

JOHN WANAMAKER: A MAN WHO MADE HISTORY

John Wanamaker is known today as the man most responsible for creating the modern department store. He also was a close and valued friend of Isaiah V. Williamson, the founder of Williamson College of the Trades. Williamson had been very successful in the dry goods business and shared his business knowledge with John. The two men shared several things in common: both lived in Philadelphia, had an excellent work ethic and value system, were extremely successful in business, and believed in giving back to their communities.

WANAMAKER SOCIETY

MEMBERS RECEIVE SIGNIFICANT PERSONAL BENEFITS SUCH AS INCREASED INCOME AND TAX REDUCTION. GIFT SIZE IS NOT A SOCIETY MEMBERSHIP FACTOR. INDEED, THE AMOUNT OF THE GIFT AND THE METHOD OF GIVING IS DETERMINED BY YOUR MOTIVATIONS, PERSONAL CIRCUMSTANCES AFTER PROVIDING FOR LOVED ONES, INDIVIDUAL FINANCIAL OBJECTIVES, AND OTHER SPECIAL INTERESTS.



Not much is known about John's early life except that his family started a brickmaking business that did not do well. He then took a job at a bookstore, earning \$1.25 a week. A year later, he started a job in retail, improving to \$2.50 a week. This is where he first dreamed of opening his own chain of stores. In 1861, he opened a small men's store that excelled. In 1869, he opened his second store and named it John Wanamaker & Co. In 1875, he moved his store into a larger building that is considered one of the first department stores in the country. He popularized the fixed price system, gave his employees many benefits, and is credited with creating the first store advertisement. Wanamaker also served as the U.S. Postmaster General and president of the YMCA.



As early as the 1850s, Williamson had begun thinking of a plan for a school that would bear his name. As he told Wanamaker, "It was seeing boys growing up with no education, no trade, and no idea of usefulness that caused me to think of founding a school where every boy could be taught some trade free of expense." On December 1, 1888, he executed his plan. "He had to be wheeled from his carriage in a rolling chair," wrote Wanamaker, "but his spirit was alert and joyful."

A LETTER TO THE MEMBERS OF THE WANAMAKER SOCIETY AND THOSE WHO ARE INTERESTED IN SUPPORTING WILLIAMSON:

Because of people like you, for over 125 years Williamson College of the Trades has been able to provide deserving young men with a free education in the trades while instilling in them the character traits necessary to be successful in life.

Williamson receives no money from the state or federal government, and is dependent on support from those who believe in the college's mission: "To prepare qualified young men to be respected leaders and productive members of society."

There are a variety of ways to help the college, but one of the most beneficial to Williamson and to the donor, is membership in the Wanamaker Society.

Long-standing and new members of this society make a commitment to the college's long-term future through wills and other planned gifts.

This handout illustrates several ways to renew your personal commitment to the Wanamaker Society and outlines options that potentially can offer you and your family tax benefits, life income, and other financial advantages.

For more information, contact Williamson's Office of Institutional Advancement at 610-566-1776 or advancement@williamson.edu.

For Williamson,



President Michael J. Rounds P.E.



GOAL BY 2020

250 ADDITIONAL MEMBERS

MEMBERS OF THE WANAMAKER SOCIETY HAVE MADE A COMMITMENT TO THE LONG-TERM FUTURE OF WILLIAMSON COLLEGE THROUGH WILLS AND OTHER PLANNED GIFTS.

WILLS • ANNUITIES • ASSETS

JOHN WANAMAKER "CITIZEN" STATUE

by John Massey Rhind, Located on the east side of City Hall on Juniper Street in Philadelphia, PA

DID YOU KNOW?

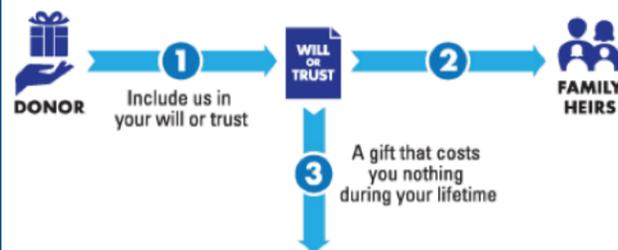
There are creative ways to support Williamson College of the Trades – ways in which you, your loved ones, and the college all benefit at the same time. Such giving options are called planned gifts because with thoughtful planning you create win-win solutions for you and Williamson.

DID YOU KNOW?

Life insurance is also an attractive way to make a planned gift because it is a flexible, cost-effective, and in many cases a tax-advantaged way to make an important gift to Williamson. This is a way to make an impact that costs you nothing by naming Williamson a beneficiary of your insurance policy. Ask your policy provider to have you complete a new Change of Beneficiary form.

GIFTS FROM YOUR WILL OR TRUST

*You can make a gift that costs nothing during your lifetime.**



How it Works

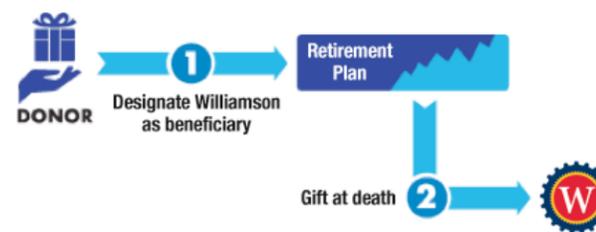
- Include Williamson College of the Trades in your will or trust.
- Make your gift unrestricted or direct it to a specific purpose.
- Indicate a specific amount or a percentage of the balance remaining in your will or trust.

Benefits

- Direct the division of your property the way you choose—not the way the state decides.
- Devise an estate plan, with the help of a qualified attorney and other advisors, to minimize the taxes on your estate.
- Just a few sentences in your will are all that is needed. The official bequest language for Williamson is: “I, Tom Smith 5W6, give, devise and bequeath to Williamson College of the Trades [written amount or percentage of the estate or description of property] for its unrestricted use and purpose.”

BENEFICIARY GIFTS FROM RETIREMENT PLANS

*You can make a difference that costs nothing during your lifetime.**



How it Works

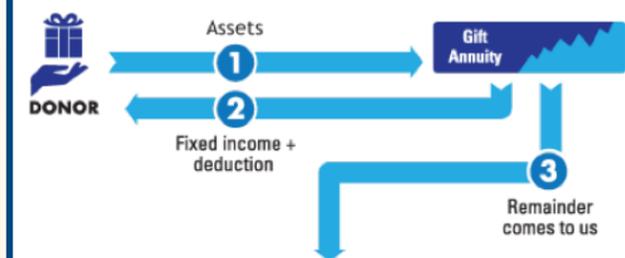
- You name Williamson as beneficiary for part or all of your retirement-plan benefits.
- Funds are transferred by plan administrator at your death.

Benefits

- Retirement-plan benefits are typically subject to a combination of income taxes and estate taxes could result in a tax hit of more than 63% of the retirement-plan benefits.
- However, no federal income tax or estate tax is due on the funds that pass to Williamson.
- You make a significant gift for the programs you support at Williamson.

CHARITABLE GIFT ANNUITY

*You can receive income for life in return for your gift.**



How it Works

- You transfer cash or securities to Williamson. Our suggested minimum gift requirement is \$10,000.
- Williamson pays you, a spouse and yourself, or any two beneficiaries you name, fixed income for life.
- Remaining balance will be applied by Williamson to the purpose you stipulated when you signed the annuity contract.

Benefits

- Receive dependable, fixed income for life in return for your gift.
- In many cases, receive payments at a rate higher than the interest you are currently receiving from stocks, CDs, or savings accounts.
- Receive an immediate income tax deduction for a portion of your gift.
- A portion of your annuity payment will be tax-free.

** The illustrations and information in this brochure are not offered as legal or tax advice.*