



CASE STUDY

Private Home Transforms Public Library

Donation Type:
Real Estate

THE PROBLEM

How to Fund a Major Legacy Gift?

After a lifetime of business success and arts philanthropy, Leonard Polonsky and his wife Georgette Bennett were in discussions with the New York Public Library about a naming opportunity: a \$12 million donation to establish a new permanent exhibition of the library's "treasures."

Overview of the Transaction

The Opportunity

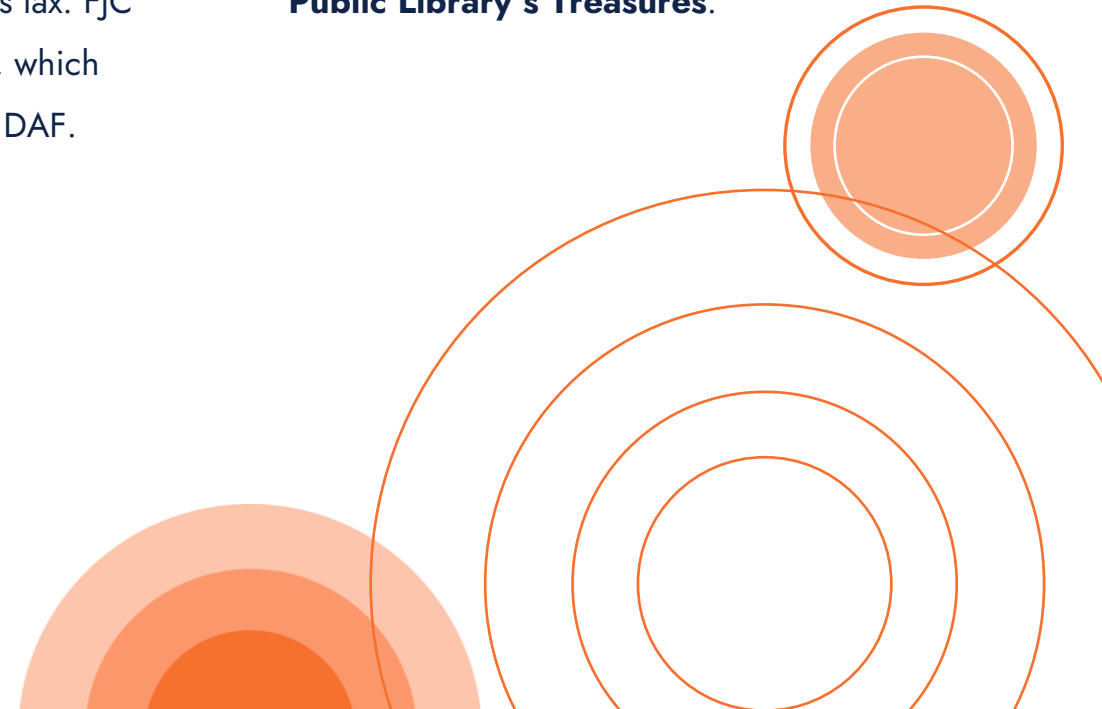
After many years of enjoying their vacation home in Aspen, Colorado, Mr. Polonsky and Ms. Bennett knew it was time to sell. However, the asset had appreciated significantly in value, and the sale would have resulted in a significant capital gains tax payment. In conversation with their tax attorneys and FJC, it was determined that the donation of this second home could serve as a component of their major gift to the New York Public Library.

FJC's Approach

Mr. Polonsky and Ms. Bennett donated the property to FJC, receiving a tax deduction for the full value of the property and funding their DAF account with the full value of the property, avoiding any capital gains tax. FJC managed the property until its sale, which yielded \$7 million in cash for their DAF.

Result

On Mr. Polonsky's recommendation, FJC made a \$7 million grant to the New York Public Library, which helped establish **The Polonsky Exhibition of the New York Public Library's Treasures.**

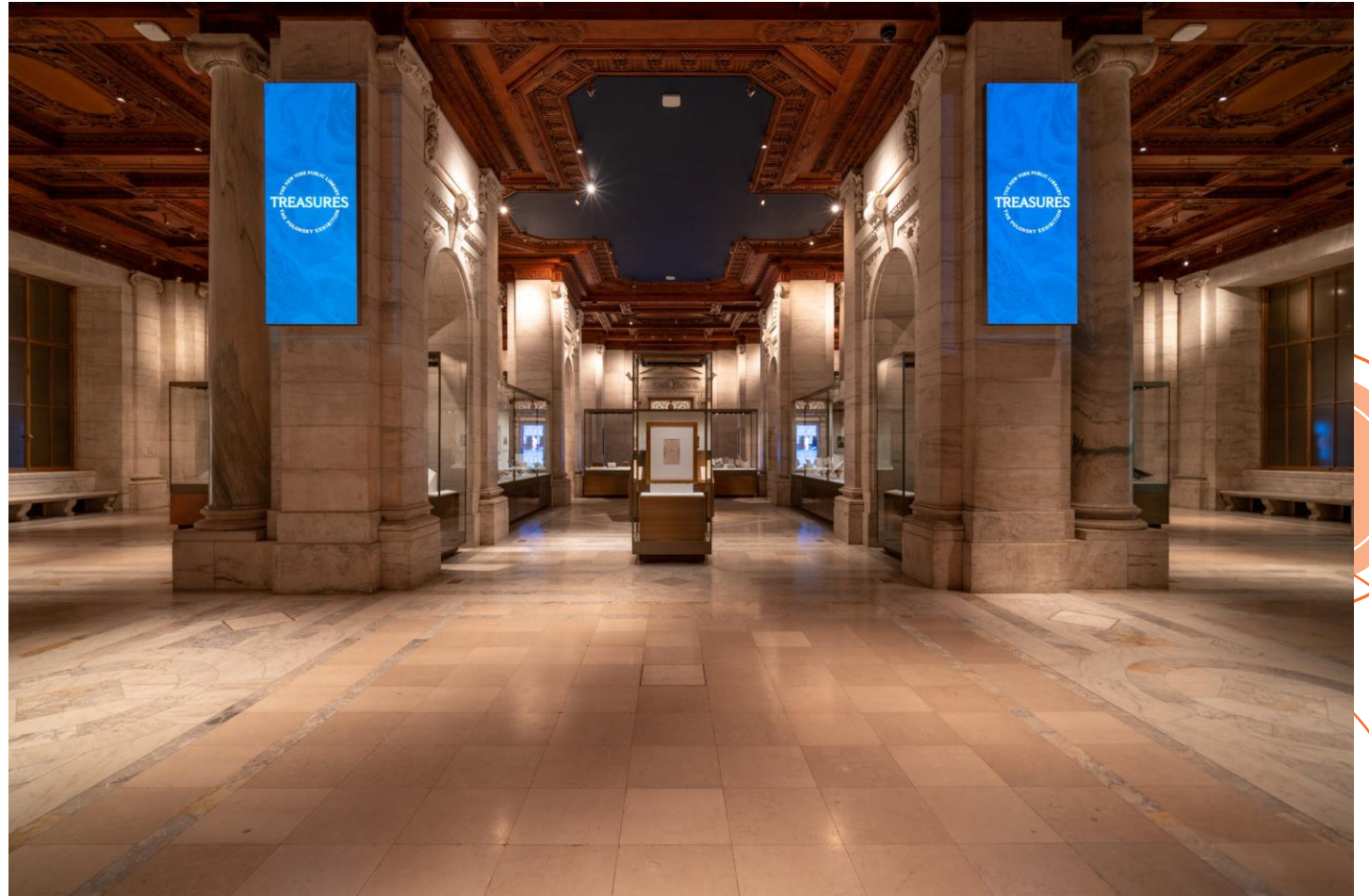


A New Public Resource

“The exhibition, supported by a \$12 million gift from the philanthropist Leonard Polonsky, is the culmination of more than three years of shopping the library’s epic closets, which hold more than 45 million manuscripts, rare books, prints, photographs, audio and film clips and other artifacts. Covering 4,000 years of history, it mixes big-ticket items (a Gutenberg Bible, Shakespeare’s First Folio) and who-knew delights, like Andy Warhol’s painting of a Studio 54 ticket (inscribed “To Truman,” as in Capote).”

“A Cabinet of Wonders Opens Wide”

- New York Times, 12/28/21





TESTIMONIAL

“FJC was completely supportive, cooperative and responsive throughout the complex process. We’re grateful that the team at FJC made it so easy for us.”

Georgette Bennett

Donor



Many of our donors have sophisticated financial lives. At FJC we work to ensure that our donors philanthropy is as personal and unique as the rest of their wealth and estate planning experiences. What are the investment, tax and estate problems you're solving for? Let's explore what's possible.

For more information, please contact:

Sam Marks

Chief Executive Officer

Marks@fjc.org

(212) 714-0001

