



Thank you for your consideration and support of Illinois Public Media. Let us know how we can help!

Illinois Public Media
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UNIVERSITY OF ILLINOIS FOUNDATION
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UNIVERSITY OF ILLINOIS FOUNDATION

Maximizing Your Support of Illinois Public Media

willfm **willam** **willtv**

Dear Friend,

Thank you for your support and dedication to public media in central Illinois. Your gifts have allowed us to provide our community with award-winning local journalism, high-quality entertainment, music, and education. Illinois Public Media reaches every level of our community and, because of your support, our services have always been, and always will be, free and accessible to everyone.

Dynamic and thriving communities are informed and inspired by public media and our work across our state allows us to speak to the needs and issues our communities face and encourage change.

Thanks to your generosity, our community can look forward to quality public media programming for many years to come.

— Moss Bresnahan
Executive Director, Illinois Public Media



CREATING YOUR MOST IMPACTFUL ILLINOIS PUBLIC MEDIA GIFT

Gifts of Immediate Impact

If you'd like to see the immediate impact of your gift, you can make a donation with a check or a credit card. Checks may be written out to the **University of Illinois Foundation (UIF)** with **fbo Illinois Public Media** written in the memo line. Checks may be mailed to 300 N. Goodwin Urbana, IL 61801. Online donations can be made with a credit card at willgive.org.

Donor Advised Funds

Recommending your donor advised fund make a grant to Illinois Public Media is an easy way to make an impactful gift that supports Illinois Public Media's mission today. We can help you get started on the process.

Gifts of Securities

Appreciated, marketable securities held for more than a year make great gifts because your charitable deduction is the fair market value at the time of your donation and your appreciation escapes capital gains taxation. Contact UIF's Cash Receipts Department (cashdesk@uif.uillinois.edu or 217-244-0352) for updated electronic transfer instructions to complete your gift of securities.

IRA Charitable Rollover

After you reach age 70½, you are able to transfer up to \$100,000 annually from your IRA to a qualified charity like UIF for the benefit of Illinois Public Media. Your transfer will count toward your required minimum distribution ("RMD") and not be added to your taxable income.

Gifts of Real Estate

Your residence, vacation home, farm, or other piece of real estate can be donated to UIF for the benefit of Illinois Public Media. These gifts require UIF review and pre-approval before being accepted.

Gifts That Make a Lasting Impact

Estate gifts are flexible and can be revised at any time during your life. These gifts aren't realized until after your lifetime and can be for a specific dollar amount or percentage of your total estate. They can be directed to benefit Illinois Public Media priorities most important to you. The following language can be used to create a bequest in your will or living trust. You may specify that your bequest support radio, tv, online services, etc.:

I leave [% of estate/\$ amount/residue] to the University of Illinois Foundation, a not-for-profit corporation (Tax ID 37-6006007) located in the State of Illinois, to support Illinois Public Media at the University of Illinois Urbana-Champaign.

Assets held in qualified retirement plans, whole-life insurance policies, or savings/investment accounts also make simple and tax-efficient charitable gifts. The following language can be used for your beneficiary designation:

University of Illinois Foundation
fbo Illinois Public Media
Tax ID 37-6006007
Attn: Gift Planning and Trust Services
1305 W. Green Street
Urbana, IL 61801

Illinois Public Media

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There are also options available to design a gift that provides a lifetime income stream to you and/or a loved one while receiving an immediate income tax deduction. UIF can develop a free, no-obligation illustration customized for your particular goals for one of these options.