

visions

Financial and Estate Planning Ideas for Friends of Northern California Public Broadcasting

FALL
2008

IN VISIONS

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KQED KTEH KQET

SERVICES OF
Northern California Public Broadcasting



A KQED Member's Gift Annuities Help Inform Northern California

An East Bay native, Charles (Chuck) Trimbach has been a KQED member since 1982. A few years ago, as he was working on his estate planning, Chuck decided to use appreciated stock to fund his first charitable gift annuity with KQED. He was so pleased with the results of his first gift that last winter he used shares of another appreciated stock to fund his second gift annuity with KQED. In addition to supporting KQED, Chuck's charitable gift annuities bring him fixed income for life, and by funding his annuities with appreciated stock, he was able to avoid capital gain tax at the time of his gift, as well as take charitable deductions for a portion of his gifts.

Born and raised in Oakland, Chuck attended Oakland Technical High School and then UC Berkeley on a Navy ROTC scholarship. After graduating with a bachelor's degree in mechanical engineering, Chuck's four year Naval assignment was to

Admiral Hyman Rickover's ("Father of the Nuclear Navy") group in Washington, DC as an engineer working on nuclear power plants for submarines and surface ships. He continued that work for another four years as a civilian engineer in the same group. He then returned to the Bay Area and worked for Chevron for 25 years as an engineer. Retired from engineering, Chuck now manages residential properties he acquired in years past.

Chuck enjoys backpacking in the Sierra Nevada, as well as back country skiing, swimming, scuba diving, and 40 to 50 mile bike rides. When he's not outdoors, Chuck regularly listens to KQED Public Radio and watches KQED Public Television. That is why Chuck's wife, Vicki, a musician, composer, and teacher, encouraged Chuck to establish a gift annuity with KQED. Chuck and Vicki enjoy *Science Friday*, *Fresh Air*, *Forum*, *The World*, and *BBC World Service* on KQED Radio. On KQED Television, they watch *Independent Lens*, *Check, Please! Bay Area*, *NewsHour with Jim Lehrer*, and on Fridays, *Bill Moyers Journal* and *Now*.

As a Legacy Society member, Chuck regularly attends special KQED Legacy Society events, for example, receptions with Jacques Pépin and Michael Krasny. Although

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Photo: Chris Hardy/
Yuan Yuan Tan as the
Snow Queen

Great Performances Dance In America: San Francisco Ballet's Nutcracker

Although the Nutcracker received its first production in St. Petersburg more than a century ago, the ballet did not receive its first full-length production in America until 1944 with the San Francisco Ballet. GREAT PERFORMANCES has partnered with San Francisco Ballet and KQED Public Television to bring the company's current production to television, with its setting transposed to San Francisco's 1915 Pan-Pacific Exposition. *Nutcracker* will air on KQED Channel 9 Wednesday, December 17 at 8 p.m.



Chuck Trimbach at KQED
photo: Greg Habiby



NOVA: Ocean Animal Emergency

NOVA explores the environmental crisis in the world's oceans through the exploits of Dr. Frances Gulland, a San Francisco veterinarian who runs the equivalent of a West Coast ER for marine mammals. Tuesday, November 25, 8:00 p.m.

A harbor seal pup, Xilia, prepared for a CAT scan
photo: Doug Hamilton

KQED is my source for voyages of discovery.

— J. Yamada

KQED wants to know why public media matters. Share with us at www.kqed.org/mysource



Sample Current Rates Fall 2008

Your Age	Annuity Rate
65	5.7%
75	6.7%
85	8.9%
90 and over	10.5%

Your Ages (couples)	Annuity Rate
67/65	5.4%
75/73	5.9%
85/83	7.2%
95/95 and over	10.3%

The Charitable Gift Annuity — Three in One

A charitable gift annuity is a contribution, a source of income, and a proven tax reducing technique. It offers a unique and simple plan that allows you to provide support for the future of public broadcasting, while generating payments from the donated property during your life.

How it works

With a charitable gift annuity you and Northern California Public Broadcasting (NCPB) enter into a simple contract in which you exchange a gift of cash or securities to benefit KQED and KTEH for fixed payments each year for the rest of your life. (You may choose to support either station or both.)

The exact annuity and charitable deduction amounts will depend on your age, the gift amount, and whether one or two beneficiaries will receive payments. Annuity payments for one annuitant range from 5.5% at age 60 (our minimum age for an immediate payment annuity) to 10.5% at age 90 or older.

Your gift annuity offers these distinct advantages:

- **Payments for life** at attractive rates for one or two lives
- **Tax deduction savings** — much of what you transfer will be a deductible charitable gift
- **Capital gain tax savings** — when you contribute securities for a gift annuity you reduce any capital gain tax
- **Tax-free payments** — in most cases, part of your annual payment is tax-free return of principal
- **Personal satisfaction** — from making a significant gift that will benefit KQED and KTEH far into the future

You can choose:

- How frequently payments will be made — quarterly, semiannually, or annually
- Whether one or two persons will receive lifetime annuity payments
- Whether to fund your gift with cash or securities. Cash gifts allow maximum tax-free payments; gifts of securities allow you to reduce capital gain tax

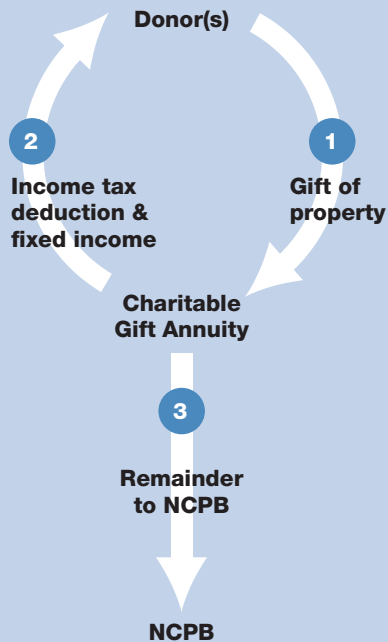
Deferred annuity payments

If you are planning for future retirement income, you might want to consider a *deferred gift annuity*, making an immediate gift of cash or property while postponing your annuity payments to a future time.

Your annuity payments will be higher if you establish a deferred gift annuity now, rather than later set up an immediate payment annuity. You will also receive your income tax deduction immediately, perhaps while you are in a higher tax bracket and most need deductions. Your deduction substantially reduces the cost of your gift. Moreover, the deduction for a deferred gift annuity is much larger than the deduction that would be allowable if you were to make a gift for an immediate payment gift annuity.

The “charitable IRA”

For many people restrictions on contributions to IRAs, 401(k) plans and other retirement plans have limited their retirement planning. If you want to make more than the maximum permitted deductible annual IRA contributions, you might consider establishing a “charitable IRA” with deferred payment gift annuities. You would simply set up a deferred gift annuity every year (or on another schedule you choose)



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HEALTH DIALOGUES:

Health Advocacy

Navigating the health care system challenges a family in the best of times. But, what if your family isn't around, or doesn't have the time to monitor your care? That's where the growing business of patient advocacy steps in, providing competent oversight to prevent

medical mistakes and even save lives. Airing Thursday, November 20 at 8 p.m., and again on Saturday, November 22, at 2 p.m., this episode of *Health Dialogues* looks at the growing trend of patient advocacy.



KQED Introduces *Climate Watch*, a New Cross-platform Project

With all the news on climate change today, how do you make sense of this fast-moving and important story, and where can you go to stay informed and find tools that will help you respond? The answer is *Climate Watch*, KQED's in-depth news coverage of climate change and its impact on California.

A four-year programming initiative made possible by a grant from the R. Gwin Follis Foundation, *Climate Watch* explores climate change from the multiple perspectives of health, economics, politics and public policy. "Coverage will sift through the available science and help people navigate the 'green noise,' the fog of environmental information that permeates the news every day," says Senior Editor Craig Miller.

Launched over the summer, *Climate Watch* is a cross-platform project with stories broadcast on KQED radio and television, and accessed through its web site. The web site will also host additional original content, information, resources and interactive features.

Climate Watch will offer stories of people and their communities, their sacrifices and solutions as they attempt to reduce carbon "footprints." Although a broad range of voices will be heard, representing diverse points of view, "our coverage strives to go beyond presentation of opposing views and expose the kernel of truth amid the polemics," says Miller.

Future reports will look at preparations for the effects of climate change that scientific consensus deems already inevitable, including preparing the population and infrastructure for an era of rising sea levels, increased flood levels and more intense heat

waves and wildfires. The team will closely monitor California's leadership role in climate change mitigation.

Radio stories are heard on KQED Public Radio's statewide program, *The California Report*. A special television program is scheduled to air in the spring on *Quest*, KQED's multimedia series exploring Northern California science, environment and nature. The web site — www.kqed.org/climatewatch — offers opportunities for the public to participate in coverage and learn how to become more involved in their communities.

This article was reprinted with permission from the KQED Guide, October 2008.



Climate Watch team members Bruce Koon, Gretchen Weber, and Craig Miller on KQED's newly solar-paneled roof. photo: Damon J. Louie



TRULY CA: *Pikyav*

Andrew Chambers' film tells the story of the Karuk, who for centuries fished, gathered food, and made medicine in the fertile watershed of the Klamath River and now struggle to reclaim their physical and cultural landscape, to heal the land as well as the people who call it their home. *Pikyav*, Andrew Chambers' fifth film collaboration with the Karuk, will air Sunday, November 23, at 6:00 p.m.

Photo: Roberts Photograph Collection, Humboldt State University Library

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This Is Us!

The South Bay and Central Coast region is known for its stunning beauty, but more than redwoods, mountains and the Pacific, the people who live here really makes this a special place. In January KTEH presents the next installment of *This Is Us!*, this season's new program profiling our remarkable friends and neighbors like Les Williams, one of the few surviving Tuskegee Airmen, and one of the very first black Americans to become a bomber pilot. *This Is Us!* also profiles Eddie Gale, San Jose's Ambassador of Jazz, and world famous chocolatier Richard Donnelly.



Les Williams

SENIOR DIRECTOR,
GIFT PLANNING AND ENDOWMENT

Earl Blauner

EDITOR

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ART DIRECTION AND DESIGN

NCPB Design

**Northern California
Public Broadcasting**

PUBLIC TELEVISION
PUBLIC RADIO
INTERACTIVE
EDUCATION NETWORK

For more information

Mail the enclosed confidential reply card today to request more information about a charitable gift annuity with NCPB, or for information about how you can include KQED and KTEH in your will or trust. We will also send you our complimentary booklet about ways to give and retain lifetime payments, tax savings, and other benefits, as well as our Legacy Gift brochure.

Or call 415.553.2230 to request this or other information.

If you prefer, you may write to:

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The Charitable Gift Annuity — Three in One *(continued from page 2)*

until retirement, and 30% to 50% of your contributions would be tax deductible.

Example: At age 55, Ms. Lee — in addition to adding to her IRA account — begins to contribute \$10,000 (NCPB's minimum amount for a CGA) every year for a series of deferred gift annuities. In ten years, she will have built a substantial, guaranteed income for her retirement at age 65. The sum of her ten annuities (\$100,000) would give her an annual income of nearly \$7,500 — a combined payout of nearly 7.5%. (Based on current gift annuity rates, a 65-year-old establishing an immediate gift annuity this year would have a payout rate of 5.7%.) What's more, her charitable deductions

could total nearly \$35,000, averaging out to about 35% of the total \$100,000 she transferred. Ms. Lee gets an extra "dividend" that other IRA participants miss — the reward of knowing that she is investing in the future of public broadcasting in Northern California.

An effective gift

With one charitable gift annuity, you can accomplish three goals: fixed payments for life, tax savings, and meaningful support for the programs and services KQED and KTEH bring to the people of Northern California.

A KQED Member's Gift Annuities Help Inform Northern California

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Vicki often has teaching commitments, she joined Chuck once for a special Legacy Society behind-the-scenes look at the making of *This Week in Northern California*.

Chuck believes that public broadcasting is "the only way some news and information get out into the public airwaves." He adds, "KQED is one of the few unbiased media for news; they're not motivated by the incredible corporate drive for higher earnings and higher ratings, but by what people need to see and hear." He appreciates being able to always "snap on" KQED Radio any time of day to "hear an interesting program or get a good update on what's happening in the world." Chuck thinks that our world "is

headed for some serious problems, of which global warming is a major one, and possibly more political instability. KQED over the long run brings these important issues out and gets people thinking about them."

With more than 25 years of KQED membership Chuck has supported the news, public affairs, and cultural programs that KQED brings to Northern California. With his gift annuities he has arranged for lifetime income, while helping ensure that the programs that mean so much to him and Vicki will continue to inform, educate, and entertain Northern Californians for generations to come.