



FOUNDATION *for the* FUTURE

A Financial and Charitable Planning Guide From the Samaritan Medical Center Foundation of Northern New York, Inc.



Modest Living and Smart Investing Leads to Impactful Giving

Mart Liinve's introduction to philanthropy in the North Country began with the influence of a good friend and an investment guru. "It was Rett Foster who introduced me to local community giving and how my generosity could help people directly," Mart said. "Rett was a people person—he helped me with my investments, introduced me to the business benefits of charitable giving and was a very persuasive fundraiser."

In addition to being Mart's philanthropic mentor, Rett was the chairman of Samaritan Medical Center Foundation's 2007 capital campaign to build the then-new Pavilion addition to the hospital. Trusting his friend's instinct in the campaign, Mart generously committed a major gift to help fund the emergency department behavioral health unit. Sadly, Rett passed away in 2010 at age 67.

Mart comes from humble beginnings. His parents were Estonian refugees who traveled to Sweden—where he was born— during World War II, and then they settled in Toronto, Ontario, Canada. They worked hard, and they taught their son to do the same. At 17, he began



Mart Liinve is sharing his good fortune to make an impact in the community, including supporting mental health services at Samaritan Medical Center.

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Give Your Loved Ones Peace of Mind

You can provide a road map for your loved ones that will help them honor your wishes and avoid undue stress. Our FREE brochure ***For My Loved Ones: My Important Information*** will help you get started. Request yours by returning the enclosed reply card.

Where Is Your Will?

Do you know where your will is? More importantly, do your loved ones know?

Having a will or trust in place is the most loving gift you can give to your heirs.

They will seek out your official instructions at a time of great sadness and stress. Here's how you can make a difficult time easier for them:

- 1.** Make sure you have an up-to-date will or trust that reflects your values and your relationships with family, friends and causes close to your heart.
- 2.** Keep the original signed document, along with a copy, in a secure and easily accessible location like a fireproof safe (*not* a safe-deposit box—banks have strict rules on who gets access). Your estate planning attorney may also offer to store it at their office as they have the means to safeguard your confidential information.
- 3.** Tell your executor or personal representative the location of your will or trust. Share the location of your safe and its combination or key, or give them the contact information for your attorney.

Do You Know...

Have you been asked to be an executor or personal representative? If the answer is yes, show the list to the will writer (known as a testator). The list will help ensure their wishes will be followed and their loved ones' minds will be at ease.

More than *half* of Americans don't leave a will or trust. That means frustrating legal hurdles, unanswered questions and hurt feelings for millions who are also mourning a profound loss. Don't be one of them.

Don't Ignore Your Online Accounts

Have you set up your will or trust? If so, great!

Named beneficiaries for your retirement accounts and life insurance? If you have, you're on a roll.

Now how about your online accounts? Hmm...

A trusted loved one will need to access those accounts in an emergency. And if you are the trusted loved one for a close friend or family member, you'll want to know that information when the time comes.

The best way to give your loved ones peace of mind about your digital estate: Make a list.

Consider these categories:

- Desktop and/or laptop computer login
- Email
- Online banking, billing and investments
- Insurance policies
- Medical and dental
- Utilities (electric, water, internet)
- Money transfer (PayPal, Venmo)
- Shopping
- Social media
- Streaming services
- Subscriptions (newspapers, magazines, blogs, music, gaming)

Important reminder! Also list your smartphone and/or tablet passcodes. It's unlikely your loved ones will be able to get your device unlocked without them.

Once your list is complete, here's what to do next:

1. For every online account, list your username (it's not always your email address) and your password.
2. Place the list in a secure and easily accessible location like a fireproof safe. (If you use a password management program, be sure you put its name, URL and password in this secure location.) **Note:** Do *not* put this list in your will, which could become public record when filed.
3. Tell a trusted loved one the secure location and, if necessary, its combination or key. Or, leave written instructions of the location's whereabouts with the trusted individual.

When you're contemplating your estate plan, let us know if you're considering a gift to the Samaritan Medical Center Foundation in your will. We'd be happy to answer your questions and discuss your many options. Contact Beth Fipps at efipps@shsny.com or 315-785-5785 today.



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studying at the University of Toronto and graduated with an industrial engineering degree. He began his career as a systems analyst designing an inventory control program, and eventually shifted to designing and manufacturing commercial, and later military-grade, tents. This led him to Clayton and to the Watertown area in the late 1970s, where he owned and operated a manufacturing business. Throughout his successful career, he lived a modest life and invested wisely.

"I believe in the power of compounding interest and savings," Mart said. "I have benefited from this investment philosophy, all the while being frugal—some may say cheap. I don't need big houses and nice cars. I save and that has allowed me to help others."

This modesty has allowed Mart to give back to the area he calls home. He has connected with many local organizations and community leaders and has decided to give gifts to worthy entities such as Samaritan, the Northern New York Community Foundation, the Watertown Family YMCA and others.

He is a down-to-earth and personable leader and business owner. He takes this same approach as a philanthropist, understanding the operational and

financial obstacles faced by local businesses. He continues to connect with local nonprofits and plans to involve his two daughters in his philanthropic planning.

In 2023, Samaritan met with Mart to discuss the much-needed expansion to the emergency department behavioral health unit—the same physical space he helped support almost 15 years ago. The unit will be expanded from five to 12 secure beds within a well-designed, patient-focused space.

Once again, he thoughtfully and generously committed funds to expand and improve the space he originally supported. "Mental health is in need of support, and Samaritan is actively trying to help these patients who are struggling," Mart said. "I see the homelessness problem in our region growing and the struggles with depression, and I want to help. I have been fortunate to be successful, so I want to help others."

Mart Liinve has repeatedly supported quality healthcare in the region as a major donor and partner of Samaritan. He is part of the reason why Samaritan can continue its mission and vision.



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VISION

The Samaritan Medical Center Foundation will be a philanthropic priority in our community as a result of its excellence, integrity and investment stewardship, and will build an endowment, the income from which will support the capital and program needs of Samaritan.

If you wish to be removed from our mailing list, please let us know.