

Marcelo Alvarez '56 Saying Thanks by Giving Back

Marcelo Alvarez has accomplished a great deal since graduating from Keystone Junior College in 1956. He has been an upper-level manager with several leading corporations and has made a major impact on the lives of others in his community.

Through it all, Marcelo has remained loyal to Keystone and has demonstrated that loyalty through his dedication and generosity. Marcelo and his wife, Betty, have been longtime donors and supporters of Keystone. They have also become members of the Evergreen Society by including Keystone in their estate plans.

"I had an excellent experience at Keystone," says Marcelo, a Havana, Cuba, native and current Naples, Fla., resident. "Keystone is a very special place and I am proud to offer my continued support so young people today can receive a top quality education from a great school."

"I am proud to help young people pursue a college education that will help them lead fulfilling and positive lives."

— Marcelo Alvarez

After Marcelo graduated from high school at age 15, his father began searching for colleges in the United States, eventually settling on Keystone, where Marcelo became a business major.

"I had to work hard to become more fluent in English and to do well in my studies," Marcelo says. "I realized that nothing worthwhile comes without effort. That lesson

remained with me throughout my life."

After receiving his associate degree from Keystone, Marcelo obtained a bachelor's degree and master of business administration from the University of Miami. He went on to have a 25-year career at the international accounting firm Coopers & Lybrand (now PricewaterhouseCoopers).

Along the way, he lived in New York City; Rio de Janeiro and Sao Paulo, Brazil; Philadelphia; and Miami. He served as senior vice president and CFO with a leading Florida real estate company. Since 1996, Marcelo has served as director and vice chairman of EFG Capital International Corp. in Miami, an international wealth management firm. He also served as director and chair of the finance committee of Pride Enterprises, a nonprofit organization that rehabilitates prisoners by providing job training in a realistic business environment. He has been very active in numerous professional, community and charitable organizations.

"Supporting Keystone is a great way to give back to a place that has meant so much to me," he says. "I am proud to help young people pursue a college education that will help them lead fulfilling and positive lives."



Betty and Marcelo Alvarez '56

Evergreen Society Of Keystone College

- Anonymous (7) + (1)**
Marcelo '56 and Betty Alvarez**
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**New member since the last issue of the Keystone College Advisor

*Deceased

Learn more about supporting Keystone or make a gift online by visiting our website, www.keystone.edu/invest.

How a Little Planning Can Save Big in Taxes

Discover the Benefits of a Planned Gift

Sometimes it's difficult to balance our charitable goals with our budgets – especially when we're all paying closer attention to the dollars we spend and our loved ones' security. But planned gifts offer many different options, making it easier to align your giving goals with your financial and estate plans.

Planned gifts can be made now to immediately support our needs, or they can be enacted upon your death as a final way to leave your legacy. Consider these options:

1 A gift in your will or revocable living trust.

Known as a bequest, this form of giving is accomplished by working with your attorney to include a few simple sentences, called bequest language, in your will or living trust. Because this gift doesn't go into effect until your death, you can change your mind at any time.

2 A gift of your retirement plan assets.

By naming Keystone as the primary beneficiary on the beneficiary designation form for a percentage (1-100)

of your account's final value, you can make a tax-wise gift to support our students after your lifetime.

3 A gift that provides you with income for life.

Through a life income gift, you make a gift and in return you and, if you desire, someone else receive income for life. After your lifetime and that of the other person you choose, the remaining balance of your gift supports Keystone College.

To learn more about the benefits of gift planning and giving options that could work for you, please contact us today – at no obligation, of course.



Why Choose a Planned Gift?

By including a gift as part of your overall estate or financial plans, depending on the gift arrangement you choose, you can:

- Feel secure about the future of your loved ones.
- Maintain control of your assets for life.
- Receive substantial tax benefits.
- Give more than you ever thought possible.



The College recently dedicated Keystone's new Veterans Memorial in front of Harris Hall. The black granite memorial features the logos of the U.S. Army, Navy, Air Force, Marines and Coast Guard, as well as the symbol of soldiers who have served as prisoners of war or are missing in action. Funds for the memorial were raised by members of Keystone's Armed Forces Club and the campus community. Keystone students and active members of the U.S. Army who helped dedicate the College's new Veterans Memorial are, *from left*, Spc. Valissa Browning, Sgt. Jason Browning and Spc. Mae Rene Krayeski.

Discover a Dozen Ways to Give Back to Keystone

In **12 Ways to Support Your Favorite Cause**, you'll find ideas on how to create a meaningful legacy for the important people and charitable organizations in your life. With so many different options, you're sure to find a plan that fits your goals.



yours free!

4 Ways to Make a Difference After You're Gone

A gift in your will or living trust, known as a bequest, can be crafted to meet your particular goals. Choose from these options:

- 1 Unrestricted bequest.** This is a gift for our general purposes, used at the discretion of our governing board. A gift like this – without conditions attached – allows Keystone College to determine the wisest and most pressing need for the funds at the time of receipt.
- 2 Restricted bequest.** This type of gift allows you to specify how the funds are to be used. Perhaps you have a special purpose or project in mind. If so, it's best to consult us before you execute your will or trust to be certain your intent can be fulfilled.
- 3 Honorary or memorial bequest.** This is a gift given in honor or memory of someone. We are pleased to honor your request and have different ways to grant appropriate recognition.
- 4 Endowed bequest.** This bequest allows you to restrict the principal of your gift, requiring us to hold the funds permanently and use only the income or a small percentage of the fund each year. Creating an endowment in this manner means that your gift can continue giving indefinitely.

Extensive renovations have transformed the Theatre in Brooks into a state-of-the-art facility featuring multipurpose event space, faculty offices and graphic design computer labs. In addition to significant aesthetic renovations and technology enhancements, fire and safety, electrical, plumbing, and heating/air conditioning systems were also upgraded. Funding was made possible by a \$500,000 matching Pennsylvania Redevelopment Assistance Capital Program Grant submitted in partnership with nearby Factoryville. Funding was matched by Keystone and thanks to the generosity of donors, additional fundraising was added for a total project cost of \$1.4 million. Pictured is a full house enjoying a lecture by Candace Gingrich-Jones.



Keystone College Awarded Grant for Iron Works Program

Keystone College has been awarded a \$10,000 Challenge America Grant from the National Endowment for the Arts in support of its Keystone Iron Works program.

Keystone Iron Works brings underserved high school students on campus each June to participate in iron pour workshops at the Keystone art studios. After the workshops, the students pour molten iron into molds they created during the Arts on Fire Festival at the Scranton Iron Furnaces in downtown Scranton. Keystone partners with several local arts, educational and community organizations to coordinate the project.

"We are extremely grateful to the National Endowment for the Arts for awarding a Challenge America Grant to Keystone College," says Keystone President Dr. Edward G. Boehm, Jr. "Each summer we look forward to helping young people from our area experience the joy and satisfaction of participating in the Keystone Iron Works program and the Arts on Fire Festival in downtown Scranton."

Keystone is one of 153 nonprofit organizations nationwide to receive a Challenge America Grant.



Molten iron is poured into molds as a part of the Keystone Iron Works program.

The grants, which totaled \$1.53 million, are awarded primarily to small and mid-sized organizations for projects that extend the reach of the arts to people who would ordinarily not experience those benefits because of geography, ethnicity, economics or disability.



To learn how you can support a program that is important to you, please contact Donna Clemens at (570) 945-8155 or donna.clemens@keystone.edu.

Don't Miss This Tax-Wise Opportunity

Are you age 70½ or older? Congress recently reinstated a law that allows you to move up to \$100,000 from your IRA directly to a qualified institution such as Keystone College without having to pay income taxes on the money. Known as the IRA charitable rollover, this law has been extended to the end of 2013 and made retroactive for 2012.

Evergreen Society Mission Statement

The Evergreen Society was founded in 1993 to honor individuals who have made a planned gift to Keystone College. The Evergreen tree, after which the Society was named, represents continuing life and growth. Similarly, the Evergreen Society provides alumni and friends with an opportunity to leave a legacy through an unrestricted gift to Keystone College, or by supporting worthy programs of special interest. Gifts in the past have helped create educational opportunities for today's students, and future generations of Keystonians.

Keystone College

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