow Fund gifts specifically to help residents of The Tamalpais, The Sequoias-San Francisco, or The Sequoias-Portola Valley.
- **ENDOWMENT FUNDS** are permanent funds that ensure the long-term continuation of specific programs. We invest your gifts in a diversified portfolio that produces annual income for future funding of programs. There are separate endowment funds that support each of our Tomorrow Funds.
- **HEALTH CENTER FUNDS** provide special programs, equipment, and amenities for residents who live in Sequoia Living's Health Centers, Assisted Living or Memory Care.
- The **EMPLOYEE EMERGENCY RELIEF FUND** provides confidential, temporary support to Sequoia Living employees who are facing financial hardship in times of a family emergency, funeral, health crisis, fire or flood.
- **SPECIAL PROJECTS FUNDS** support new Sequoia Living-approved projects or programs. Examples include new equipment, approved capital projects, new social programs, and other enhancements to residents' quality of life.

It's easy to designate any of SSNC's funds or programs as the recipient of your planned gift. Please contact us at giving@sequoialiving.org or (415) 202-7805 to learn more.



Choose the planned gift that's right for you.

1 Gifts that: HELP SENIORS IN THE FUTURE

These gifts ensure that the seniors of tomorrow will benefit from your generosity.

Remember Senior Services for Northern California in Your Will or Living Trust

By leaving a gift of cash, property, stock, or other assets to SSNC in your will or living trust, you can make a positive difference in the lives of older adults for years to come.

Give a Gift From Your IRA or Other Retirement Assets

There are two ways you can make a gift of your IRA. One is through a Qualified Charitable Distribution, where you can give up to \$100,000 annually directly to SSNC or other charities without incurring taxes on the distribution. You can also name Senior Services for Northern California as a tax-free beneficiary of your IRA, 403(b), or 401(k) plan.

Give a Gift of Your Life Insurance Policy

You can give a gift of a paid-up life insurance policy or name SSNC as the beneficiary of your life insurance policy—both tax-free.

2 Gifts that: PAY YOU INCOME FOR LIFE

You can receive a tax deduction, avoid capital gains taxes, provide yourself with guaranteed income, and help support SSNC in a meaningful way.

Charitable Remainder Unitrust

Your gift to Senior Services for Northern California is placed in an irrevocable trust in your name. If your gift is appreciated property or securities, you reduce capital gains taxes. Every quarter, you receive a fixed percentage of the trust's value, adjusted annually. The year you give your gift, you receive a sizeable tax deduction. At the end of your lifetime, the principal is transferred to SSNC and directed to the fund of your choice.

Charitable Remainder Annuity Trust

Your gift of cash or securities to Senior Services for Northern California is placed into an irrevocable trust in your name. The trust makes fixed quarterly payments to you for life. The year you give your gift you receive a sizeable tax deduction. When your trust terminates, the remainder passes to SSNC, and we use it in the way you have directed.

3 Estate Plan Gifts: THE OMEGA CIRCLE

We created the Omega Circle to honor the generosity of donors who have the foresight to include Senior Services for Northern California in their estate plans.

As a member of the Omega Circle, you will be invited to special events that connect you with other SSNC supporters and Sequoia Living leadership.

“We make a living by what we get, but we make a life by what we give.”

— Winston Churchill

