



The Good, the Bad, and the Ugly:

The New QCD for Life Income Plans



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Speakers



Melissa Copher
Gift Planning Director,
American Red Cross



Pamela Leonard
National Executive Lead
Charitable Estate Planning
American Heart Association



Rebecca Locke
Vice President Gift Planning,
American Red Cross



Phil Purcell
Central Territory Director of
Planned Giving,
American Red Cross



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We will discuss:

4 Topics Related to New QCD Charitable Gift Annuities

- A legal breakdown of the law – what is allowed and not allowed.
- Administrative insights and shifts that your nonprofit needs to make today to accept gifts.
- Marketing: From identifying prospective donors to sharing samples and examples of messaging.
- What is next? Looking ahead to the impact of expanded legislation and how you can get involved.



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Legal Overview of the Law



Melissa Copher
Gift Planning Director, American Red Cross



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Breakdown of the Law

Secure Act 2.0 Section 307


- Provision amends Internal Revenue Code Section 408(d)(8) and creates a limited one-time IRA rollover into certain qualified life income plans
- Allows for funding of CGAs and CRTs
- Effective January 1, 2023



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Breakdown of the Law

- Available to taxpayers 70 ½ or older
- \$53,000 maximum (2024)
- Can be divided among more than one charity
- A one-year only transfer (no rollover or carry forward)
- Qualified income beneficiaries: IRS owner, the spouse or both
- No income tax charitable deduction




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Breakdown of the Law

- All QCD CGA/CRT payments are taxed as ordinary income
- No deferred or flexible CGAs gifts funded with QCD
- Minimum payout for QCD CGA or CRT is 5%
- No additional assets may be combined with QCD gift
- Income interest in the CGA or CRT is non assignable



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Administrative Considerations



Pamela Leonard
National Executive Lead, Charitable Estate Planning, American Heart Association



Application Updates

American Heart Association Charitable Gift Annuity Application

I hereby apply for a Charitable Gift Annuity funded by Check / Securities / Credit Card (circle one) in the amount of \$ _____ (Minimum amount of \$5,000) payable to the American Heart Association or American Stroke Association for that purpose.

If Securities, date acquired: _____, cost basis \$ _____

Acknowledgment: I have received a copy of the Charitable Gift Annuity Disclosure Statement. Yes No

***** All information provided below is treated as confidential. *****


Payment Frequency: <input type="checkbox"/> Annually <input type="checkbox"/> Semi-Annually <input type="checkbox"/> Quarterly <input type="checkbox"/> Monthly Please indicate how the property used to fund this annuity is owned: <input type="checkbox"/> My separate property <input type="checkbox"/> Community property <input type="checkbox"/> Joint held property Optional: For a Deferred Gift Annuity , please defer my payments until I reach age: _____	Election*: I elect to use the IRS discount rate that results in either: <input type="checkbox"/> A greater charitable deduction <input type="checkbox"/> Greater tax-free income <small>*Election not needed when using IRA assets to fund annuity. Please consult your Charitable Estate Planning staff member before making any IRA transactions to ensure proper tax treatment.</small>
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First Annuitant:
 Mr. Ms. Ms. Other: _____ Full Name: _____
 Address: _____ City: _____ State: _____ Zip: _____
 Telephone: _____ DOR: ____/____/____ SSN: _____
 I understand that at the death of the last beneficiary, the balance of my gift to the Association will support:
 Signature: _____ Date: _____

Second Annuitant: (For Two-Life Annuities ONLY)
 Mr. Ms. Ms. Other: _____ Full Name: _____
 Address: _____ City: _____ State: _____ Zip: _____
 Telephone: _____ DOR: ____/____/____ SSN: _____
 Signature: _____ Date: _____

For Internal Use Only:
 Gift Date: _____
 Funded with IRA Assets: Yes No
 Confirmed No Prior CGA Funded with IRA Assets: Yes No






Election

Election*:
 I elect to use the IRS discount rate that results in either:

- A greater charitable deduction
- Greater tax-free income

**Election not needed when using IRA assets to fund annuity. Please speak with your Charitable Estate Planning staff member before making any IRA transactions to ensure proper tax treatment.*

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Internal Check

For Internal Use Only:

Gift Date: _____

Funded with IRA Assets: Yes No

Confirmed No Prior CGA Funded with IRA Assets: Yes No

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Disclosure Statement Updates

**American Heart Association
Charitable Gift Annuity Disclosure Statement**

Description of a Gift Annuity
A gift annuity is a simple contract between the donor(s) and American Heart Association, Inc. (hereinafter "the Association"). In exchange for the donor(s)' contribution, the Association promises to make fixed payments for life to one or two annuitant(s) (usually, but not necessarily, the donor(s)). The amount paid is based on the age(s) of the annuitant(s), in accordance with the Association's rate schedule.

Not a Commercial Investment
The act of establishing a gift annuity with the Association is not, and should not be viewed as, an investment. Rather, it is a way to arrange for annuity payments while making a charitable donation. In this respect, a gift annuity issued by the Association is different from a commercial annuity. While both types of annuities usually make payments that are partially tax-free, the charitable donation aspect of establishing a gift annuity may result in additional tax benefits that are not available when purchasing a commercial annuity. These tax benefits include a current federal income tax charitable deduction (if you itemize your deductions) and possible future estate tax savings.

Gift Annuity Rates
Generally, the gift annuity rates paid by the Association are those suggested by the American Council on Gift Annuities, which is a national organization of charities that has been in existence since 1927. These rates have been calculated to provide attractive payments to the donor and/or other annuitant(s) and also to result in a significant portion of the contribution remaining for the charity. Because a charitable gift is involved, the rates are lower than those available through commercial annuities offered by insurance companies and other financial institutions.

Assets Backing Annuity
The annuity payments are a general obligation of the Association, and they are backed by all our assets (subject to security interests). As of June 30, 2023, the market value of our total invested funds was \$851,167,000, and they are invested in stocks, bonds and other investments. We also maintain gift annuity reserve funds valued at more than \$20,000,000 in accordance with the laws of the states in which we offer gift annuities. Assets received by the Association for gift annuities are managed by State Street Global Advisors in a conservative and disciplined manner. State Street Global Advisors is located at 1 Iron Street, 7th Floor, Boston, MA 02210. If the Association should ever fail financially, individuals entitled to receive annuities will qualify as general creditors of the Association.

Reinsurance
The American Heart Association may choose to reinsure some or all of a gift annuity for prudent risk management. While insuring the gift annuity does not change any element of the gift annuity, it does require our sharing some donor information with the insurance carrier (dates of birth, SSN, address, etc.). We will notify you prior to the release of any personal information.

Updated 12/06/2023

which was established in New York in 1924, is not more than 25 persons. The Governance (submitting to the Board of Directors a slate of directors. Common investment funds managed by requirements of the federal securities laws, investment funds and similar funds maintained by Property Protection Act of 1995 (P.L. 104-62), in accordance with the requirements of that

le. assigned to any person or organization, other than non-assignable when funded by a qualified


ly transfer assets. In the case of cash, it is the date of an electronic transfer of securities, it is the date of the Association. If you have physical certificates endorsed and mailed or delivered. With a QCD, the administrator withdraws the funds from your IRA if the state in which you reside at the time

basic information regarding the gift annuities to serve as legal advice. We encourage you to consult your advisor about the applicability of such a gift in your state concerning the Association's gift annuity

ject Coordinator, Mission Advancement
ation
96
ision 1546
@heart.org




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Points to Remember

- The right to annuity payments may not be assigned to any person or organization, other than the CHARITY. The annuity must be non-assignable when funded by a qualified charitable distribution (QCD) from an IRA.
- The gift date is the date when you actually transfer assets. In the case of cash, it is the date you mail or deliver a check. In the case of an electronic transfer of securities, it is the date they are received into the account of the CHARITY. If you have physical certificates, it is the date they are properly endorsed and mailed or delivered. With a QCD from an IRA, it is the date the IRA administrator withdraws the funds from your IRA account.




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States that Require Specific Disclosure Statements

- Alabama
- Arizona



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Contract Updates

Serial Number: _____

American Heart Association, Inc.
GIFT ANNUITY AGREEMENT

One Life - Donor is the Annuitant
Immediate Payments

This Agreement is made between [name of donor] of [street address], [city], [state] [zip code] (hereinafter "the Donor"), and American Heart Association, Inc., a tax exempt not-for-profit organization, having its National Center at 7272 Greenville Avenue, Dallas, Texas 75231 (hereinafter "the Association").

1. **Transfer of Property by Donor**
The Association certifies that the Donor, as an evidence of [his/her] desire to support the work of the Association and to make a charitable gift, on [contribution date - month,day,year] contributed to the Association the property described in Schedule A attached hereto, the fair market value of which is \$[amount].

2. **Payment of Annuity**
In consideration of the property transferred by the Donor, the Association shall pay an annual annuity of \$[amount] from the date of this Agreement and shall pay such amount to the Donor so long as [he/she] is living.

3. **Payment Dates; First Installment**
[The annuity shall be paid in [monthly, quarterly, semi-annual, annual] installments of \$[amount]. The first installment shall be payable on [month,day,year] and shall be prorated on the basis of the number of days in the initial payment period. Subsequent installments beginning on [month,day,year] and continuing every [month,quarter,half-year,year] thereafter shall be in the full amount of \$[amount].]

[If] (The following paragraph will appear solely for administrative convenience and will apply only to donations made after the end of the year cutoff date).

[The annuity shall be paid in [monthly, quarterly, semi-annual, annual] installments of \$[amount]. The first installment shall be prorated on the basis of the number of days in the initial payment period and shall be payable on [month,day,year (where year is following year)], together with the first full installment payable on [month,day,year (where year is following year)]. Subsequent installments beginning on [month,day,year] and continuing every [month,quarter,half-year,year] thereafter shall be in the full amount of \$[amount].]

4. **Birth Date of Donor**
The birth date of the Donor is [month,day,year].

AHA-Ida-I-NJ (mm/yyyy) Page 1

of the Donor should be found to be incorrect at any time, the amount owing under this Agreement shall be such as would have been the correct birth date. If any underpayment or overpayment has occurred as a result of such misstatement, any such underpayment shall promptly be made and any such overpayment shall be charged against the current and/or next payment(s) to the Donor.

Assignment; Termination
This Agreement is non-assignable and non-transferable. The Association's obligation under this Agreement shall terminate with the regular payment preceding the Donor's death.


Entire Agreement
The satisfaction of its obligation under this Agreement, an amount equal to the value of the gift shall be used by the Association for [its general purposes; if not stated, state purpose].

Governing Law
This Agreement, together with Schedule A attached hereto, constitutes the entire agreement between the parties. This Agreement shall be governed by the laws of the State of [state].


Witness my hand and seal as of [contribution date - month,day,year]

American Heart Association, Inc.
By: _____
[name of officer]
[title of officer]

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Non-Assignability; Termination


Irrevocability; Non-assignability; Termination

This annuity is irrevocable and non-assignable, except that it may be assigned to the CHARITY. The CHARITY's obligation under this Agreement shall terminate with the regular payment preceding the Donor's death.




Irrevocability; Non-assignability; Termination

This annuity is irrevocable and non-assignable. The CHARITY's obligation under this Agreement shall terminate with the regular payment preceding the Donor's death.




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Power to Revoke Payments


Power to

The Donor shall have the power to receive payments from the annuity under this Agreement. This power is exercisable by giving a written notice to the CHARITY, from the Donor's representative, that the Donor, in [his] power, to revoke. If the power is exercised, the payments shall terminate with the regular payment preceding the Donor's death.





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Description of Property; Schedule A

Description of Property


Cash

\$50,000

➔

Description of Property

A Qualified Charitable Distribution (QCD)
from an Individual Retirement Account
(IRA) in the amount of \$50,000.00



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States that
Require
Filed
Prototypes

- Alabama
- New Jersey
- Arkansas
- New York
- California
- Tennessee
- Maryland
- Washington
- North Dakota



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Gift Acknowledgement Updates



November 14, 2023

Dr. Donor Sample
1352 Donor Road
Donor City, State 55555-4005

Dear Dr. Sample:

We are extremely grateful for your generous contribution on November 6, 2023, to the American Heart Association which resulted in a \$50,000.00 charitable gift annuity for the benefit of your wife, Donette S. Sample. Your gift will enable us to continue our lifesaving programs of research and education in the fight against cardiovascular diseases and stroke.


In exchange for your generous contribution to the American Heart Association through the gift annuity vehicle, Donette will receive gift annuity payments for life. In accordance with the Legacy IRA Act, you will not receive a charitable deduction, and all payments to Donette are taxed as ordinary income. Your charitable gift annuity funded through a qualified charitable distribution from your IRA cannot at any time be terminated during your lifetime or Donette's lifetime, even if proceeds go to the American Heart Association. We further acknowledge, in compliance with the federal tax law, that you have received no goods or services in return for your contribution.

Donette's first pro-rated payment due January 1, 2024, in the amount of \$608.82 will be mailed to her home address on or near January 1, 2024. All subsequent payments for this gift will be in the amount of \$975.00 and mailed to her home address on or near July 1, 2024, and quarterly thereafter.

By January 31 of each year, we will send Donette a 1099-R summarizing the annuity payments for the previous year. If you have any questions or concerns at any time, please call Jeff Mueller at 1-703-232-8481, or call Sherry Loera directly at 1-800-242-1793, extension 1546.


This communication (including any attachments) is not intended or written to be used, and cannot be used, for the purpose of avoiding tax-related penalties (IRS Circular 230 Notice).

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One-Life, Donor is Annuitant

In exchange for your generous contribution to the CHARITY through the gift annuity vehicle, you will receive gift annuity payments for life. In accordance with the Legacy IRA Act, you will not receive a charitable tax deduction, and all payments are taxed as ordinary income. Your charitable gift annuity funded through a qualified charitable distribution from your IRA cannot at any time be terminated during your lifetime, even if proceeds go to the charity. We further acknowledge, in compliance with the federal tax law, that you have received no goods or services in return for your contribution.




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One-Life, Spouse is Annuitant


In exchange for your generous contribution to the CHARITY through the gift annuity vehicle, SPOUSE will receive gift annuity payments for life. In accordance with the Legacy IRA Act, you will not receive a charitable deduction, and all payments to SPOUSE are taxed as ordinary income. Your charitable gift annuity funded through a qualified charitable distribution from your IRA cannot at any time be terminated during your lifetime or SPOUSE's lifetime, even if proceeds go to the CHARITY. We further acknowledge, in compliance with the federal tax law, that you have received no goods or services in return for your contribution.




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Database Updates





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Gift Details

Gift Vehicle → Charitable Gift Annuity

Subtype → Immediate

Asset Type → Qualified Charitable Distribution



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Successful Marketing for QCD Lifetime Income Gifts



Rebecca Locke
Vice President Gift Planning, American Red Cross



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Selecting Your Audience for QCD/Life Income Gifts


Seems Obvious, Right? Maybe

From our supporter files

- Donors already using their QCDs to make current gifts
- Donors in the right age brackets including those with inferred ages, and those aging into those brackets
- Don't forget to use your tried-and-true selection criteria such as frequency, giving levels, longevity, etc.
- Don't forget to include volunteers or other supporters
- For prospecting, use any modeling, donor personas, or other research to help identify audiences that may not be reflected in your traditional direct mail selection process.




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What Tools Have Been Used Use for Outreach?

- Email: to our team, to internal audiences, to donors, to advisors
 - Early, at key times, and with links to additional resources
- Facebook, Bing and other social media tools
- Print –traditional direct mail, postcards
- Newsletters
- Presentations to chapter and community groups
- Flyers
- One-pagers




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Internal Communications

- Educate our own team on the nuances of the law and education for donors
- Without internal buy-in, we were going to face resistance from individual fundraising team members that this new vehicle would “compete” for current gifts made from QCD
- Quickly became clear that we would need an evergreen education & marketing strategy for our internal team of fundraisers.
- Needed to educate colleagues in finance on how these gifts would fund CGAs
- We created a suite of materials including: announcement sharing information about the new law and its benefits to donors, trainings that were delivered at every opportunity we could get, evergreen information on our internal fundraising website, training for our gift planning team to enable them to share this information
- Monitoring donor behavior to be able to report on any impact that this may have on current giving



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Core Messages for Donors & Prospects

- Celebrate this new giving opportunity
- Specifics of the new law: One tax year only, aggregate limit of \$50K in that year, all gift annuity payments would be taxable as ordinary income, annuitants only donor/and/or donor’s spouse, no charitable deduction but counts to RMD
- Focused on CGA benefits: payments for life, safeguarding future and supporting Red Cross
- Free illustrations available along with GPO available to walk through how this works
- Reminders around limitations for this particular situation
- Celebrate !



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Turn your lifesaving gift into lifetime income - now at even higher rates!


A **Charitable Gift Annuity** is our most popular and simple giving opportunity that can pay you tax-free income for life in exchange for your lifesaving gift. With a Charitable Gift Annuity, you can:

- Receive fixed, secure payments for life
- Decrease your income tax
- Reduce or defer capital gains tax on appreciated assets and lower overall tax liability
- Provide long-term financial security for you and/or your loved ones
- Help us fund groundbreaking research and vital prevention education
- If you're 70½ or older, you can establish a lifetime income gift with a one-time, tax-free qualified charitable distribution up to \$50,000 from your traditional IRA.




Highlights **NEW** option for funding their CGA

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Get a Lifetime of Benefits

It's like a walk in the park!



I didn't grow up in a very prosperous family, and I wanted to get my money difference.

When I got to know with the American Heart Association, they explained to me how Charitable Gift Annuities worked. It was wonderful. They let me contribute my money simultaneously to help fund research and education. I'm grateful to have a part in contributing to professional future innovations. — Bobb Spiegel

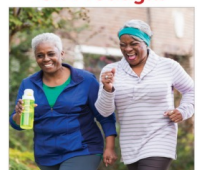
Check out these great rates!

Age	Rate
65	8.7%
70	8.2%
75	7.8%
80	7.4%
85	7.0%

You can receive a payout rate of up to 9.7% annual depending on your age. These rates are better than rates offered by CNA and other providers. Our staff will work with you and your advisor to help create a plan that is most beneficial to your needs and family circumstances.

Receive your first annual benefit payment before the 30th day of the year following the year of your gift. There is a \$500 fee for the first year of the gift.

Give a Life-saving Gift Today...




Receive Benefits for a Lifetime

...and enjoy more of life's precious moments.



You can receive income for life!

If you could help save lives from heart disease while receiving financial benefits in return, would you? Our advisors are ready to talk with you about this exciting income opportunity. You can:

- Receive fixed, secure payments for life at **payout rates of up to 9.7% annually** based on your age.
- Decrease your income tax.
- Reduce or defer capital gains on appreciated assets and lower overall tax liability.
- Provide long-term financial security for you and/or your loved ones.
- Continue to help us fund breakthrough research and vital prevention education.
- **New for 2023!** If you're 70½ or older, you can establish a lifetime income gift with a one-time, tax-free qualified charitable distribution of up to \$50,000 from your traditional IRA.



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Exciting New Benefits for this New Year!

Higher Rates up to 10.1%!

Check out these great NEW rates!


Your Age	Rate
90	10.1%
85	9.3%
80	8.5%
75	7.7%
70	6.9%
65	6.1%

You can receive a payout rate of up to 10.1% annually depending on your age. These rates are currently better than those offered by CDs and savings accounts. Once your annuity is established, the amount you receive never changes, regardless of fluctuations in interest rates, stock market, or future changes in gift annuity rates. Available rates are currently at a ten-year high but can decrease in the future. Lock in your rate now while these great rates last!

If you're 70½ or older, you can establish a lifetime income gift with a one-time, tax-free qualified charitable distribution of up to \$53,000 from your traditional IRA.

Take advantage of the recent tax law changes that can maximize your tax savings while also making a gift to the American Heart Association. With a charitable gift annuity, you can:

- Receive fixed, secure payments for life at payout rates of up to 10.1% annually based on your age.
- Decrease your income tax.
- Reduce or defer capital gains on appreciated assets and lower overall tax liability.
- Provide long-term financial security for you and/or your loved ones.
- Continue to help us fund breakthrough research and vital prevention education.




If you're 70½ or older, you can establish a lifetime income gift with a one-time, tax-free qualified charitable distribution of up to \$53,000 from your traditional IRA.

Take advantage of the recent tax law changes that can maximize your tax savings while also making a gift to the American Heart Association. With a charitable gift annuity, you can:

- Receive fixed, secure payments for life at payout rates of up to 10.1% annually based on your age.
- Decrease your income tax.
- Reduce or defer capital gains on appreciated assets and lower overall tax liability.
- Provide long-term financial security for you and/or your loved ones.
- Continue to help us fund breakthrough research and vital prevention education.

Call out the new so donors don't miss it



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NEW IRA Rollover Charitable Gift Annuity Plan

NEW is the lead here

Rules & Restrictions Apply

A new tax law allows donors over 70½ to make a charitable contribution to charity such as the American Red Cross from their individual retirement accounts (IRA) and receive a lifetime of payments in return. This new gift plan combines a charitable gift annuity and a Qualified Charitable Distribution from an IRA. Here's how it works.

A charitable gift annuity is a simple contract between you and Red Cross promising to pay you a fixed amount of money each year for life. The amount paid to you will depend upon your age at the time of your gift and does not change for the rest of your lifetime.

A Qualified Charitable Distribution is a contribution from your IRA to the Red Cross. You can make a Qualified Charitable Distribution if you are at least age 70½. Unlike most distributions from your retirement account, you pay no income tax on a Qualified Charitable Distribution.

Under the new law, donors can now make a Qualified Charitable Distribution in exchange for a charitable gift annuity. There are some rules and limitations. You can do it only once and there is a limit of \$50,000. The entire payment you receive from your charitable gift annuity will be subject to income tax. There is no income tax deduction for your contribution (although there is no tax on your Qualified Charitable Distribution either). We would be happy to work with you and your advisors to help determine how this new option might work for you.

If you would like to receive more information on establishing a Charitable Gift Annuity through the use of a Qualified Charitable Distribution of an IRA, please contact our Gift Planning Office at 1-800-797-8022, ext. 5, giftplanning@redcross.org.



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You could lock in a fixed rate of up to 9.7% for life.


- Receive an immediate charitable tax deduction** if you itemize and potential savings in capital gains and estate taxes.
- Collect a fixed income from your gift for your lifetime**, and/or that of your spouse or other loved one.
- Choose when your income begins—at age 65 or later.** The older you are when your income stream starts, the higher your rate.
- Fund your gift with as little as \$5,000** in cash or securities, and NEW for 2023, IRA distributions if you are age 70 1/2.
- Support the mission** of a cause that has been important in your life.

Certain rules apply. Please contact us to learn more.

Did you know?


New Legacy IRA Act—Donors over age 70½ can make a gift from their IRA to fund a CGA.


- ▶ The annuitants must be the donor and/or the donor's spouse.
- ▶ Annuitant(s) will receive a steady stream of income for life.
- ▶ This opportunity is available one time, but you can choose the tax year.
- ▶ There is a \$50,000 aggregate limit in that tax year.
- ▶ There is no charitable deduction, but the QCD counts toward your required minimum distribution for the year and is not recognized as taxable income.



3 Ways to Learn More:

1. Return the attached card
2. Go online to: redcrosslegacy.org/giftsummary
3. Contact: [GPO Name] | [GPO Phone Number] | [GPO Email Address]





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LIFE-INCOME GIFTS FUNDED THROUGH YOUR IRA

Support Nature & Your Retirement



Did you know that you can use your IRA to fund a gift that supports nature AND provides you and/or your spouse with income for life? If you are 70½ or older, you and/or your spouse may make a one-time election for a qualified charitable distribution (QCD) of up to \$53,000 from your IRA to fund a life-income gift.



There are two options to use your IRA to support The Nature Conservancy and receive a stream of income. Some limitations apply, so contact us for more details and a personalized illustration at no obligation.

Options So Donors Can Choose

CHARITABLE GIFT ANNUITY

- You and/or your spouse may fund a single or joint-life charitable gift annuity (up to \$53,000 for a single or up to \$105,000 for a joint) from a qualified IRA account.
- In order to qualify, the payout rate must be at least 5%.
- You will receive income for life in the form of reliable payments based on your age(s) at the time of the gift.
- You may not claim a charitable income tax deduction for the gift.
- This is a one-time opportunity which must be completed within a single calendar year.
- TNC does not currently offer this option in every state. Contact us for more details.

CHARITABLE REMAINDER UNITRUST

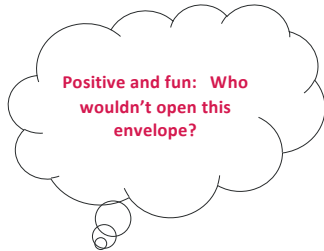
- You and/or your spouse may fund a charitable remainder unitrust (up to \$53,000 for a single or up to \$105,000 for two-life) from a qualified IRA account.
- You will receive variable income for life (or lives) paid as a percentage of the annual valuation of the trust.
- You may not claim a charitable income tax deduction for the gift.
- This is a one-time opportunity which must be completed within a single calendar year. You cannot make additional gifts to this trust.



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The Salvation Army • Great Lakes Division • 16130 Northland Drive • Southfield, MI 48075

It just keeps getting better—see inside!



NEW FOR 2023: USE YOUR IRA TO FUND A CGA

Due to new legislation, if you are 70½ or older, you can now make a one-time election for a qualified charitable distribution of up to \$50,000 (without being taxed on the gift) from your IRA to fund a CGA.

Secure Income for Life

When you establish a charitable gift annuity with The Salvation Army, you'll receive numerous benefits, such as income for life! To learn more, return the enclosed reply card to get our FREE guide *Make a Gift and Receive Income for Life*.



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A NEW OPTION: If you are 70½ or older, you can now make a one-time distribution of up to \$50,000 from your IRA to fund a life income gift.

Need More Flexibility?

With a deferred payment gift annuity, the start of the payments is delayed until a specific date that you decide when you establish the gift annuity. Deferral of payments increases the initial income tax charitable deduction, provides higher income tax savings and results in a higher gift annuity rate to be paid. This option can be useful if you do not need the income now but wish to increase your future income, such as during retirement.

See How You Can Benefit

If you have any questions or would like a personal illustration of how a charitable remainder trust or gift annuity could benefit you, please contact us at no obligation.

Find Your Gift Annuity Rate

ONE LIFE		TWO LIVES	
Age	Rate	Ages	Rate
60	4.9%	60/65	4.5%
65	5.4%	65/70	4.9%
70	5.9%	70/75	5.5%
75	6.6%	75/80	6.1%
80	7.6%	80/85	7.0%
85	8.7%	85/90	8.3%
90+	9.7%	90/95+	9.5%


Rates are subject to change. Please contact us for a personalized illustration. If you reside in New York, please contact us directly as your rates may vary slightly.

Courtesy the Salvation Army



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World Wildlife Fund
1250 24th Street, NW | Washington, DC 20037 | 888 993 9455
worldwildlife.org



September 27, 2023

Name
Name 2
Address Line 3
Address Line 2
Address Line 1
City, State, Zipcode

Dear **Salutation**,

Thank you for being a constant hero for our planet. Your dedication to protecting life on Earth is making a difference in creating a healthy future.

Do you want to extend your passion for wildlife *and* help yourself or your loved ones at the same time?

If you do, a charitable gift annuity might be right for you. This beneficial gift can . . .

- Provide you or your loved ones with a reliable income stream for life.
- Cut your tax bill now and for your family after your lifetime.
- Carry your love for our planet forward for future generations.


→ **Bonus!** You may now fund this gift using your IRA, allowing you to still get secure income from your savings—at the best rates in a decade!

To learn more about how you may benefit, simply return the enclosed reply card to request your FREE guide, *A Simple Gift That Boosts Your Income*, or a personalized example of your benefits, at no obligation.

If you have questions about preserving your love for people and nature through this simple arrangement, please contact me at 888-993-9455 or legacygifts@worldwildlife.org. Thank you again for your steadfast support.

With sincere gratitude,
Debra
Debra G. Kathman, JD


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Note the bolded BONUS! Highlighting the new opportunity for donors




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What's Next?



Phil Purcell
Central Territory Director of Planned Giving, The Salvation Army



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Opportunity for Improvement

- **Why limited to one year only?**
 - Why not allow a QCD for a CGA or CRT every year up to the annual limit?
 - Would permit a greater number of life income plans funded by QCDs
 - Would allow a CRT greater than \$50,000+ (\$100,000+ for married couple) that would be more attractive to donors
- **Why a \$50,000+ maximum?**
 - Why not have the same maximum for the regular QCD, i.e., \$100,000+?
 - Would allow a CRT greater than \$50,000+ (\$100,000+ for married couple)
- **Why not allow the assignment of the payment interest to charity?**
 - Why not permit donors to assist charities with an assignment?
 - Assignment is helpful in cases to prevent an underwater account with no residual legacy gift for charity



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AFTER THE BREAK...

- ADVOCACY IN ACTION
- MASS COMMUNICATIONS OPPORTUNITIES
- LEARN FROM YOUR COLLEAGUES
 - MARKETING TECHNIQUES
 - ADMINISTRATIVE POTHOLES TO AVOID
 - ADVANCING REFORM TOGETHER

YOU DON'T
WANT TO
MISS THIS

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GROUP DISCUSSION QUESTIONS

MARKETING

How have you successfully introduced new giving opportunities to donors, and have you tried techniques that were not as successful?

ADMINISTRATION

What challenges have you faced in accepting CGAs funded with QCDs? What did you do to overcome the challenges?

LEGAL/LOBBYING

What aspect of the new law have you found most problematic and/or a potential consideration to change with additional lobbying?

