<table>
<thead>
<tr>
<th>Choose the Gift Plan for KQED That Matches Your Goal</th>
<th>Outright Gift of Cash</th>
<th>Current Gift of Securities</th>
<th>Bequest in Will or Revocable Living Trust</th>
<th>Gift of Retirement Plan Assets</th>
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<th>Gift of Life Insurance</th>
<th>Gift of Real Estate</th>
<th>Gift of Retained Life Estate</th>
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<tbody>
<tr>
<td><strong>Your Goal</strong></td>
<td>Make a quick and easy tax-deductible gift for:</td>
<td>Make a quick and easy gift: Annual support • The KQED Endowment</td>
<td>Avoid capital gains tax</td>
<td>Make a quick and easy gift: • Annual support • The KQED Endowment</td>
<td>Name KQED as beneficiary of the remaining assets after your lifetime</td>
<td>Enter into a charitable gift annuity contract with KQED and receive a fixed amount for one or two lives</td>
<td>Create a charitable trust that pays fixed payments that are partially tax-free</td>
<td>Create a charitable trust that pays fixed annual income</td>
<td>Create a charitable trust that pays fixed annual income</td>
<td>Make a significant gift using your unneeded life insurance policy</td>
<td>Donate your personal residence, vacation home or farm now and continue to live there</td>
</tr>
<tr>
<td><strong>How You Make Your Gift</strong></td>
<td>Simply write a check or arrange an electronic funds transfer to KQED</td>
<td>Contribute long-term appreciated stock, mutual funds, bonds or other securities to KQED</td>
<td>Name KQED in your will or trust. Designate for a: • Specific amount • Or percentage</td>
<td>Name KQED as beneficiary of the remaining assets after your lifetime</td>
<td>Name KQED as beneficiary of the remaining assets after your lifetime</td>
<td>Enter into a charitable gift annuity contract with KQED and receive a fixed amount for one or two lives</td>
<td>Create a charitable trust that pays fixed payments that are partially tax-free</td>
<td>Create a charitable trust that pays fixed annual income</td>
<td>Create a charitable trust that pays fixed annual income</td>
<td>Create a charitable trust that pays KQED a fixed or variable income for a specific term of years; principal is retained for heirs</td>
<td>Donate your unneeded life insurance policy to KQED</td>
</tr>
<tr>
<td><strong>Your Benefits</strong></td>
<td>• Current income tax deduction • Remove property from taxable estate</td>
<td>• Current income tax deduction for full fair market value • Avoid capital gains tax • Remove property from taxable estate</td>
<td>• Avoid income tax and any estate tax on plan distributions, leaving more favorably taxed assets for gifts to individuals • Current income tax deduction • Fixed payments for life, often at a higher rate of return than other investments</td>
<td>• Avoid income tax and potential estate tax on IRAs or other retirement benefit plans</td>
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**LIFE INCOME GIFTS**

- **Outright Gift of Cash**
  - Make a quick and easy gift: Annual support • The KQED Endowment
  - Avoid capital gains tax
  - Control of assets for your lifetime
  - Avoid income tax and any estate tax on plan distributions, leaving more favorably taxed assets for gifts to individuals
  - Current income tax deduction
  - Fixed payments for life, often at a higher rate of return than other investments
  - Capital gains tax savings at time of gift if funded with appreciated securities
  - Partially tax-free payments
  - KGQ can serve as trustee if you desire

- **Current Gift of Securities**
  - Make a quick and easy gift: Annual support • The KQED Endowment
  - Avoid capital gains tax
  - Control of assets for your lifetime
  - Avoid income tax and any estate tax on plan distributions, leaving more favorably taxed assets for gifts to individuals
  - Current income tax deduction
  - Fixed payments for life, often at a higher rate of return than other investments
  - Capital gains tax savings at time of gift if funded with appreciated securities
  - Partially tax-free payments
  - KGQ can serve as trustee if you desire

- **Bequest in Will or Revocable Living Trust**
  - Make a quick and easy gift: Annual support • The KQED Endowment
  - Avoid capital gains tax
  - Control of assets for your lifetime
  - Avoid income tax and any estate tax on plan distributions, leaving more favorably taxed assets for gifts to individuals
  - Current income tax deduction
  - Fixed payments for life, often at a higher rate of return than other investments
  - Capital gains tax savings at time of gift if funded with appreciated securities
  - Partially tax-free payments
  - KGQ can serve as trustee if you desire

- **Gift of Retirement Plan Assets**
  - Make a quick and easy gift: Annual support • The KQED Endowment
  - Avoid capital gains tax
  - Control of assets for your lifetime
  - Avoid income tax and any estate tax on plan distributions, leaving more favorably taxed assets for gifts to individuals
  - Current income tax deduction
  - Fixed payments for life, often at a higher rate of return than other investments
  - Capital gains tax savings at time of gift if funded with appreciated securities
  - Partially tax-free payments
  - KGQ can serve as trustee if you desire

- **Charitable Gift Annuity**
  - Make a quick and easy gift: Annual support • The KQED Endowment
  - Avoid capital gains tax
  - Control of assets for your lifetime
  - Avoid income tax and any estate tax on plan distributions, leaving more favorably taxed assets for gifts to individuals
  - Current income tax deduction
  - Fixed payments for life, often at a higher rate of return than other investments
  - Capital gains tax savings at time of gift if funded with appreciated securities
  - Partially tax-free payments
  - KGQ can serve as trustee if you desire

- **Charitable Remainder Unitrust**
  - Make a quick and easy gift: Annual support • The KQED Endowment
  - Avoid capital gains tax
  - Control of assets for your lifetime
  - Avoid income tax and any estate tax on plan distributions, leaving more favorably taxed assets for gifts to individuals
  - Current income tax deduction
  - Fixed payments for life, often at a higher rate of return than other investments
  - Capital gains tax savings at time of gift if funded with appreciated securities
  - Partially tax-free payments
  - KGQ can serve as trustee if you desire

- **Charitable Remainder Annuity Trust**
  - Make a quick and easy gift: Annual support • The KQED Endowment
  - Avoid capital gains tax
  - Control of assets for your lifetime
  - Avoid income tax and any estate tax on plan distributions, leaving more favorably taxed assets for gifts to individuals
  - Current income tax deduction
  - Fixed payments for life, often at a higher rate of return than other investments
  - Capital gains tax savings at time of gift if funded with appreciated securities
  - Partially tax-free payments
  - KGQ can serve as trustee if you desire

- **Charitable Lead Trust**
  - Make a quick and easy gift: Annual support • The KQED Endowment
  - Avoid capital gains tax
  - Control of assets for your lifetime
  - Avoid income tax and any estate tax on plan distributions, leaving more favorably taxed assets for gifts to individuals
  - Current income tax deduction
  - Fixed payments for life, often at a higher rate of return than other investments
  - Capital gains tax savings at time of gift if funded with appreciated securities
  - Partially tax-free payments
  - KGQ can serve as trustee if you desire

- **Gift of Life Insurance**
  - Make a quick and easy gift: Annual support • The KQED Endowment
  - Avoid capital gains tax
  - Control of assets for your lifetime
  - Avoid income tax and any estate tax on plan distributions, leaving more favorably taxed assets for gifts to individuals
  - Current income tax deduction
  - Fixed payments for life, often at a higher rate of return than other investments
  - Capital gains tax savings at time of gift if funded with appreciated securities
  - Partially tax-free payments
  - KGQ can serve as trustee if you desire

- **Gift of Real Estate**
  - Make a quick and easy gift: Annual support • The KQED Endowment
  - Avoid capital gains tax
  - Control of assets for your lifetime
  - Avoid income tax and any estate tax on plan distributions, leaving more favorably taxed assets for gifts to individuals
  - Current income tax deduction
  - Fixed payments for life, often at a higher rate of return than other investments
  - Capital gains tax savings at time of gift if funded with appreciated securities
  - Partially tax-free payments
  - KGQ can serve as trustee if you desire

- **Gift of Retained Life Estate**
  - Make a quick and easy gift: Annual support • The KQED Endowment
  - Avoid capital gains tax
  - Control of assets for your lifetime
  - Avoid income tax and any estate tax on plan distributions, leaving more favorably taxed assets for gifts to individuals
  - Current income tax deduction
  - Fixed payments for life, often at a higher rate of return than other investments
  - Capital gains tax savings at time of gift if funded with appreciated securities
  - Partially tax-free payments
  - KGQ can serve as trustee if you desire

**Options for Income Gifts:**

- **Relief from Estate Taxes:**
  - KGQ can serve as trustee if you desire

- **Additional Benefits:**
  - KGQ can serve as trustee if you desire
  - KGQ can serve as trustee if you desire

- **Gifts to KGQ:**
  - KGQ can serve as trustee if you desire

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  - KGQ can serve as trustee if you desire