

# VISION LOSS AFFECTS US ALL

Partner with the St. Louis Society for  
the Blind & Visually Impaired through  
The Eilers' Guild

*Legacy Giving Brochure*





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*When I woke up in the hospital after the motorcycle accident, I couldn't see. My jaw was wired shut so I couldn't talk, and my hearing was about half of what it was...I was kind of in bad shape...Because of the St. Louis Society for the Blind & Visually Impaired teaching me how to use my white cane and navigate my home and surroundings, now I enjoy being around people and being out and about. SLSBVI also showed me how to put markings on my washer and dryer so I knew what the different settings were, and now I have no trouble doing the laundry.*

- RON P., CLIENT

# VISION LOSS AFFECTS US ALL

Our precious eyesight leads the way through daily life. According to scientific and educational research, nearly 75% of everything we learn is through our vision.<sup>1</sup> We rely on vision for many of our routine tasks like cooking, cleaning, dressing, traveling, interacting with others, and using technology. Loss of vision – through injury, illness, or over time with aging – means that the ease of doing these could be taken from us in a flash.

Did you know?

- In Missouri, seniors with low vision will double by 2050.<sup>2</sup>
- If you are visually impaired, you are twice as likely to fall – which could lead to severe injury or death.<sup>3</sup>
- More than 10 million Americans are affected by macular degeneration – the main cause of blindness for those 55+ – and that number is expected to increase significantly as we age.<sup>4</sup>

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1 *Vizually Speaking*, [www.vizuallyspeaking.ca](http://www.vizuallyspeaking.ca)

2 *CDC*, <https://www.cdc.gov/visionhealth/basics/ced/fastfacts.htm>

3 “*Visual Problems and Falls*,” Harwood, Rowan H., *Age and Ageing* 2001: 20 – S4: 13 – 18

4 *American Macular Degeneration Foundation*, [www.macular.org](http://www.macular.org)

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*SLSBVI helped me realize that I could still work and live on my own despite my vision loss. They taught me how to navigate my new world and I am forever grateful for them.*

- JAMES S., CLIENT



# 12 MILLION AMERICANS OVER 40 LIVE WITH VISION LOSS. – CDC

Do you have a family member, friend, or colleague challenged with vision loss? Have you been the beneficiary of sight-assisting services? If so, you would likely be interested in making certain those offerings continue in case you need them or someone you love does.

The St. Louis Society for the Blind & Visually Impaired (SLSBVI) has been helping thousands of visually-impaired children, adults, and seniors since 1911, providing our clients specialized medical services, vision rehabilitation, and essential education programs. These offerings enhance their physical abilities and provide psychological, developmental, educational, and socialization opportunities to increase independence and reduce vulnerabilities.\* Our donors' legacy support of SLSBVI will bolster the organization's reach to help clients today and into the future.

*\*Please see [slsbvi.org](http://slsbvi.org) or our Overview Brochure for a complete list of services.*



*I've been the recipient of low-vision services for more than a decade, and SLSBVI has kept me nearly independent into my 90s! It's only natural that I name them in my will. I want them to keep helping others as they have helped me.*

- ELLEN B., CLIENT

*SLSBVI motivated me to return to college to get my degree in counseling. It showed me that my life is not over because of vision loss – I found a new way to learn! I'm not sure I would have done this without the support of SLSBVI.*

- KEN V., CLIENT

# HERE'S YOUR CHANCE TO HELP.

Legacy Giving helps to ensure that our services will be available for many years to come. Your gift, no matter what size, is invaluable to our clients. By supporting our services, you provide clients of all ages who are living with vision loss more independence and confidence. They realize potential to become more productive contributors to our communities.

## Join The Rey & Marli Eilers' Guild:

*Illuminating the Path Ahead for Those with Vision Loss.*

Named after our foundational Guild member (who served the Society for 50 years) and his wife, The Rey & Marli Eilers' Guild recognizes those who have included SLSBVI in their estate planning through a gift of \$5,000 or more. Each member is honored for his or her generosity and impact to the Society.

As a member, you'll be recognized in the Impact Report and Newsletter, on our donor boards, and at special events. And, you will have the opportunity for additional recognition through interviews and social media.







# The Rey & Marli Eilers' Guild:

When you become a member of the Eilers' Guild through your commitment, your name will join the ranks of those honorable men and women whose contributions continue to influence the Society and your St. Louis Community.

You'll be listed with the likes of:

- James C. Jones, the Co-Founder of the Society for the Blind & Visually Impaired as well as a one-time owner of the St. Louis Cardinals. (Jones was credited with keeping the Cardinals in St. Louis in 1916.) Mr. Jones became the first Commissioner for the Blind in the State of Missouri.
- Charles Kahn, Research Fellow, Federal Reserve Bank of St. Louis. He bequeathed nearly \$2 million to serve the blind in the St. Louis area.
- And of course, the Eilers themselves, who have led the way in donations, leaving the Society millions of dollars' worth of land and money, enabling the organization to maintain its low vision clinic and offer life-enhancing products and services.



# CONSIDER YOUR FINANCIAL FUTURE WITH ONE OF MANY TYPES OF LEGACY GIFTS.

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*I made the decision to donate an IRA in recognition of a woman that worked for my father for many years. She was also a client.*

-DAVID N., DONOR

As you assess your future financial needs, you'll want to consider those who will benefit from your generosity and your own tax benefits. Gifts to charity are one of the best tax-saving opportunities available. Not only does the charity itself benefit, but taxpayers enjoy tax savings by deducting part or all of their cash and property contributions on their tax returns.

These gifts are powerful ways to help people living with vision loss maintain independence for years to come. There are multiple ways to donate with personal financial benefits, such as:

- Bequests are gifts made in your will or living trust. It's as easy as adding language to your will to include the Society. Sample language for a bequest includes: "I give and bequeath to the St. Louis Society for the Blind & Visually Impaired \_\_\_\_\_% of my total estate or \$\_\_\_\_\_ for its general purposes."
- Beneficiary Designation. You can designate the Society as the Primary or contingent beneficiary for your: IRA Account, 401K, Life Insurance, POD Account.
- Dedicated Gift is a means to honor an important connection, such as a family member or friend with a direct gift (one-time or multiple times) of cash, stock or other assets.
- Donor-Advised Fund (DAF) enables donors to make a charitable contribution, receive an immediate tax deduction and then recommend "grants" (or gifts) from the fund over time to that charity. Those with DAFs may contribute to their fund and then recommend grants to their favorite charities as they wish.
- Charitable Gift Annuity is a gift of cash or stock and allows you to support the work of the Society while receiving a tax deduction and fixed flow of income from the Society for the remainder of your life. Payments depend on your age at the time of donation.



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*The SLSBVI provided services to my mother for many years. After she died, I contacted the Development Office there regarding naming SLSBVI in my will. I was glad to bequeath 33% of my estate to SLSBVI in recognition of the great support my mother received.*

-SANDY S., DONOR

# LET US PARTNER WITH YOU TO MAKE A LASTING IMPACT.

Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

**YES, I AM/WE ARE INTERESTED IN LEARNING MORE ABOUT THE EILERS' GUILD AND LEGACY GIVING OPTIONS.**

Please send information on the following (check as many as apply):

Bequest in a Will

Life Insurance

Life Estate

Charitable Gift Annuity

Beneficiary Designation

\*I/We would like to speak to someone confidentially about legacy giving.

\*I/We have already made provision for a legacy gift to SLSBVI.

*The Society recommends consulting your legal advisors prior to making a Legacy Gift.*

PLEASE TEAR OFF, STAMP AND DROP IN THE NEAREST MAILBOX.



The St. Louis Society for the Blind & Visually Impaired  
8770 Manchester Road  
St. Louis, MO 63144



# DONATING IS EASY.

We believe vision loss is not a barrier to a full life. Be part of our ongoing efforts to provide education, products, and services to those with visual impairments.

Here's how you can donate:

- CALL THE DEVELOPMENT OFFICE** at 314.968.9000. Our Development professionals can talk to you about options and direct your next steps.
- CALL YOUR ATTORNEY, TAX ACCOUNTANT OR FINANCIAL ADVISOR** to create or make changes to any of the donation options mentioned above. Then call the Development Office at 314.968.9000 to make sure the necessary steps are completed.

We treasure our donors, named and anonymous. If you have made a planned gift to the Society, we hope you will let us know. We acknowledge and respect those who wish to remain anonymous but urge you to let us know on a confidential basis so that we may plan for the future.





## IMPORTANT TAX INFORMATION

Legal Name and Address:

The St. Louis Society for the Blind & Visually Impaired  
8770 Manchester Road, St. Louis, MO 63144  
Federal Tax ID Number: 43-0666768

The Society recommends consulting your legal advisors prior to making a Legacy Gift.

## CONTACT THE DEVELOPMENT DEPARTMENT

314.968.9000 | [www.slsbvi.org](http://www.slsbvi.org)  
[development@slsbvi.org](mailto:development@slsbvi.org)

*Enhancing, Empowering, Enriching  
the Lives of People Living with Vision Loss*

