

CORPORATE CITIZENSHIP & GIVING GUIDE

Charitable Legacy Planning for the 99%

By SASHA EZROS

YOU do not have to be a billionaire or even a multi-millionaire to leave a lasting legacy to your favorite charity or cause that you have championed for years. That's right, the rest of us have options too!

Maybe you help provide needy families with food, care for a favorite program at your local non-profit, or support a pet rescue. Your amazing dedication and support continue while you are alive. One day, when the day does arrive, those causes you cared for will still need help long after you have gone.

So, how can you leave a lasting legacy by taking advantage of favorable tax incentives and leveraging resources that are available? Remember what you bought to make sure your kids would be okay if you died prematurely while they were young? That's right, Life Insurance. The general purpose of life insurance is to provide for those who depend on you, like your spouse, your children, or a charitable cause that depends on your support. The Government realizes how important charitable contributions are from individuals. According to Giving USA 2012, 73% of total contributions came from individuals, far outweighing corporate and foundation giving.

Did you know you could donate your permanent life insurance to a charity and get a tax deduction right away? That's right, you can and you can also create a legacy plan if you don't have one already.

Depending on your charity, could they forgo \$75 a month for a lump sum payout sometime in the future? For example, a relatively healthy 60 year-old female could purchase a guaranteed life insurance policy with a death benefit of \$50,000 for \$75 per month. Before considering the extremes,

to plan appropriately. For example, if the same 60-year old female wanted to fully fund a policy that would be guaranteed over her lifetime while paying premiums only during a specific period of time, she could consider the same \$50,000 policy while paying \$180 per month for 10 years.

Why not take advantage of easily accessible financial tools to provide a lasting gift of selflessness for a cause that really holds a special place in your heart? For you and the charity, it is a win-win.

what if something happened 5, 10, or 15 years from now? That benefit would be a significant return on premiums paid, premiums that may be deductible right away if your plan is structured properly. Even after 30 years, only \$26,250 of deductible premiums would have been paid for a \$50,000 tax-free benefit.

A life insurance policy can be structured in many different ways, including specified premium payment period options. Discuss these options with your charity and consult your insurance and tax advisors

Meaning only \$21,600 in potentially deductible premiums for a \$50,000 benefit that would be available from the day the policy is issued and paid for.

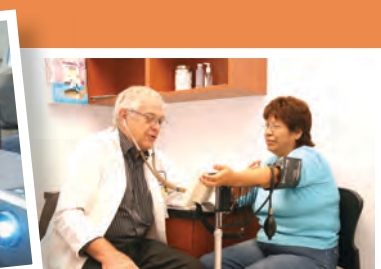
Charitable organizations would also be happy to accept a highly appreciated asset like a work of art, real estate that was inherited under favorable tax circumstances, or a deferred annuity that has been accumulating for years. In some cases, well-structured Planned Giving programs within your favorite charity may even provide you income payments

in the form of an annuity. This annuity provided for your contribution could be used to supplement your retirement income. Although at first glance it does not appear so, this can be a win-win for you and the charity since the charity receives a highly valued asset while you receive a deduction and a potentially more favorable income stream. 3rd parties that help facilitate these types of programs do exist and work with your chosen charity. However, do your research and consult your professional advisors before working with a 3rd party association to facilitate this type of program.

To a family member that depends on your income, \$50,000 may not be a significant amount to forfeit but a lump sum gift to a charity of that size creates a legacy that will be remembered by future generations. You already diversify your investment portfolio to maximize return. Why not take advantage of easily accessible financial tools to provide a lasting gift of selflessness for a cause that really holds a special place in your heart? For you and the charity, it is a win-win.

Sasha Ezros is a Life and Disability Insurance Specialist with Lifeline Employee Benefits, a full-service boutique insurance agency that was founded in 1985 to assist families and small businesses in their pursuit of affordable and practical medical, life, dental and vision insurance. For additional information visit www.health-quotes.net or contact Sasha directly at (818) 774-1003 or via email at sasha@health-quotes.net.

The San Fernando Valley's largest, multi-service poverty relief organization



MEND – Meet Each Need with Dignity

Donate Funds, Time, or Goods! MEND does not pursue government funding to operate its programs, and relies solely on the generosity of private donations and volunteers.

Utilizing over 4,000 volunteers, MEND is committed to remaining a volunteer-driven organization with operating costs below 6% in which donations go directly to the needy recipients.

Holiday Basket Program

Donate new gifts for kids (ages 10-14), new blankets, food

Volunteer opportunities:

Tutors
Optometrists
Pharmacists
Registered Dental Assistants
Grant Writers
Graphic Designers
Data Entry
Home Visitors
Food Delivery Volunteers
ESL Teachers
Food Pick Up Drivers

Christmas Pick Up Drivers
Clothing Pick Up Drivers
Administrative Assistants
Food Packers
Client Intake Volunteers
Part Time Receptionist
Warehouse Assistants
Clothing Sorter
Clothing Customer Service
Clerks
Clothing Warehouse Assistants



With Dignity and Respect, Powered by Volunteers, MEND's Mission is to Break the Bonds of Poverty by Providing Basic Human Needs and a Pathway to Self-Reliance.

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