



Generosity makes all the difference.

The Rewards of Planned Giving

There may be no greater gift than that of music. Music inspires us. It makes us think. It provides new perspectives. It calms. It excites. It can turn a bad day to good. It can even change a life.

Hundreds of thousands of people throughout our region benefit from the music played on WNKU each week. By making a planned gift to WNKU, you can help enhance the quality of life in our community for generations to come.

As we look to advance WNKU, we know that the generosity of those who assist us will make all the difference to our success.

That's why we seek your support. We also want to make sure that you benefit from a gift to WNKU.

How does this happen? First, you have the satisfaction that comes from knowing you have helped sustain a cultural institution important to our community, thereby enhancing the quality of life for your friends and neighbors. Gifts from listeners fund diverse needs such as tower maintenance, equipment upgrades, music procurement, and news gathering. But in fact, the best gift plans also improve the donor's financial and tax situation, sometimes right away.

There are many ways that your charitable giving can blend with your financial needs and tax planning. This document will allow you to explore the possibilities and opportunities for creative gift planning. The choice is not whether to use your assets for the needs of your family or to benefit WNKU. The choice is simply which giving option best allows you to do both.

To design a gift that benefits the people and organizations you care about most, we recommend that you obtain the professional counsel of an attorney who specializes in gift and estate planning. We can work with your advisors to help you plan for tomorrow and receive maximum benefits today.

For more information, please contact:

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What to Give?

Your benefits depend on the asset

Any type of asset that you irrevocably donate to an organization such as WNKU results in a current income tax deduction. But there may be other tax benefits to your contribution as well.

Giving cash is the simplest method. But if you contribute long-term appreciated securities to WNKU, you have the added benefit of owing no tax on the gain.

You can also give WNKU tangible personal property such as a work of art or prized collection of musical instruments and take a deduction for the full fair-market value if the gift is related to our exempt function.

These are only three of the types of assets you can donate outright for WNKU to receive immediately. Or you can use them to fund a planned gift that provides you with a lifetime income before we receive the gift.

There are even more potential benefits if you plan your gift creatively.

BENEFITS

- **Gifts of securities also provide relief from capital gains tax.**
- **Donations of personal property allow for meaningful gifts.**
- **Reduction in estate and gift taxes.**
- **Gifts of cash result in a current income tax-deduction.**

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A Current Will

The foundation of a solid plan

Have you put off making or updating your will?

Maybe you think it costs too much to make a will. Perhaps you're having a hard time deciding how to leave your money. Drafting a will may seem like a daunting task at first until you realize all the good that comes from having a will. A bequest in your will lets you pass any amount you wish to WNKU free of estate taxes.

You can give cash or specific property, a dollar amount, or a percentage of your estate with restriction or without.

To make sure your will accomplishes your goals according to your wishes, we recommend that you obtain the professional counsel of an attorney who specializes in probate and estate planning.

BENEFITS

- **Lets you provide for your family after your death.**
- **Allows you to distribute your assets according to your wishes.**
- **Saves on estate taxes with proper planning.**
- **Lets you leave a legacy without giving up assets now.**

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Making A Bequest Easy

Remembering WNKU in your will

Many people have good intentions about providing for WNKU but often never quite get around to doing it. Perhaps you've been considering a gift to WNKU but your cash flow prevents an outright gift.

Please consider the various deferred gifts discussed in this document and keep in mind that one of the simplest ways to make a future contribution is through your will.

If you make annual gifts to WNKU and would like to continue your support even after your lifetime, you can arrange an endowment through your will. This ensures that your gift continues in perpetuity.

If you are planning to make WNKU one of your beneficiaries, we encourage you to tell us now because we can help you get the greatest possible satisfaction from your gift.

EXAMPLE

To expedite your good intentions, the following are recommended statements:

WNKU is to receive the sum of _____ (indicate specific amount). This bequest is to be used for the benefit of WNKU's newsgathering efforts and in any manner the station deems appropriate.

– or –

WNKU is to receive the sum of _____ (indicate specific amount). This bequest is to be used for _____ (outline specific purpose, such as: investment in mobile technology at WNKU).

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Charitable Gift Annuity

A way to boost your rate of return

The concept of a gift annuity is simple.

You donate assets that are reinvested. We agree to make fixed payments to you for life (and, if desired, for another beneficiary's lifetime) after which the funds are available for our use.

A charitable annuity may be desirable because the rates based on your age typically produce higher yields than you may receive in the stock and bonds market. You will receive an annual fixed payment equaling a percentage of the value of the asset at the time the deferred-giving agreement was signed.

When this aspect is combined with partially tax-free payments, the effective rate of return is even higher.

BENEFITS

- **Lifetime payments for yourself and possibly another person.**
- **Charitable deduction for a portion of the value of the gift.**
- **Part of the annual payments is considered a tax-free return of capital.**
- **Capital gains tax savings when you contribute appreciated securities.**

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Charitable Remainder Unitrust

A gift with flexible benefits to you

A charitable remainder unitrust is like a combination of a gift and an investment plan. You place assets in trust and/or another beneficiary receives lifetime income from them, after which WNKU will receive the remainder.

EXAMPLE

Jane has stocks currently valued at \$100,000 and yielding a 2% dividend. She transfers them to a unitrust incurring no capital gain. She arranges to receive 7% of the fair market value of the unitrust asset each year. She receives an income tax deduction based on U.S. Treasury tables. The first year, she's entitled to \$7,000 (7% of \$100,000). As the value of the trust increases, her income payments will increase.

BENEFITS

- **Lifetime income often greater than the yield on contributed assets.**
- **A sizable income tax charitable deduction.**
- **Avoidance of capital gains tax if you donate long-term appreciated securities.**
- **A significant gift to WNKU.**

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Charitable Lead Trusts

Give away the fruit but keep the tree!

A charitable lead trust can be established with publicly traded securities, closely held stock, income-producing real estate, partnership interest, or a combination of the above.

Typically a lead trust is most effective for individuals with a large net worth who wish to fund the trust with assets valued at \$500,000 or more. The NKU Foundation can assist you in arranging for the investment and administration of such a trust.

After we receive income from assets in the trust for a period of years, the principal goes to your family with estate or gift taxes usually reduced or even eliminated.

The lead trust is an exceptional way to transfer property to your children or other heirs at minimal tax cost. It's ideal if you are willing to forgo investment income on assets but don't want to force your heirs to surrender the principal.

BENEFITS

- **WNKU receives annual income.**
- **At the end of the trust term the assets are transferred to your heirs or to a trust for their benefit.**
- **You receive a charitable gift tax deduction for the current value of the annual income payments to WNKU during the trust term.**
- **The deduction may significantly reduce your gift and estate tax liability on the transfer to your heirs.**

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Real Estate

Donating can be smarter than selling

A charitable contribution of real estate — whether it's your personal residence, a vacation home, a farm, commercial real estate or vacant land — will give you numerous advantages.

When you give your home or other real estate to WNKU, you create an enduring testimonial of your interest in our mission and your personal satisfaction is complemented by valuable tax benefits.

BENEFITS

- **Income tax charitable deduction for the full fair- market value.**
- **Avoidance of tax on the property's appreciation.**
- **No hassle from trying to sell the property.**
- **No gift tax plus a reduction of your taxable income.**

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Retained Life Estate

Having it both ways

You can give WNKU your home even though you continue to live there.

A gift of your home, farm, vacation home, or condominium, even with stipulations about occupancy, results in a charitable deduction on your income tax.

The retained life estate may also provide you with a way for someone other than you or your spouse to have life occupancy of your home with reduced tax obligations.

BENEFITS

- **Lifetime use of the residence for you and/or another person.**
- **Income tax savings through charitable deduction.**
- **Estate tax savings for you and/or another person (if the other person is your spouse).**
- **Ability to gift only partial interest in property and receive tax advantages.**

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Closely Held Stock

A gift that lets everyone win

If you own a sizable block of stock in a closely held corporation, you may have a gift option that makes everyone happy.

Suppose you decide to donate some shares (few enough that you retain 50 percent ownership) to WNKU. We present the stock to your corporation for redemption. Your corporation uses retained earnings for the purchase. WNKU wins because we receive much needed funds.

There is one caveat: The IRS has ruled that you cannot legally bind a charitable organization to go through with the redemption at the time it receives the shares, but a charitable organization may independently offer the donated stock for redemption.

It's a favorable option that benefits you and WNKU.

BENEFITS

- **Income tax deduction for the charitable contribution.**
- **No capital gains tax on the appreciation in value.**
- **No second tax on accumulated earnings by averting a dividend distribution.**
- **You maintain control of the corporation.**

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Anyone who makes a planned gift to WNKU becomes a member of WNKU's Music Heritage Society and is entitled to

- **RESERVED SEATING FOR STUDIO 89**
- **INVITATIONS TO SELECT STATION EVENTS**
- **OPPORTUNITIES TO LUNCH WITH WNKU STAFF**
- **A PERSONAL TOUR OF THE STATION**

Other Planned giving opportunities include but are not limited to:

NAMED AIR STUDIO
NAMED PERFORMANCE STUDIO
NAMED NEWSROOM
NAMED TOWER
NAMED BUILDING
[YOUR IDEA HERE]

**PLEASE CONSIDER BECOMING A PARTNER IN
WNKU'S MUSICAL LEGACY SOCIETY**

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THANK YOU