



“I’ve dedicated my time and energy to the Parish Nursing Program. But I never imagined I could create an endowment to secure its future. Bill and I were gratified to learn that the gift of a life insurance policy will sustain this program that is closest to our hearts.”

Martha Erbach, Director
Parish Nursing Program

The Gift of a Lifetime

Life Insurance and Retirement Accounts

Martha Erbach RN, M.Ed., MSN, is a graduate of Duke University and a former faculty member in SU’s Division of Nursing. She co-founded Shenandoah’s Interfaith Parish Nurse Education Program in 1995. Her passion is the guiding force for the program that has enjoyed unparalleled success in Virginia.

She and her husband Bill, a minister of the Mt. Olive - Shiloh Charge of the United Methodist Church, realized a dream when they purchased a life insurance policy that will someday establish their legacy – the Martha Erbach Endowed Chair for Parish Nursing. During their lifetimes, their gifts to the university pay the premiums on a policy that names Shenandoah University as the beneficiary.

The endowment will underwrite the cost to fund the leadership position of a program director. “It is gratifying to know that someone will carry on this important work,” Martha said.

Life Insurance: Making a gift of life insurance is an affordable way to give because donors select premium payments that fit their incomes. It is a particularly effective way for younger individuals to make consistent, small premium payments that guarantee a gift with powerful impact.

Retirement Accounts: Donors can also make planned gifts to Shenandoah University from retirement accounts, such as IRAs, tax-sheltered annuities and qualified employee benefit plans. When the assets pass to non-charitable beneficiaries, they are taxed as ordinary income. When these assets are given to charity, they are exempt from income tax when distributed.

Our Development staff welcomes the opportunity to help you and your financial advisor in making a planned gift. Contact Brad Snowden at (540) 665-5545 or bsnowden@su.edu.