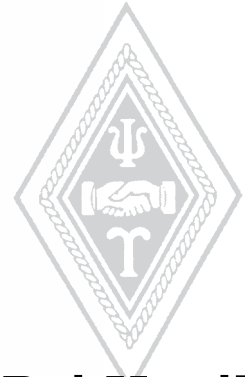


The Legacy



of Psi Upsilon

Leaving a Legacy for Future Psi U Brothers

In 1984, the Cubs were playing the Padres in the playoffs,” says Sam Tinaglia, president of The Psi Upsilon Foundation. “I was trying to find a place to watch the game when I noticed that The Psi Upsilon house was broadcasting it from the sunroof. I thought, *This is my kind of place*, and ended up being the first freshman to pledge that year.”

A few things have changed since 1984: Sam graduated from the University of Chicago, received an MBA from UCLA, got married and had three kids—who he loves spending time with when he’s not working as a principal at William Blair & Company. But some things have stayed the same: Sam still loves the Cubs and the brotherhood in Psi Upsilon.

“During school, I was on the undergraduate advisory board and president of the house,” Sam says. “Later, I joined the local Omega chapter board and then the national board. The brotherhood on the board is fantastic.”



A great benefit to being involved with the Foundation is the opportunity to meet outstanding young brothers. Sam is pictured here with some of this year’s scholarship recipients at the Psi Upsilon Convention.

Continued on page 3

Thank you for your support!

Your gift, large or small, makes a big difference to Psi Upsilon.

WHAT'S INSIDE?

- > This year, give a gift that will touch a life
- > We need your help to continue meeting our goals
- > 4 ways to help us at year-end

Touch a Life Through Your Holiday Giving

The warm feelings of the season are settling in, family plans are being added to the calendar and stores are preparing for the annual rush—the holidays are upon us! Often paired with this time of year are hopes to surprise our loved ones with special gifts that mean a lot to them.

But giving great gifts is not an easy task. Many times it's because people already seem to have everything, or the hectic rush of this time of year makes holiday shopping a chore. But there are other, very positive routes for gift-giving, and they start with a reflection of what is truly dear to you and those you love.

Honor Gifts: A New Twist to Your Holiday Giving

This holiday season, consider adding "honor gifts" to your list of giving ideas. If any of your loved ones hold a charitable cause, such as Psi Upsilon, close to their hearts, you could make a significant gift in their honor. By making an honor gift in a loved one's name, you'll establish a living tribute to him or her that:

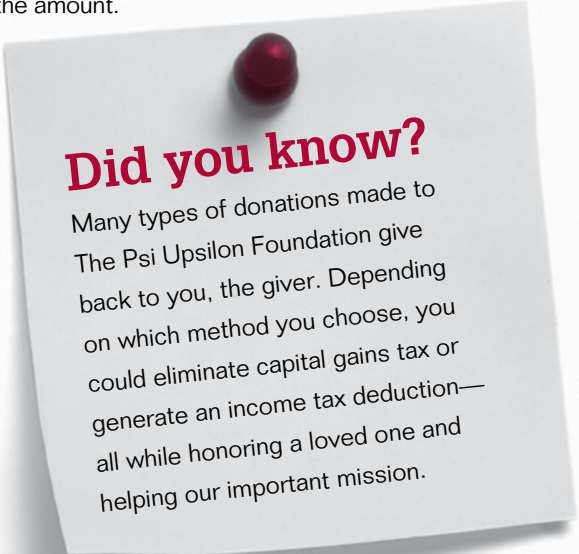
- is always appreciated;
- carries significant meaning; and
- supports our work during a time of great need.

How Honor Gifts Work

Honor gifts are donations you make in recognition of someone significant in your life. These gifts are often made on traditional gift-giving occasions, but can also be used as a thoughtful way to say thanks or to congratulate a loved one for a noteworthy achievement or milestone reached.

How to Complete Your Gift

Making an honor gift to The Psi Upsilon Foundation is easy. We have many options to help you honor someone special today—see Page 4 to learn about four popular ones. Once you've chosen the option that works best for you, simply let us know that your donation is an honor gift. We'll issue a tax receipt to you for your contribution. And, if you wish, we'll announce your gift to the honoree—without stating the amount.



Did you know?

Many types of donations made to The Psi Upsilon Foundation give back to you, the giver. Depending on which method you choose, you could eliminate capital gains tax or generate an income tax deduction—all while honoring a loved one and helping our important mission.

We value your support year-round, but this holiday season, when it comes to buying another gift, we hope you might consider an idea that benefits so many more and goes so much further, a gift that you'll feel proud to give and the recipient will be honored to receive.

If you have any questions about making gifts in honor of loved ones, please contact us. We would be happy to help you.

**Questions?
Contact Mark
Williams,
executive
director, at
(800) 394-1833,
Ext. 27, or visit
our website at
www.psiu.org
today.**

There are many ways to make a charitable gift in a loved one's name. To browse through your options and learn more about how each could work for you, visit www.psiu.org/give.

Leaving a Legacy for Future Psi U Brothers

Continued from front



Sam Tinaglia and his family: Wife, Suzie, sons, *from left*, Daniel and Sammy and daughter, Anna

Sam decided to leave a legacy by including The Psi Upsilon Foundation in his will. "I'm a planner, and I've also seen how much we benefited from a brother putting us in his will," Sam says. "Without a strong national, there are no strong chapters."

Sam's 12-year-old son, Sammy, is already benefiting from the Psi Upsilon legacy. "About two years ago, my son was treated for leukemia at the University of Chicago hospital," Sam says. "The brothers from the Omega chapter visited him, and they still always ask about him." Sammy, in turn, looks forward to visiting the chapter for reunion weekend and seeing "his brothers." And the brotherhood lives on...

How You Can Make a Difference

Psi U has many opportunities to grow and open new chapters on campuses across the U.S. and Canada. Support from alumni, such as a simple provision in a will, gives Psi U resources to establish new chapters, reactivate inactive chapters and support its current chapters. For more information on how you can help the future of Psi U, contact Mariann Williams (Sam says, "She's awesome.") at (317) 571-1833, Ext. 22, or mariann@psiu.org. You can also visit www.psiu.org to learn more about The Psi Upsilon Foundation.

We Need Your Help to Continue Meeting Our Goals

When we rang in 2010, we ushered in a sense of hope for the new year—a clean slate with refreshed possibilities. And now, as the end of 2010 approaches, we're taking this time to look back at the challenges Psi Upsilon faced, the accomplishments we achieved and the steps we're taking to ensure that 2011 is just as promising.

Because of the support we received from you and other generous individuals, we have been able to make real progress toward furthering our important mission. With your help, in the last year we have been able to:

- Increase the amount of scholarships granted from 9 to 20.
- Bring every chapter president—at no cost to him or his chapter—to the Archons Academy where leadership issues were addressed and best practices shared.
- Bring several national speakers to the Convention to address leadership development, consensus building and chapter management.

Remember, it doesn't take much—in fact, just a little—to help a lot, and that's what your donation can do. No matter how or what you give, rest assured that you will be making a difference.

3 Ways to Benefit Us This Year

If you would like to make a year-end gift to The Psi Upsilon Foundation that can also offer you substantial tax benefits for this year, here are three assets you can use to fulfill your intentions:

- Cash
- Securities that are worth more than you originally paid for them
- A life insurance policy you no longer need

Questions about giving at year-end?

To learn more about your options, please contact Mark Williams, executive director, at (800) 394-1833, Ext. 27, or maw@psiu.org, at no obligation. We would also be happy to discuss how your gift will help every brother in every chapter.

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How You Can Support Us at Year-End

1 Give cash.

Cash can be used to prepay a pledge or make larger-than-usual charitable gifts. To document a cash gift of any amount, you must have a dated receipt from us. Make certain you receive one. A cancelled check provides sufficient documentation only for gifts by check if they are less than \$250. A summary of your 2010 gifts will be mailed to you in late January 2011.

2 Give appreciated stock.

When you give the securities to us, we'll sell them and you will eliminate all the capital gains tax you would have paid had you sold them. Your gift will be deductible at its full fair market value on its date of delivery if you have held it for more than one year.

3 Give a collection, artwork or other tangible personal property.

Give property that would have resulted in the greatest capital gain if you would have sold the asset instead.

4 Donate an insurance policy.

A gift of a life insurance policy you no longer need makes a perfect year-end gift. To qualify as a deductible gift, The Psi Upsilon Foundation must become the policy owner. For most types of insurance policies, your tax deduction is usually the cost basis or the fair market value of the policy—whichever is less.

We couldn't do it without you! Thank you for your generosity as we strive to meet our goals.



For more information, call or write:
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