

**1 in 26**

**WILL DEVELOP EPILEPSY  
IN THEIR LIFETIME**

**SEIZE THE DAY  
PLAN FOR TOMORROW**

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**PLANNED GIVING FOR EPILEPSY RESEARCH**





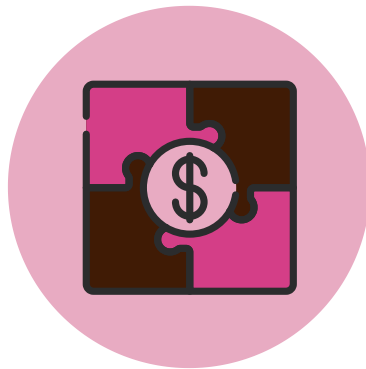
## PLANNED GIVING: YOU DON'T NEED TO BE A MILLIONAIRE

Call it planned giving, bequest, legacy gift or estate planning. No matter the name, this is a way to express your wishes **now** but delay the gift until after you're gone. Regardless of income level, anyone can make this kind of meaningful gift to help find a cure for epilepsy. Experts from the UW Foundation are available to discuss your dreams and goals, and find a strategy that works best for you.



### MAKE IT SIMPLE

A bequest is the easiest type of planned giving and costs nothing during your lifetime. A bequest can be included in a new will or added to an existing will or living trust. You can designate [Lily's Fund at UW Foundation](#) to receive a specific dollar amount or a percentage.



### FINANCIAL ADVISOR

Already have a financial advisor? Bring this with you next time you meet. Some gifts can get a bit more complicated – gift annuities, charitable trusts, charitable lead trusts – to name a few. Let your advisor know you want Lily's Fund in your estate plan.



### A MILLION WAYS

Real estate, securities/stocks, gift annuities, retirement funds, life insurance plans...there are many ways to give. Our experts at the UW Foundation can easily transition more complicated assets into a meaningful gift to Lily's Fund.



Sue (bottom left) in the photo booth, Lily's Luau 2018.

## WE ARE THE 1 IN 26.

I know firsthand how epilepsy can change one's life. I am the 1 in 26.

And now I'm determined to change the lives of others by sharing my story publicly for the first time and donating a \$1 million gift in my will to Lily's Fund for Epilepsy Research.

In 2013, I had my first seizure. Then more seizures came with greater frequency, leaving me mentally and physically exhausted. Daily activities and personal relationships were upended. Priorities shifted. As a business owner, CPA, and director of a bank, I worried about telling my colleagues and clients about my diagnosis. I knew the stigma associated with epilepsy. What if they didn't have faith in my competence? Would they hesitate to trust me as a financial advisor? So I decided to keep my condition private.

That is, until I went to my first Lily's Luau fundraiser in 2017. I was excited to see the energy, the support and most of all the research, particularly how grants had gone on to receive National Institutes of Health (NIH) funding. Not only does every dollar donated to Lily's Fund go to research, but it's also leveraged to bring in additional funds for epilepsy research. It's such a great investment. Attending Lily's Luau was kismet and my inspiration to ensure the research continues. I hope you'll join me on a new venture to raise \$5 million for epilepsy research through planned giving.



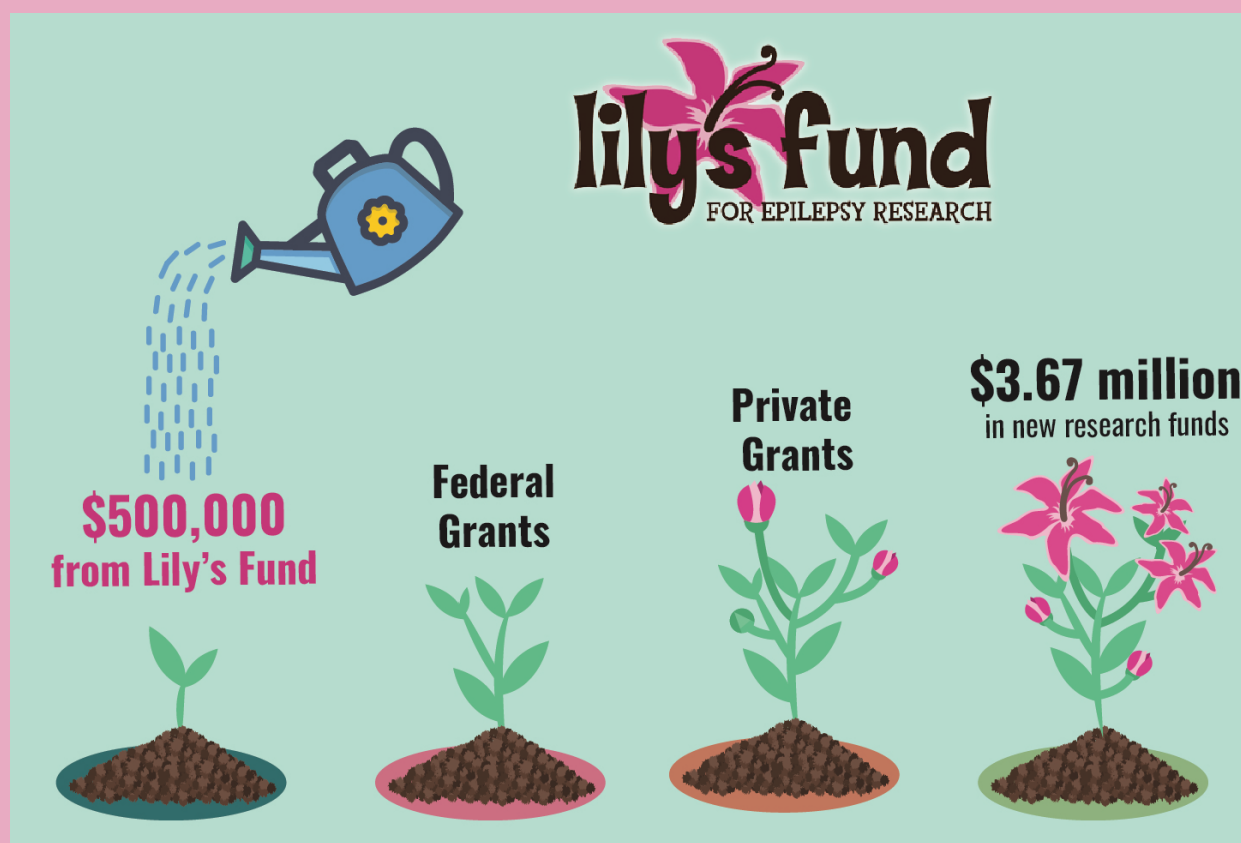
Badger Sue (middle) with her kids. See Sue's full story: [lilysfund.org/plannedgiving](http://lilysfund.org/plannedgiving)

## SUE MERKATORIS

Badger, Businesswoman, and 1 in 26

## DEB AND BILL

“We hadn't thought about this kind of giving before, as we didn't see ourselves in that kind of position. But now we understand how easy it is to add even a modest amount to our will. How wonderful that our daughter, who lives with epilepsy, will see our gift honor her during **her** lifetime.”



## LEVERAGE. HERE'S HOW YOUR GIFT GROWS.

These five \$100,000 Lily's Fund grants have gone on to receive an additional \$3.67 million for epilepsy research at UW-Madison. That's quite a return on investment! YOUR investment toward a cure for epilepsy!