Giving to KEEN Greater DC

You believe in the work of KEEN, and you want to ensure that we will be able to provide recreation activities to our KEEN athletes and their families for years to come. You want your gift to make a difference for us, but are concerned about your own future financial needs and those of your family.

There are many ways to support KEEN, but finding the giving arrangement that makes the most sense for you can be a difficult road to navigate. To help you make this decision, it is important to consider the following questions:

WHAT: What type of asset do you want to donate? Cash, marketable securities, retirement assets, real estate, life insurance, tangible goods?

WHEN: Do you want your gift to take effect - during your lifetime, as part of your legacy, or both?

HOW: Do you want to make an outright gift or retain some interest in the asset?

Goals and Gifts

YOUR GOAL	YOUR GIFT TO KEEN	HOW TO MAKE THE GIFT	YOUR BENEFITS
Make a quick and easy gift	Outright Gift	Donate cash, securities, or personal property	Income tax deduction; avoidance of any capital gains tax
Make a gift that will benefit you and your company	Percentage of Profits Gift	Designate a percentage of the pre-tax profits of your business to KEEN for a specific period of time	Larger charitable donation write-off than normally allowed; marketing of company through naming opportunity, possible avoidance or reduction of other tax liability
Make a large deferred gift with little cost to yourself	Life Insurance Gift	Give us a policy with KEEN as owner and beneficiary	Income tax deduction
Secure a fixed and often increased income	Charitable Remainder Annuity Trust	Create a charitable trust that pays you a set income annually	Immediate income tax deduction and fixed income for life
Give your personal residence, farm, or other property	Real Estate Trust	Designate the property to KEEN now, but retain occupancy for your lifetime; or leave the property to KEEN as part of a Charitable Trust	For a gift now – charitable income tax deduction and lifetime use of the property
Make a revocable gift during your lifetime or defer a gift until your death; designate specific beneficiaries & bequests	Living Trust	Can be easily established through a simple trust agreement with KEEN or a will	Control of trust for your lifetime; possible tax savings for individual (persons) beneficiaries of gift after your death

The Charitable Gift Annuity
Benefiting You and KEEN

What is a Charitable Gift Annuity?

A Charitable Gift Annuity (also referred to as a “CGA”) is a contract (not a trust), under which KEEN, in return for a transfer of cash, marketable securities or other assets, agrees to pay a fixed amount of money (payment) to one or two individuals, for their lifetime, not a term of years, or to an individual and another organization for their lifetime. The amount of the annual payment is based on the age of the donor at the time the annuity is established – ranging between 5 and 11 percent of the charitable portion of the gift.

With a Charitable Gift Annuity you can still feel the satisfaction of making a substantial gift to support KEEN while providing yourself with a secure lifetime income. You can also arrange to have a gift annuity provided for another person - a spouse or an unrelated individual – and if this person survives you, the payments will continue for their lifetime. As another option, you could name an organization or scholarship as a beneficiary. For example, you could receive a lifetime income and provide for a capital or endowment campaign at KEEN during your lifetime.

How you benefit:

- Lifetime payments for yourself and another individual or organization, a portion of which is tax-free
- Charitable income tax deduction immediately of 20-50% of the gift
- Capital gains tax savings, if funded with appreciated securities

Life Insurance Donations
Benefiting You and KEEN

People give gifts to charities for a variety of reasons, and one common method of making such gifts is through life insurance. There are two basic ways to make charitable gifts of life insurance, the first of which is to make an outright gift of a policy on the life of the donor. The value of the policy at the time of the gift is generally deductible, with certain restrictions. The charitable organization (the donee) is the beneficiary of the policy. The donor may also give the charity enough cash each year to pay the policy's premium; if such is the case, the cash gifts are tax-deductible. When this method of giving is used, it's important that the donee also be given all rights of ownership. If the donor retains any control whatsoever over the policy, the tax advantages (i.e., the deductions) are forfeited.

In the second common method of making charitable gifts of life insurance to organizations, the donor can retain ownership of the policy, designate the charity as the beneficiary, and continue to pay the premiums. The amount of the proceeds will be included in the donor's estate, but will nonetheless be distributed as a charitable deduction. An advantage of this method of giving is that the donor retains the right to change beneficiaries should it become necessary or desirable. The principal disadvantage is that premium payments are not deductible on the donor's federal income tax return.

Benefits to You and KEEN:
Life insurance is an excellent tool for making charitable gifts for a number of reasons. A gift of life insurance to KEEN provides an "amplified" gift that enables you to create a legacy for KEEN so that others may benefit from it. Through a relatively small annual cost (the premium), a benefit far in excess of what would otherwise be possible can be provided for charity. This sizeable gift can be made without impairing or diluting any provisions that have been made for family members or others as part of your estate.

KEEN
KIDS ENJOY EXERCISE NOW
greater dc

KEEN Greater DC
PO Box 341590
Bethesda, MD 20827-1590
www.KEENgreaterdc.org
info@KEENgreaterdc.org
501(c)3 non-profit organization
EIN# 42-1657976