The year was 1960, and it all started at the Daily Bruin. Barbara Roisman, an English and History major, was the women’s editor. Marty Cooper, an English and Journalism major, was the editor. One day, Barbara spotted an announcement for a Tomon Tabernacle Choir rehearsal, and she invited Marty. Just like in a romantic movie, there were many more dates, graduation, and a happy ending. Marty recalls, “On a Monday morning, I took my last final, Econ 111, and on Monday morning, I went to work at Disneyland and an editorial supervisor.” With equal pace, Barbara promptly started a career in television commercials with advertising agencies. This high-energy pair soon got married and moved to Santa Ana, closer to Marty’s job, while Barbara made a career switch, obtaining teaching credentials to teach high school English. She went on to become the first film history teacher in the Los Angeles School District.

“I think of films as history. Our motivation to preserve and restore them is because society’s future is always going to be based on elements of the past. It’s good and bad.”

—Barbara Roisman Cooper and Marty Cooper

A lifelong passion

Films had already become a passion for Barbara and Marty, amplified by Marty’s public relations work on behalf of the Academy of Motion Picture Arts and Sciences. A movie is a learning experience, whether it is about the fashion of the time, or women’s lives, or the economics of a country. “A movie is a learning experience, whether it is about the fashion of the time, or women’s lives, or the economics of a certain period,” Barbara explains.

Building a legacy

“When it came time to review estate plans, the question was not, ‘should we leave something to UCLA?’ It was, ‘where and how much?’”

Considering where to leave a legacy is a conversation that could start now. There is no wrong time to think about this, and donating a gift through your will or trust is often more convenient than drafting a new will. Many of the concepts that one should consider when making a gift through your estate plan are the same concepts that help you make decisions about who will receive your assets.

The UCLA Film & Television Archive

The UCLA Film & Television Archive is the world’s largest university-held collection of motion pictures and broadcast programming. It is estimated that 50% of all films produced in the United States prior to 1950 have disappeared. 90% of classic film prints in the United States are currently in very poor condition. Since 1977, UCLA Film & Television Archive has restored hundreds of films, including silent films, beloved classics, and independent works of American cinema. Since 1987, more than 500 television programs have been restored.

“For the past 30 years, my family has devoted our lives to the preservation of film. A lot of these films are a part of our family history,” Marty says. “I think that there’s a distinction between the films that are a part of your personal family history and the films that have an impact on society.”

The UCLA Film & Television Archive is dedicated to preserving film for the future and how to protect the loved ones. Through this process, many people also decide which causes they care about most and wish to support.

From educational excellence, to medical care and research, perception and visual arts, technology and the sciences, UCLA provides many opportunities to build a meaningful and lasting legacy.

The way you choose to make a charitable gift through your estate plan can depend on a number of factors, including the assets you own, the needs of loved ones and your charitable priorities. Here are a few of the most common ways to make a gift as part of your long-term plan:

Giving all or part of what’s left

“After first providing for your loved ones through your will and other estate documents, you might wish to leave UCLA a gift from the residue of your estate, which is what is left after providing for loved ones and others. In this way you can ensure that others receive what you would like them to have prior to making charitable gifts.”

Giving a percentage

“Whether you may want to consider giving a percentage of your assets to UCLA and other charitable interests.”

Giving all or part of what’s left and a specific amount

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Giving a specific amount

“Giving a specific amount: Making a gift of a specific amount to UCLA offers certainty regarding what will ultimately be received. If you regularly update your plans and are certain that other funds will be adequate to provide for your loved ones, giving a specific amount may be a good option.”

Creating and protecting your will and estate documents is an important step when planning for the future and how to protect your loved ones. Through this process, many people also decide which causes they care about most and wish to support.

Federal tax legislation currently provides in place generous estate and gift tax exemption amounts. As a result, less tax will be paid by many estates. This makes it possible to leave more to loved ones while also including gifts to UCLA and other charitable interests.

If your estate might be subject to state and/or federal estate tax, remember there is no limit to the amount that can be left to charity free of federal estate tax.

Gifts offer potential tax benefits

UCLA gift planning professionals are happy to provide you and your legal and financial advisors with personalized information about giving through your estate plan (including bequest language).

If you have already included UCLA in your plans, please let us know. UCLA would like to make sure your wishes are understood and that your gift will be used exactly as you intend. The university would also like to thank you if, and when you wish, include you in the UCLA Legacy Society.

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Your will, your legacy.
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**Preserving the past for the future**

“When films are history, our motivation to preserve and restore them is because society’s future is always going to be based on what’s past, good and bad.”

—Barbara Roisman Cooper and Marty Cooper

A lifelong passion: Movies had already become a passion for Barbara and Marty, amplified by Marty’s public relations work on behalf of the Academy of Motion Picture Arts and Sciences. “A movie is a learning experience, whether it is about the foundation of Israel,” Marty continues, “Barbara likes silent film, so the Archive staff told her what they have from the 20s and 30s, and she picked.”

When it came time to review estate plans, “The question was not, ‘Should we leave something to UCLA?’ It was, ‘Where and how much?’ UCLA has been in our lives for a long time. My involvement stretches from being a student to teaching at UCLA Extension for the past 30 years,” Marty explains. Their common passion for film preservation drove their decision to leave a transformative gift through their trust to the UCLA Film & Television Archive, a place it in our cold storage vault.”

**Building a legacy**

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“Part of the goal is to make a new print or prints that so they can be circuited and screened for the public at film festivals and screening venues around the world. But the ultimate goal is to make a no preprint element—a master positive copy or a dupe negative copy—an modern polyester film that research indicates will last for hundreds of years, and place it in our cold storage vault.”

—Preservation Officer, Robert Gitt

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While Barbara agrees that when preparing a will or trust, one thinks about protecting loved ones, she says, “I really feel that if we don’t take care of these films, that history will be gone. So this is a loved one, too!”

**Giving all or part of what’s left**

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**Giving a percentage**

“You may want to consider giving a percentage of your assets to UCLA and other charitable interests. This way, your charitable gifts will automatically adjust along with the value of your estate.”

**Giving a specific amount**

“Making a gift of a specific amount to UCLA offers certainty regarding what will ultimately be received. If you regularly update your plans and are certain that other funds will be adequate to provide for your loved ones, giving a specific amount may be a good option.”

**Consider a codicil**

“A charitable bequest can be added or modified by adding a codicil, prepared by your attorney, to your will or trust. This may be more convenient than drafting a new will.

**Giving all or part of your estate**

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**YOUR WILL. YOUR LEGACY.**

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