

From Portugal to ATA – A Generous Donor Gives Tinnitus Research a Major Boost

By NINA ROGOZEN, ATA GUEST EDITOR

Larry Brown is a seasoned financial advisor in Boca Raton, Florida and a long-time member of the American Tinnitus Association. One of his clients, Mr. R, was an immigrant to the United States and an American success story. "Mr. R's family of Portuguese fishermen was so impoverished his parents didn't have the resources to care for him. They placed him in an orphanage for awhile, where he received uncommonly good care that he never forgot," explained Larry. As an adult living in the United States, Mr. R survived the Great Depression living in the back of his appliance store. The business eventually prospered. But at 55, he heeded his doctor's advice: "Retire now or risk a possibly fatal heart attack." So Mr. R and his wife moved to Florida with \$500,000 in the bank.



Larry Brown

Twenty-five years ago Mr. R found Larry Brown, who helped him build his assets to \$4 million. As his client approached his 90s, Larry also assisted him with his estate planning needs. First, Mr. R bequeathed a substantial amount to the Portuguese orphanage that literally saved his life. He set up a trust to pay for all his wife's expenses, as she lived out her years in a long-term care facility. Having no

credits ATA for his long-awaited tinnitus relief, since they told him about Dr. Johnson.

Then he explained ATA's goal of someday curing tinnitus. When Larry finished, his client smiled and said, "Give the money to *your* group."

"The money" turned out to be a bequest to ATA for \$525,000 from a man who didn't have tinnitus himself but who heard and appreciated what a difference his gift

could make for people like Larry. A strong believer in the organization, Larry says of the ATA, "They are sincere, do good work and are up on everything new because of their emphasis on research." His enthusiasm and support of the ATA made the difference for that special donor.

According to Larry, there are a variety of ways you can bequeath money to non-profit organizations such as ATA that allow you to channel your money to vital social concerns rather than to taxes. An experienced financial advisor can help with this process. ATA is happy to send you its planned giving packet, a tool to share with your own financial advisor.

"The money" turned out to be a bequest to ATA for \$525,000 from a man who didn't have tinnitus himself but who heard and appreciated what a difference his gift could make for people like Larry.

children, he left a generous inheritance to each of his two nieces, and then considered what to do with the rest of his money. He just wasn't sure.

As the two men talked, a light went off in Larry's head. "I told Mr. R about my struggles with tinnitus. I explained how each failed attempt to alleviate the problem was as difficult as the *vacuum cleaner noise* running in my ears 24-hours-a-day," remembers Larry. "And I told him how ATA helped me find a healthcare professional who could really help me. What a difference that made!" The professional was Dr. Robert Johnson, an associate of ATA founder Dr. Jack Vernon, in Portland, Oregon. Larry

ATA is grateful to Larry Brown for his enduring wisdom and support and to Mr. R, in memoriam, whose generosity will enhance our work and vision for many years to come. ☺☺☺