



YOU CAN CREATE YOUR OWN LEGACY!

KPFK is a progressive media outlet, which challenges corporate media perspectives, while providing a voice to voiceless communities

Making a difference is important to you. Charitable giving is an important part of your life and your core values. Like many people, you'd like to know that the causes and organizations you care about today will continue to thrive in the future. The good news is you don't have to be Andrew Carnegie or Bill Gates to start a meaningful philanthropic legacy. In addition to supporting the work of KPFK through cash donations, consider making a planned gift.

WHAT IS PLANNED GIVING?

Legacy giving benefits KPFK, you, and the cause of social and economic justice. Have you ever made a vehicle donation to benefit your favorite charity? If you have, you know that transferring assets is easy and it can provide tax benefits as well. Simply put, "planned giving" is the transfer of assets to a designated nonprofit organization during a lifetime or as part of an estate plan. This forward-thinking approach to giving is "planned" because often these assets are not liquid, have tax consequences and are generally transferred via a will or other written means.

IT'S EASY

Planned giving is easy to do and you don't have to be wealthy to do it. Whether it is naming your favorite charity in your will or trust for a modest amount, or a gift of house and property, there is an easy option that is right for you.

IT CAN INVOLVE ASSETS YOU MIGHT NEVER THINK OF

A life insurance policy. Real estate. Stocks. Business holdings. A checking or savings account. These are all assets that can be leveraged in planned gifts.

IT CAN GENERATE AN INCOME STREAM FOR KPFK

In return for the donation

IT CAN PROVIDE GENEROUS TAX BENEFITS

Depending upon the type of gift, short-term and/or long-term tax benefits may apply. Donors at a variety of income levels can benefit. Be sure to consult with your financial or estate planner for more specifics.

IT CAN WORK IN TANDEM WITH OTHER FAMILY PRIORITIES

Planned giving is not an “all or nothing” option. Gifts can exist side-by-side with other beneficiaries and personal priorities.

IT IS LONG REMEMBERED

Designating a planned gift automatically makes you a member of the organization’s legacy society. Legacy society members often receive immediate recognition on an organization’s website, in publications and receive invitations to special events. In addition to the satisfaction of making a meaningful gift, most planned gifts have immediate and/or long-term tax benefits. The chart below can help you find the type of gift that is right for you. Consult with your financial advisor or estate planner and join the legacy society of KPFK today.

| Donor Profile | How It Works | Benefits to Donors | Suggested Gift Type |
|---|--|---|----------------------------|
| Donors of any age or income level | Gift of any amount through a will, trust, life insurance policy or IRA | Estate tax benefits | Bequest |
| Donors of any age, most often middle-aged Good for complex or appreciated assets | A gift of cash in return for variable payments (% of gift) Upon passing, remainder is distributed to the charity | Annual income that can adjust over time; act as hedge against inflation May avoid capital gains taxes on appreciated assets Income tax charitable deduction in year of gift | Charitable Remainder Trust |
| Older donors who want to help a charity, have liquid assets (such as stocks, CDs, savings accounts) Middle-age donors who want to provide income for their parents or others | A gift of cash or stock in return for fixed payments to the donor for life Upon passing, remainder is distributed to the charity | Security of a fixed income for life Knowledge it is guaranteed by organization Income tax charitable deduction in year of gift | Charitable Gift Annuity |
| Older donors who own their own homes | A gift of primary residence, vacation home or other property | Donor can continue to live in or use property Income tax charitable deduction in year of gift | Retained Life Estate |

Anyone considering a planned gift should consult a tax and/or legal advisors to determine the right course of actions to making a gift. Employer Identification Number: 94-1347046

For more information, and for obtaining information necessary to name KPFK Pacifica Radio as part of your bequest, please contact us at 818-985-2711 or email igm@kpfk.org