

## Ways to Give Life Insurance

Here are just a few of the possible ways to use insurance in your charitable giving:

- **Donate an "obsolete" policy.**  
An existing policy no longer needed for its original purpose makes an ideal gift, whether it is fully paid-up, or you continue to pay the premiums.
- **Name us as a full or partial beneficiary.**  
You can name us as a primary beneficiary, co-beneficiary, contingent beneficiary, or residual beneficiary of a policy that you have "annuitized."
- **Assign policy dividends to us.**  
You'll remain fully insured while we receive periodic gifts of cash dividends.
- **Assign "excess" group term insurance.**  
Employer-provided insurance is nontaxable to the employee, but only up to certain limits. By assigning some or all of the taxable portion, you can avoid current income tax liability.
- **Insurance can help maximize income for a surviving spouse, and enable you to make a charitable gift, too.**  
Insurance can be used in a charitable trust that pays income to a surviving spouse, and then benefits us later on.

## Life Insurance: An Overlooked Gift Opportunity

Did you know that 9 out of 10 families in the U.S. own life insurance? According to industry statistics, there are 370 million policies now in force, totaling \$16.8 trillion, and the average face amount of new policies purchased is approximately \$130,000.

Despite the fact that life insurance is one of the most widely-held assets, it is often overlooked by donors – and by charities – as an ideal candidate for charitable giving.

## Advantages to the Donor

Since a charitable gift of life insurance can be made in a variety of ways, the benefits you'll receive will depend upon how you make the gift. In general, however, benefits may include one or more of the following:

- ***Simplicity and convenience.*** Making the gift usually requires only completing a standard form.
- ***No cash outlay,*** if you give an existing policy.
- ***No legal fees,*** as opposed to drafting a trust or revising a will.
- ***Leverage that enables you to make an important gift.*** With relatively modest annual premiums, you can make a gift that far exceeds your after-tax cost.
- ***Preservation of your family's financial security,*** since insurance makes a large gift possible without giving up valuable assets intended for family members.
- ***Immediate income tax savings*** for the gift of a policy, and for any premiums that you may continue to pay.
- ***Privacy,*** if desired. Although a will is public, insurance paid to charity isn't part of your probated estate.
- ***More income for a surviving spouse.*** A survivorship (second-to-die) policy that you donate to – or is bought by – a charitable trust can increase a surviving spouse's spendable income.

## Insurance Can Help Us Build Vital Financial Reserves

To provide a broad range of vital, high quality programs and services, **RISE Life Services** depends upon continuing public support. Our sources of revenue include a variety of special events and an annual fundraising campaign. Only through the generous response of regular contributors are we able to maintain current programs and activities.

However, meeting emergency or unexpected needs, and weathering difficult times requires financial reserves in addition to regular annual support. Such funds enable **RISE Life Services** to withstand temporary setbacks and respond to ever-changing needs and priorities.

But even with the most careful cost-cutting, it is difficult to accumulate the rainy day funds we may need. That is why gifts of life insurance can be so important.

A gift of life insurance is often the easiest and most affordable way for a donor to provide a significant gift. With insurance, you can establish a substantial legacy for **RISE Life Services** without reducing your annual support.

Through gifts of insurance, **RISE Life Services** can build the financial reserves it needs without launching a special campaign or placing unnecessary strain on the operating budget.