



Brighter Forever

The planned giving challenge for Children's Wisconsin

If you have ever considered leaving a legacy at Children's Wisconsin through a planned gift, now is the time to act! Participate in **Brighter Forever**, which allows you to not only establish a legacy for the future, but also see the immediate impact of your generosity on the kids and families we serve.

To participate in the challenge, make a commitment today and a portion of your planned gift will be matched. The Brighter Forever matching fund will provide an immediate cash match of 10% of the value of your planned gift commitment — up to \$25,000 — to support an area at Children's Wisconsin that is most meaningful to you.

If you have already included Children's Wisconsin in your estate plan, please notify us so we can include your gift in this special matching opportunity.

How does the challenge work?



1. Include Children's Wisconsin in your will or trust, or name Children's Wisconsin as a beneficiary of an IRA, investment account, donor advised fund or life insurance policy. If you are already a planned giving donor, you can participate by confidentially sharing details about your existing planned gift or increasing your future commitment.



2. Tell us about it! Document your philanthropic commitment to Children's Wisconsin by completing a simple, confidential and non-legally binding statement of intent form.



3. Direct your cash match to the program at Children's Wisconsin that is closest to your heart.

Brighter Forever will continue through 2026 or until matching funds are exhausted.

"When Children's says 'kids deserve the best,' they mean all kids. That's why Children's is one of the top charities included in our estate plans. Planned giving isn't only for folks who are 75 and billionaires — planned giving helps us support the charities close to our hearts."

-CHAD HERSHNER AND JEFF AMSTUTZ, CHILDREN'S WISCONSIN PLANNED GIVING DONORS AND GUARDIAN SOCIETY MEMBERS



The planned giving challenge for Children's Wisconsin

EXAMPLES

If you document a \$100,000 gift in your estate and complete the statement of intent form, \$10,000 from the Brighter Forever matching fund will be immediately directed to your area of interest at Children's Wisconsin. Children's will receive the \$100,000 from your estate after your lifetime.

Your future gift + Immediate 10% cash match* = Your total impact

\$25,000	\$2,500	\$27,500
\$100,000	\$10,000	\$110,000
\$250,000	\$25,000	\$275,000

**The maximum match offered for a future gift is \$25,000.*

How do I name Children's Wisconsin in my will or trust?

Include this language in your will or trusts: "I give, devise and bequeath (specific dollar amount; desired percentage; the rest, residue and remainder of my estate; or legal description of property) to the Children's Wisconsin Foundation, a Wisconsin not-for-profit corporation located at Children's Wisconsin Corporate Center, 999 N. 92nd St., Suite 220, PO Box 1997, Milwaukee, WI 53201-1997, to be used in support of its mission OR to support (program or department) at Children's Wisconsin."

How do I name Children's Wisconsin as beneficiary of my retirement account, life insurance policy or charitable fund?

1. Request a beneficiary designation form from your plan or fund administrator or log into your online account.
2. Use the following information to update your beneficiary designations:
Children's Wisconsin Foundation
999 N. 92nd St., Suite 220
PO Box 1997
Milwaukee, WI 53201-1997
Federal tax ID number: 39-1500075



For more information about how to amplify your legacy through Brighter Forever, please contact:



Kelly Sachse
(414) 266-6121
ksachse@childrenswi.org



Maura Cook Lamensky
(414) 266-2481
mcooklamensky@childrenswi.org



Brighter Forever

giving.childrenswi.org/brighterforever