

LEGACY

A FINANCIAL AND CHARITABLE ESTATE PLANNING GUIDE



NORTHWESTERN COLLEGE

NORTHWESTERN MEDIA



Paul and Grace Ramseyer

Submitted

PAUL RAMSEYER '55: THE INVESTMENT OF A LIFETIME

It is doubtful that when KTIS station manager Loren Bridges hired Paul Ramseyer in 1953 he contemplated the eternal impact of his “investment.” Yet Bridges’ investment is still yielding high returns almost 60 years later.

In the early 1940s, Cy and Susie Ramseyer turned down an employment offer from Northwestern College founder Dr. W.B. Riley in order to continue their traveling musical evangelism ministry. But that didn't close the door to the family's involvement in the college.

“We are not cisterns made for hoarding, we are channels made for sharing.”

— Rev. Billy Graham

Years later the Ramseyer's son, Paul, dreamed of becoming a radio missionary. Having studied broadcasting speech and radio at Northwestern University (Illinois), he sought experience by sending KTIS Station Manager Loren Bridges an unsolicited audition tape. Bridges offered the younger Ramseyer a part-time job at KTIS at a wage of \$1 per hour.

Ramseyer headed for Minnesota in 1953 with an acceptance letter into Northwestern Seminary, a job offer at KTIS, and his bride, Grace, who had captured his affection with her letters while he served in Korea.

In addition to raising two children, Grace, who has a nursing degree from Marquette University, earned a degree in elementary education, a master's in educational psychology, and a Ph.D. in higher education administration from the University of Minnesota.



Submitted

Curt Swindoll, Wayne Pederson, Charles (Chuck) Swindoll, Paul Ramseyer, and Harv Hendrickson in front of the former KTIS studio on the Northwestern College campus.

“My kids grew up seeing Mom with her nose in her books,” Grace says with a laugh. She worked at the University of Minnesota, the College of St. Catherine, and St. Mary’s University, and remains active in the American Association of University Women (AAUW).

Meanwhile, Paul learned the radio business. “From 1953 to 1970, the original radio studio on Willow Street was basically a box in a large room,” says Ramseyer with a grin. Over the years, he held many roles, including KTIS manager and vice president for media and outreach. Many people remember his programs such as the *Adventures of the Sugar Creek Gang*, *Singspiration Time*, and *Evensong*. One of his greatest joys was inaugurating the program *Sunday Night* with Richard K. Allison.

Another important investment

In 1967 Ramseyer invested in the life of Wayne Pederson, a junior at the University of Minnesota, by hiring him to work at KTIS. Pederson eventually worked his way up to become senior vice president for Northwestern Radio and today serves as the president of HCJB Global, a worldwide communication ministry.

Pederson remains grateful for Ramseyer’s belief in him. “Paul not only hired a young university guy with

no radio experience,” Pederson said, “he mentored me over the 30 years I worked for him. He was the one who gave me a real heart for using radio for global evangelization.

“Paul continues to be my dear friend. I still find myself often quoting Paul’s management axioms. He constantly encourages me in my calling, and when he says he prays for me daily, I know he really does!”

Impact around the world

Ramseyer’s legacy of leadership includes establishing media partnerships all over the world. He has served on the board of HCJB Global and currently serves on the board of the World Radio Network. In 1993 Paul received the Minnesota Pioneer Broadcaster of the Year Award and in 2001 was inducted into the Museum of Broadcasting Hall of Fame.

Ramseyer officially retired in 1997, but he and Grace remain invested in Northwestern’s outreach efforts.

“The college and the media outlets make such a difference in the lives of ordinary people and local churches that we wanted to continue our involvement,” says Ramseyer. “Grace and I consider it an eternal investment that’s training people to be ambassadors in the world.”

The Ramseyers’ unique areas of ministry passion intersect at the Christian Center for Communications (CCC), a Northwestern College degree site in Quito, Ecuador. They fund an endowment in their name, awarding scholarships to CCC students seeking ministry careers in cross-cultural communications.

“I cannot imagine a more blessed life,” says Ramseyer. All we have and have accomplished is only by the grace of God. Second Corinthians teaches that we are merely instruments in His hands and that we have this treasure in earthen vessels, so that God gets all the glory—not us. How marvelous to be His conduit.”

MAKING A LASTING IMPACT

In his book, *Growing Strong in the Seasons of Life*, Charles Swindoll presents a thought-provoking example of how a small investment into the life of another can have a huge impact for eternity. As Swindoll calls to mind the names of famous, influential Christians, he asks his readers to name the people who influenced those leaders to serve Christ.

For example, can you name the person who led Northwestern College's second president to the Lord? Whoever it was, if not for his or her willingness to invest time and energy into Billy Graham, hundreds of millions of people may not have heard of Christ's love.

Nearly 60 years ago, Loren Bridges could not have foreseen the full potential of his investment in young Paul Ramseyer. And Ramseyer could not have known how far Wayne Pederson would go in his career and ministry. But as Ramseyer says, "You never know what's going on behind the scenes. There are a lot of things we won't know about until heaven."

Paul and Grace Ramseyer spent a lifetime investing in others and stewarding the talents and blessings God graciously granted them. They also realize there will come a day when they no longer need those resources, so they have wisely planned for the distribution of their estate. Few people enjoy thinking about it, but that time will come for each of us. And with a planned gift, you can prepare for your financial future while establishing a legacy for your loved ones and Northwestern students and listeners.

Planned gifts may enable you to:

- Make a gift to Northwestern now, and reduce estate and income taxes on assets you pass to your family
- Receive fixed income for your lifetime
- Supplement the financial needs of your loved ones
- Strengthen the sustainability of ministries and organizations that matter most to you

No matter how the economy fluctuates, the income you receive from a Northwestern Gift Annuity remains the same for as long as you live.

What impact do you want to have on your loved ones?

What legacy will you leave on this earth? A planned gift to Northwestern will definitely impact students and listeners and has the potential to influence some of our nation's next great Christian leaders.

While there is no "one size fits all" formula, there are many ways to invest in both your future and the ministries you care about. A Northwestern Gift Annuity is one investment option that is attractive, even in our current changing economic climate.

We welcome the opportunity to discuss the many options with you in confidence. For more information, please contact David D. Danielson, J.D., at 651-631-5329, toll-free at 800-692-4020, or by e-mail at dddanielson@nwc.edu.

NORTHWESTERN CHARITABLE GIFT ANNUITY: HOW IT WORKS

- Make a gift to Northwestern: cash, stock, or real property.
- Northwestern pays you a fixed income for life based on current industry-wide charitable gift annuity rates.
- Any remaining funds left in the gift annuity will be used to further Northwestern's mission as designated by you.

Financial Benefits of a Charitable Gift Annuity

- Receive fixed lifetime payments that are often higher than yields generated from CDs or stocks.
- Age matters—the older you are, the higher the income payout you will receive.
- Receive an immediate charitable deduction for your gift and possibly a prorated bypass of capital gains for annuities funded with appreciated assets.
- Each income payment you receive may be partially tax-free.
- This irrevocable transfer of assets is not included as part of your estate.
- Income continues for life (or through the life of the survivor, if a two-life annuity).
- Choose to defer your payments until a later date when you may no longer be earning an income and are in a lower tax bracket.



A SPECIAL GIFT IDEA FOR A LOVED ONE

You can fund a Northwestern Gift Annuity and name your loved one—such as an elderly family member—as the beneficiary. This unique gift idea provides several benefits:

- Your loved one receives an immediate and steady stream of income for the rest of his or her lifetime.
- You receive an immediate charitable tax deduction.
- Northwestern receives a future gift from any funds remaining in the gift annuity.

For more information, please contact David D. Danielson, J.D., at 651-631-5329, toll-free at 800-692-4020, or by e-mail at dddanielson@nwc.edu.

NOTE: This information is distributed with the understanding that Northwestern College is not rendering legal or other professional advice and is only providing illustrative and educational materials, which may or may not be appropriate for the specifications of the reader's estate. Financial and estate plan documents should be prepared with the assistance of competent professional advisors.

NEW TAX LAW AFFECTS CHARITABLE GIVING

In December 2010, President Obama signed Public Law 111-312, a tax law that includes several significant provisions. The new law:

- Continues the current income tax rates for everyone
- Increases the Federal Gift Tax exemption
- Contains charitable tax planning provisions, including an extension of the IRA Charitable Rollover for contributions made in the 2011 tax year
- Changes the Federal Estate Tax Law, including portability of spousal exemption

HIGHLIGHTS

This tax law may affect your planning and/or charitable giving. Here are some highlights to note:

- IRA Charitable Rollover donations for 2011 can be made through December 31, 2011.
- The individual estate and gift tax exemption increases to \$5 million per person (\$10 million per married couple).
- The maximum federal estate tax rate is reduced to 35%.
- The portability of spousal exemption will eliminate the need for most estate tax planning trusts, such as A-B Trusts, Bypass Trusts, Marital Trusts, etc. Married couples will no longer need these complicated and often expensive trusts to assure that a surviving spouse's estate will get the benefit of both spouses' federal estate tax exemption.

For more information or if you have questions regarding these new tax provisions and how they may affect your charitable giving, please contact David D. Danielson, J.D., at 651-631-5329, toll-free at 800-692-4020, or by e-mail at dddanielson@nwc.edu.



Contact us today for an informational brochure:

- plannedgiving@nwc.edu
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LEGACY • SPRING 2011



**BUILDING
A LEGACY
OVER A
LIFETIME**

TO LEARN MORE ABOUT HOW YOU CAN PLAN FOR THE FUTURE,
VISIT OUR WEBSITE AT: NWC.EDU/PLANNEDGIVING

*Northwestern Media and Northwestern Foundation are
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