KCRW Planned Giving

Thank you for your interest in KCRW’s Sonic Society! We are honored you are considering us to carry forward your legacy through our mission. This is not a light choice to make, so we want to make sure we leave you with a little extra information about planned giving.

WHAT?

Planned Giving is a set of ways a donor can leave money/assets to a nonprofit at his/her death, or a way to invest money so that the donor receives benefits during his/her lifetime and then bequeathes the remaining funds to the nonprofit. There are several planned giving vehicles that are easy to establish.

Making a planned gift to KCRW, a 501(c)(3) organization, is a simple way to ensure a thriving future for public radio and all that it represents. You can name KCRW as a beneficiary of your will, trust, retirement plan, life insurance policy, or financial account, or fund a charitable gift annuity or trust that may provide you with tax benefits and income.

HOW?

Planned Giving looks different for everyone. That’s why we have multiple options in our program so you can choose which plan works in your best interest.

- You can name KCRW in your long-range plans including: Your will or trust with wording such as: "I hereby give to KCRW, a not-for-profit organization with offices at 1900 Pico Boulevard, Santa Monica, CA 90405, the sum of $_______; or _______% of the residue of my estate."
- IRA or retirement plan beneficiary
- Life insurance beneficiary
- Financial account
- Charitable IRA Distribution: Congress passed a tax bill that permanently extends the Qualified Charitable Distribution (QCD) provision, allowing you to transfer up to $100,000 when you turn 70½ from your IRA to a charity and have it count as your required minimum distribution without increasing your adjusted gross income.

Of course, we’ve only covered a few of many ways to incorporate KCRW into your legacy. If you feel there is an option out there that would better suit your needs, please consult your financial advisor.

WHY?

Not only will you be leaving behind a legacy for KCRW and its future, there are also great benefits to this type of giving! The benefits of planned giving are:

- Tax deductions
- Avoiding capital gains
- Maximizing charitable contributions
- Getting income for yourself and/or your loved ones.
• Passing assets to family at a reduced tax cost
• Excellent way of managing your assets, now and after your lifetime.

WHO?

The Sonic Society honors members who have included KCRW in their long-term plans. They are the men and women who want to ensure KCRW thrives long after they are gone. They are avid believers in the station’s mission and wish to leave future Southern California generations with many more years of great music, news and cultural programming.

Sonic Society benefits include:
• Invitations to exclusive KCRW events
• One special yearly event featuring KCRW talent and Staff
• VIP Tours of KCRW’s Studios
• Recognition of your commitment in the Annual Report
• Dedicated Staff Liaison
• Opportunities to meet other Legacy Society members

FREQUENTLY ASKED QUESTIONS

Q. Do I have to make a legally binding pledge to join KCRW’s Legacy Society?
A. No. Like any ordinary bequest, your gift plans can be revised at any time should your circumstances change in the future.

Q. Do I have to choose a gift amount now?
A. No. A popular choice is stating a gift as a percentage, which will automatically adjust no matter what the future may bring.

Q. How can I provide for my family and at the same time support the causes that are important in my life?
A. Many people put aside a percentage – which could be 10% or 20% -- for their favorite causes, while still leaving a large majority of their assets to family and friends. Or you could choose to make a charitable gift of whatever balance remains in a retirement account, which also saves on taxes. To learn more about charitable gift annuities or charitable lead trusts, please feel free to contact Gianna Petro in our development team at 310.581.5852.

Q. How can I put my spouse or partner first-in-line?
A. You can ensure that your gift is made only after you know the assets won’t be needed by your spouse or partner. If both you and your partner would like to donate all remaining assets to KCRW, you can name each other first-in-line and KCRW as the remaining beneficiary.

Q: Am I able to make a restricted Bequest?
A: Yes, you may. Please use the following language when writing up your restricted bequest:
“[I give [insert dollar amount or percentage of estate] to the KCRW Foundation, a not-for-profit organization with offices at 1900 Pico Boulevard, Santa Monica, CA 90405, to support KCRW’s programs and services. If, due to a change in circumstances, it is not practical to use this fund for]”
this purpose, KCRW’s Board of Trustees may designate such other use, which, in their opinion, most closely fits my original intent."

CONTACT US

If you have questions or would like additional information please contact Gianna Petro, Individual Giving Associate, at 310.581.5852 or gianna.petro@kcrw.org. Thank you for considering a gift to KCRW.

KCRW
1900 Pico Boulevard
Santa Monica, CA 90405

KCRW’s Tax ID is 95-3750631. This information is not intended as tax or legal advice. Before finalizing your charitable plans we encourage you to seek the counsel of your legal or financial advisor. Consult with your legal and financial advisors to learn how a gift would work in your circumstances. Laws and regulations governing all gifts and availability of certain life income gifts vary by state.