



CRIMSON — T R U S T —

The Exclusive Planned Giving Initiative for Alabama Athletics


The University of Alabama Department of Athletics is built on excellence, tradition, and pride. Every day, our student athletes prepare for their futures through rigorous training and academic commitment, and our Athletics administration works to ensure that this legacy continues for generations. Donors to the Crimson Tide Foundation play a vital role in sustaining this tradition and securing the financial future of Alabama Athletics.

Since 2005, the Crimson Tide Foundation has raised philanthropic support for facilities, scholarships, and sports programs. As we plan for long term success, private funding is essential to maintaining the standard of excellence associated with Alabama Athletics. The Crimson Trust, the Foundation's planned giving program, is designed to strengthen future financial stability, ensuring our programs continue to have the resources required to provide student-athletes with access to a world-class education and further build upon its legacy of championship excellence.

Planned giving allows donors to support Alabama Athletics through major gifts made during their lifetime or through their estate. These gifts—ranging from bequests to contributions of equity, life insurance, real estate, or retirement assets—can help donors achieve personal philanthropic goals while maximizing the impact of their legacy. All planned giving donors are recognized in the Crimson Trust, which also confers membership in the University-wide Denny Society.

A planned gift to the Crimson Trust helps Alabama Athletics recruit and develop top student-athletes and maintain the championship tradition that defines the Crimson Tide. For many supporters, Alabama Athletics is woven into family life and cherished memories. Including the Crimson Tide Foundation in your estate plans elevates Alabama Athletics to the level of family and helps protect its future through uncertain times.

Membership

	Crimson Trust Membership ¹	Tide Totals 1 point per \$500 ²	Additional Tide Totals upon gift's maturity ³	Invitations to Exclusive CTF Events	TIDE PRIDE seat transfer (after gift matures) ⁴	Name on Crimson Trust Plaque ⁵	Bryant Society ⁶
\$1.5M	•	•	•	•	•	•	•
\$1,000,000- \$1,499,999	•	•	•	•	•	•	• ⁷
\$500,000- \$999,999	•	•	•	•	•		
\$250,000- \$499,999	•	•	•				
\$100,000- \$249,999	•	•				®	



¹While membership in the Crimson Trust is reserved for donors who designate the Crimson Tide Foundation in their estate plans, your commitment will also provide automatic recognition in The University of Alabama's Denny Society, which honors those who have included UA in their long-range plans, regardless of support designation.

²Upon receipt of all required documentation of your estate gift, your TIDE PRIDE account will be credited with Tide Totals priority points equivalent to 1 point per \$500 for every estate gift designated to Alabama Athletics. These points will be included in point calculations during your lifetime.

Membership

³Further, upon maturity of your gift, if the realized contribution is \$250,000 or more, additional Tide Totals points will be added to the account of your previously selected designee. These points will be equivalent to the difference between the previous points already added to your account and the potential points total of your realized gift calculated at 3 points per \$100. An example of this calculation is below:

Planned Gift Value	\$250,000
Tide Totals (1 point/\$500) added at receipt of documentation	500 points
Points that would have accrued at the rate of 3 points/\$100 (value of a cash gift)	7,500 points
Difference between potential and realized points to be added to designee's account	7,000 points

⁴Upon maturity of your gift, if the realized contribution is at least \$500,000, you may transfer your TIDE PRIDE seats (seats only, not the account, and excluding skyboxes) to an individual or individuals of your choosing. This transfer will only occur upon gift maturity and cannot be executed during the donor's lifetime.

⁵Once your planned gift is realized, your name will be included on the donor recognition at the base of the Tuska statue in front of Saban Field at Bryant-Denny Stadium.

⁶Bryant Society is reserved for those who have achieved the highest level of cumulative, lifetime (realized) giving to the Crimson Tide Foundation and provides additional stewardship. Matured planned gifts increase a donor's lifetime giving; however, Bryant Society membership cannot be granted early based on intent. Donors who qualify for the Bryant Society through a matured planned gift will be honored posthumously.

⁷Donors whose Crimson Trust Commitments were between \$1,000,000-\$1,499,999 and signed on or before June 30, 2025, will be inducted posthumously in the Bryant Society. Commitments signed after that date must reach \$1,500,000 in realized giving to receive Bryant Society status.



Investing in the Future - Designations



The Crimson Tide Foundation is committed to helping donors align their passions with meaningful philanthropic opportunities. Through the Crimson Trust, donors may direct planned gifts to:

1. Crimson Trust Endowed Scholarship Fund
2. Crimon Trust General Fund for Excellence
3. An Athletics designation of their choosing

Scholarship support is one of the Athletics Department's largest annual expenses, exceeding \$20 million each year. Growing our scholarship endowment is essential to providing the maximum scholarship support possible and ensuring access to a world class education for our student athletes. To fully fund this obligation through private gifts, a \$500 million endowment is needed; current resources represent only a fraction of that goal.

The Crimson Trust General Fund for Excellence provides future Athletics Directors with flexible resources to address evolving departmental priorities. Donors may also designate their planned gifts to any existing Crimson Tide Foundation fund or work with us to establish a new one.

Once you decide to include Alabama Athletics in your long range plans, completing an Estate Intention Form will document your gift and activate Crimson Trust membership. If you have already included Alabama Athletics in your estate plans, we invite you to share that information so we may thank you and ensure your intentions are honored.

The Crimson Tide Foundation is ready to assist you and your advisors in developing a planned giving strategy that supports both your personal goals and the future of Alabama Athletics.