

Choose the Gift Plan for KQED That Matches Your Goal	Outright Gift of Cash	Current Gift of Securities	Bequest in Will or Revocable Living Trust	Gift of Retirement Plan Assets	LIFE INCOME GIFTS			Charitable Lead Trust	Gift of Life Insurance	Gift of Real Estate	Gift of Retained Life Estate
					Charitable Gift Annuity	Charitable Remainder Unitrust	Charitable Remainder Annuity Trust				
Your Goal	<p>Make a quick and easy tax-deductible gift for:</p> <ul style="list-style-type: none"> • Annual support • The KQED Endowment 	<p>Make a quick and easy gift:</p> <ul style="list-style-type: none"> • Annual support • The KQED Endowment <p>Avoid capital gains tax</p>	<p>Make a revocable gift now and retain assets during your lifetime</p>	<p>Avoid income tax and potential estate tax on IRAs or other retirement benefit plans</p>	<p>Supplement retirement income with <i>fixed</i> payments that are partially tax-free</p>	<p>Supplement retirement income with <i>variable</i> payments that can create a hedge against inflation</p>	<p>Supplement retirement income with <i>fixed</i> income</p>	<p>Reduce gift and estate taxes on assets you plan to pass to heirs</p>	<p>Make a significant gift using your unneeded life insurance policy</p>	<p>Make an outright gift or fund a life income gift with property no longer needed</p>	<p>Donate your personal residence, vacation home or farm now and continue to live there</p>
How You Make Your Gift	<p>Simply write a check or arrange an electronic funds transfer to KQED</p>	<p>Contribute long-term appreciated stock, mutual funds, bonds or other securities to KQED</p>	<p>Name KQED in your will or trust. Designate for a:</p> <ul style="list-style-type: none"> • Specific amount • Or percentage 	<ul style="list-style-type: none"> • Name KQED as beneficiary of the remaining assets after your lifetime • Donate unneeded withdrawals during lifetime (after age 59½) 	<p>Enter into a charitable gift annuity contract with KQED and receive a fixed amount for one or two lives</p>	<p>Create a charitable trust that pays a fixed percentage of trust's assets, based on annual trust revaluation</p>	<p>Create a charitable trust that pays fixed annual income</p>	<p>Create a charitable trust that pays KQED a fixed or variable income for a specific term of years; principal is retained for heirs</p>	<p>Donate your unneeded life insurance policy to KQED</p>	<ul style="list-style-type: none"> • Donate all or part of the property to KQED • Sell property to KQED at a bargain price 	<p>Deed ownership of your home to KQED and retain occupancy</p>
Your Benefits	<ul style="list-style-type: none"> • Current income tax deduction • Remove property from taxable estate 	<ul style="list-style-type: none"> • Current income tax deduction for full fair market value • Avoid capital gains tax • Remove property from taxable estate 	<ul style="list-style-type: none"> • Control of assets for your lifetime • Remove property from taxable estate 	<ul style="list-style-type: none"> • Avoid income tax and any estate tax on plan distributions, leaving more favorably taxed assets for gifts to individuals 	<ul style="list-style-type: none"> • Current income tax deduction • Fixed payments for life, often at a higher rate of return than other investments • Capital gains tax savings at time of gift if funded with appreciated securities • Partially tax-free payments 	<ul style="list-style-type: none"> • Current income tax deduction • Receive variable income for life • Capital gains tax savings at time of gift if funded with appreciated assets • KQED can serve as trustee if you desire 	<ul style="list-style-type: none"> • Current income tax deduction • Fixed payments for life, often at a higher rate of return than other investments • Capital gains tax savings if funded with appreciated assets • KQED can serve as trustee if you desire 	<ul style="list-style-type: none"> • Reduces taxable estate • Your family keeps the principal, often with reduced gift taxes • KQED can serve as trustee if you desire 	<ul style="list-style-type: none"> • Current income tax deduction • Option for future deductions through gifts to pay any policy premiums 	<ul style="list-style-type: none"> • Current income tax deduction • Avoid capital gains tax • Remove property from taxable estate • Relief from property management 	<ul style="list-style-type: none"> • Current income tax deduction • Lifetime use of residence • Remove residence from taxable estate