

Gifts of Securities

Publicly traded appreciated securities that you have owned for more than one year can be transferred to WTCI. WTCI would then sell the securities and retain the proceeds, which can be applied to whatever purpose you designate. As the donor, you receive an income tax charitable deduction based on the fair market value of the securities while also avoiding capital gains tax.

Gifts Through Life Insurance

You can designate WTCI as a life insurance policy beneficiary. This allows you to provide a gift to the station while also benefiting your heirs, because policy proceeds distributed to a non-profit are exempt from estate tax.

Qualified Charitable Distributions

Also known as IRA Charitable Rollovers, Qualified Charitable Distributions are funds from your IRA that can be donated to a qualified nonprofit organization like WTCI without first recognizing it as income. If you are above the age of 70.5 and have a Traditional IRA, you are eligible to make a QCD. Up to \$100,000 in IRA funds can be counted as QCDs annually, or \$200,000 for married couples. Funds go directly from your IRA to the charity without needing to be withdrawn, and the QCD is excluded from your taxable income.



Consult Your Advisors

Please consult your legal/financial counsel as you plan your gift. S/he can help you make the largest possible gift at the least net expense to you. Personal financial circumstances may vary and must be carefully considered to receive maximum benefit from existing tax laws.

For more information about creating a gift that will help shape the future of WTCI-PBS or to notify us of an estate gift that you have already made, please contact:

Linda McReynolds
Director of Development
423-702-7808
lmcreynolds@wtciv.org

The staff and Board of Directors of WTCI-PBS deeply appreciate your faithful support of our mission and programming.

Through your caring and thoughtful planning for the future, you can enable WTCI to continue to enrich lives through quality programs and services that educate, engage, and inspire a lifetime of learning and exploration.

www.wtciv.org

Plant the Seed

**A few simple steps
today will give you
peace of mind
tomorrow**



Planned Giving Guide



Give the Gift of Exploration to Future Generations

By making an estate gift to Greater Chattanooga Public Television Corporation, also known as WTCL-PBS, you are ensuring the provision of quality, trusted public television programming for future generations.

Planned giving is one of the most meaningful ways to show your commitment to the long-term success and growth of our station.

There are many ways to satisfy your charitable gift goals and help ensure the future financial stability of WTCL. As you plan your giving, you will be addressing your own financial future and that of your family, loved ones, and other charitable interests.

We welcome the opportunity to discuss how your estate gift can play a transformational role in our future and perpetuate your life values for generations to come.

Greater Chattanooga Public Television Corporation (WTCL) is a not-for-profit corporation that is recognized as exempt from tax under Section 501(c)3 of the Internal Revenue Code. Our Federal Tax Identification number is 62-1137597.

How You Can Create a Legacy

Planned Gifts through Wills or Trusts

A will or trust is one of the simplest and most common ways to provide for WTCL-PBS in your estate plans. Gifts through a will or living trust leave a legacy that will inform and educate future generations for years to come.

Bequest Benefits

A bequest is generally a revocable gift, which means it can be changed or modified at any time. You can choose to designate that a bequest be used for a general or specific purpose so you have the peace of mind knowing that your gift will be used as intended. Bequests are exempt from federal estate taxes. If you have a taxable estate, the estate tax charitable deduction may offset or eliminate estate taxes, resulting in a larger inheritance for your heirs.

Sample Bequest Language

If you are considering making a bequest to WTCL-PBS, we recommend the following language:

"I hereby give, devise and bequeath _____ to Greater Chattanooga Public Television Corp., a non-profit organization located at 7540 Bonnyshire Drive, Chattanooga, TN 37416, Federal Tax ID #62-1137597, for the organization's general use and purpose."



Charitable Lead Trusts

Charitable lead trusts allow you to combine a charitable donation with gifts to children or other family members. The lead trust pays income to the charity for a specified number of years. At the end of the trust's term, the principal is transferred to family members. This type of trust is often used to make intra-family asset transfers with substantial gift and estate tax savings.

Gifts of Real Estate or Personal Property

You can make a gift of real estate or personal property to WTCL, removing a large taxable asset from your estate and benefiting by receiving an income tax deduction equal to the appraised fair market value of the property, with no capital gains tax due on the transfer.

Gifts Through Retirement Plans

Like a gift of life insurance, you can name WTCL as the beneficiary of a portion or all of an IRA, 401(k), or other Retirement Plan. The amount designated passes to the nonprofit and your heirs avoid income and estate tax.

