

Giving Matters: Ways to Support ASNE Foundation

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As news editors undertake the enormous challenges and opportunities of 21st century journalism, your support of ASNE is more important than ever. Your support will strengthen ASNE’s work in areas such as newsroom innovation and leadership, open government and freedom of the press, journalism credibility and ethics, diversity, and readership. With a donation to ASNE Foundation, you will demonstrate your belief in ASNE’s mission and future and in the importance of journalism to a vibrant democracy.

Contact Information:

ASNE Foundation
111690B Sunrise Valley Drive
Reston, VA 20191
Phone: 703-453-1122
Fax: 703-453-1133

Foundation Information:

ASNE Foundation is a 501(c)(3) charitable organization, and all donations are tax deductible to the full extent of the law.

EIN/tax ID number is 23-9935413.

OUTRIGHT GIFTS and METHODS

Gifts of cash and other assets that can be transferred outright immediately benefit ASNE Foundation. The cost of a charitable donation is less than the actual amount because of the favorable tax deduction; with appreciated properties, other favorable tax benefits may be realized.

Gifts of cash

Gifts by check-Checks should be made payable to ASNE Foundation and mailed to the Reston address above.

Gifts by credit card-Go to asne.org to donate online or call our office. You can make a one-time donation or authorize the Foundation to charge your credit card a specific gift amount on a monthly, quarterly or annual basis.

Matching gifts- We urge all our donors to check with their corporate human resources office to see if their companies have matching gift programs. You may find that you can double or triple your gift to the foundation. All corporate matches are credited to you for recognition purposes. If your company does not have a matching gift program but your spouse’s company does, you may wish to consider a joint gift to the campaign to qualify for a matching gift.

Tribute gifts-Have you ever considered making a donation in honor of someone, living or deceased, who has or had special meaning in your life or your profession? ASNE Foundation will recognize your gift and the special person it honors in all donor recognition materials. We will also be happy to write a note to whomever you wish to make them aware of your special gift. (Please know we don’t identify the amount of gift, only that one was made.)

Gifts of securities

Publicly traded securities-You may find highly appreciated securities, held for longer than one year, an attractive charitable giving option. They are usually easily transferred, valued without an appraisal, and eligible for a charitable deduction based on fair market value. Potential capital gains taxes may be avoided, too.

Instructions for donating securities:

Securities delivered electronically- Most brokerage firms will require you to provide a signed authorization of the transfer. Some will require a specific form, others will accept a letter. Your firm will need the DTC number of ASNEF stock brokerage firm and the appropriate account number. *Please see page five for this information and page eight for a sample letter.* We will need a copy of the authorization or letter. You can fax or email the development director a copy; if you send a copy by mail, please phone our office with the information so our broker can then be alerted to the pending transaction.

Certificates delivered directly- Stock and bond certificates may be delivered directly to ASNE Foundation in Reston with a letter identifying the donor and purpose of the gift. The stock certificates must be signed on the back of the form, transferring ownership to ASNE Foundation. If there are many certificates from the same company, the donor can sign a separate “stock assignment form” that assigns the total number of certificates to the foundation.

Certificates delivered by mail- If you are mailing certificates, use registered mail. Send the unendorsed certificates with a letter that includes your full name and address and the purpose of the donation (for specific support of the campaign, or for general support of the Foundation.) *In a separate envelope* sent by registered mail include a signed, signature guaranteed stock power in blank for each certificate of stock. Your local bank will provide a medallion signature guarantee when you present identification. Your signature must be exactly as the name appears on the stock certificates.

Mutual Fund Shares- Have your broker phone the development director to arrange the transfer if your shares are held by a brokerage firm. If your shares are held in an account with a mutual fund company, request a “transfer of account” form for donating shares to a charitable organization. The mutual fund will open an account for ASNE Foundation to receive the shares. See page nine for a sample letter.

Valuation of your gifts of securities: ASNE Foundation calculates the value of these gifts, for donor recognition purposes, on the date the transfer is completed. For mail, this date is the date of mailing. We calculate the valuation for stocks as the average of the high and low prices; for mutual funds the net asset value; and for bonds the average of the bid/ask. Please note, however, that donors are responsible for identifying the value of the gift for tax purposes; therefore, our gift acknowledgement letter to you will identify the name of the securities donated, the number of shares and the date of transaction, but not the monetary value of your gift.

Other gifts

Gifts of real estate- Gifts of mortgage-free real estate may be accepted by ASNE Foundation upon approval by the Board of Directors. A gift of appreciated real estate, held for more than a year, provides a charitable income tax deduction based on fair market value. If you are interested in donating real estate, ASNE Foundation will provide you additional information and guidance.

IRA Transfers-If you are 70 ½ or older, you can transfer up to \$100,000 in IRA assets directly to ASNE Foundation avoiding unneeded income while at the same time providing generous charitable support. See page 10 for a sample letter to send your IRA administrator which contains necessary information for the transfer. Please note: This option may expire at the end of 2009 if Congress doesn't make it permanent.

Life insurance policies- Life insurance offers a way to make a substantial gift at relatively little cost. If you have outgrown the need for insurance protection, you can donate your fully paid up policy to ASNE Foundation and receive a tax deduction for the value of the policy at the time of the contribution. If you have a new or non-paid up policy, you can name ASNE Foundation as both owner and beneficiary. You will then be expected to contribute an amount equal to the annual premium payment, which the Foundation will use to pay the premium expense. Your contribution is tax deductible.

Tangible Personal Property-Gifts of personal property (e.g. works of art, rare books) are accepted by ASNE Foundation when the Board of Directors deems such gifts can be sold. Such gifts will entitle a donor to a deduction for the original cost basis, not the fair market value.

Intangible Personal Property- Includes copyrights, patents, royalties, and similar assets. Their transfer is somewhat complex and will need legal and financial expert advice. Charitable deductions are allowed only when owners donate 100% of their interest (or 100% of the percentage of undivided interest they own) in a royalty, patent or copyright.* If they own both royalties and the underlying asset (patent or copyrights, for example), both must be donated to qualify for a charitable deduction. Additional charitable deductions may be claimed for up to ten years after the gift if ASNEF produces income from licensing the copyright or patent.

*Please note: Authors of copyrights cannot claim a charitable deduction because federal laws assign rights for the author and direct heirs to terminate any grant of copyright; therefore, the gift is not considered representing the donor's entire interest.

DEFERRED GIFTS and METHODS

You may be interested in making a substantial future gift to ASNE Foundation through a bequest in your will or living trust, or by designating ASNE Foundation as a recipient of a charitable trust. Your foresight in doing so is much appreciated. In putting together an estate plan, financial and other advisers will help you determine which of your assets would be most beneficial for your heirs and which most beneficial for support of the ASNE Foundation and other charitable interests. ASNE Foundation would appreciate knowing of any bequests or other deferred gifts so we can thank you for your thoughtfulness.

Bequests -A bequest is a portion of your will or living trust that provides for a gift to ASNE Foundation upon your death. It can be in the form of a particular sum of money, a specific asset, or a stated percentage of your residual estate. You may also identify ASNE Foundation as a contingent beneficiary in case you outlive your heirs or an heir disclaims the bequeathed gift. Testators should be careful in selecting specific amounts which, if the estate grows, may not reflect the intent of the testator

toward his heirs or other beneficiaries. Most donors make outright bequests to charity, but planned gifts can also be included in a bequest. *Suggested language for including a bequest to ASNE Foundation can be found on page five of this document.*

Beneficiary Designations – ASNE Foundation can be made a beneficiary of all or a portion of an IRA or other qualified retirement plan, a life insurance policy or the value of a commercial annuity contract at the end of your life.

Retained Life Estate Gifts – If you would like to leave to ASNE Foundation a personal residence or farm you currently own and wish to continue living in, you can deed the property to ASNE Foundation now while keeping the right to use the property for life. An income tax deduction is available for part of the current value of the property.

Retirement Plan Benefits- Because their value is not eroded by estate and income taxes when given charitably, unused retirement benefits are wonderful assets to bequeath to ASNE Foundation. Capital assets are often considered more valuable options for heirs because the tax basis is “stepped up” to current market value at the time of death, resulting in less taxable gain when the asset is sold.

Charitable Remainder Trusts offer donors (or their beneficiaries) a way to receive income for life or a term of years with ASNE Foundation receiving the remainder assets. The amount of income can be either fixed or variable. A charitable trust is often funded with low-yielding, highly appreciated assets. An income tax deduction is allowed and a portion of the annual payments may be taxed at the capital gains rate. Donors can also put an appreciated asset into a charitable trust that will begin paying income at a later date when the property is sold.

Charitable Gift Annuities are simple contracts offered by charitable organizations that provide fixed annuities for life and current income tax deductions. While ASNE Foundation does not offer charitable gift annuities, the foundation may still be able to benefit from an annuity you establish with a community foundation or other charitable organization.

Charitable Transfers of “IRD” assets, which include IRAs, pension plans, U.S. savings bonds and other assets that will trigger estate taxes and income for heirs upon death (“Income in Respect of a Decedent or “IRD” assets), make them attractive options for charitable bequests. Avoid using IRD assets to satisfy a specific amount, however, because it will trigger income tax for the estate.

ASNE Foundation: Sample Language for Wills and Trusts

Outright Bequest for General Support

“I give, devise, and bequeath to ASNE Foundation, a 501(c)(3) charitable organization located at 11690B Sunrise Valley Drive, Reston, VA 20191, the sum of \$ _____ (or real or personal property herein described), to be used for general operating support at the discretion of its Board of Directors.”

Outright Bequest for ASNE Foundation Endowment Support

“I give, devise, and bequeath to ASNE Foundation, a 501(c)(3) charitable organization located at 11690B Sunrise Valley Drive, Reston, VA 20191, the sum of \$ _____ (or real or personal property herein described), to be used for support of the ASNE Foundation Endowment.”

Bequest for a Specific Purpose

“I give, devise, and bequeath to ASNE Foundation, a 501(c)(3) charitable organization located at 11690B Sunrise Valley Drive, Reston, VA 20191, the sum of \$ _____ (or real or personal property herein described), for _____ (a specified purpose).”

“It is my preference that the gift remains used for the specified purpose. However, I understand and agree that if, at some future time, it is no longer practicable to use the gift for the purpose intended, as determined by the Foundation Board of Directors, the gift may be used for purposes deemed appropriate by the Directors in accord with the intent described herein.”

Residuary Bequest

“All the rest, residue, and remainder of my estate, both real and personal, I give, devise and bequeath to ASNE Foundation, a 501(C) (3) charitable organization located at 11690B Sunrise Valley Drive, Reston, VA 20191 to be used for 1) the general purposes of the Foundation at the discretion of its Board of Directors or 2) for _____ (a specified purpose).”

Contingency Bequest

“If any of the named beneficiaries should pre-decease me, I hereby bequeath his or her bequest to ASNE Foundation, a 501(c)(3) charitable organization located at 11690B Sunrise Valley Drive, Reston, VA 20191 to be used for its general purposes at the discretion of its Board of Directors.”

To avoid estate or inheritance taxes on your charitable bequest, be sure to include the following in your will:

“I direct that no estate or inheritance tax be paid from the share of any property devised or bequeathed to ASNE Foundation.”

If you already have a will, your attorney can help you draft a codicil (a brief legal note) that incorporates the above language to name ASNE Foundation a beneficiary of your estate.

Electronic Transfer Information for Gifts of Securities, Mutual Fund Shares, IRA Assets and Wire Transfers

This information can be incorporated into the transfer authorization form from your broker or copied and inserted into a letter of authorization you initiate. (See sample letters on the following pages for gifts in support of the campaign. The information included directs gifts to the endowment campaign.) It is important to contact your brokerage firm for specific instructions. We also include information on making a wire transfer for donations of cash or IRA assets.

We ask that you fax or send a copy of your authorization that includes the date, issuer, number of shares, and purpose of your donation for stocks. For bonds we need the issuer, number, and due date (day, month, year). For donations of mutual fund shares or direct transfers of IRA payments, please see the sample letters. Thank you!

For a donation of securities to the Journalism for a New Age Endowment Campaign:

MICG Investment Management

DTC #: 0141

A/C Name: ASNE Foundation –Campaign Endowment Account

A/C#: 3728-2848

ASNE Foundation Tax ID#: 23-9935413

For a donation of securities to the ASNE Foundation, general support:

MICG Investment Management

DTC #: 0141

A/C Name: ASNE Foundation –General Operating Account

A/C#: 7586-7222

ASNE Foundation Tax ID#: 23-9935413

For wire transfers (gifts of cash and IRA direct transfers):

Bank Name: Wachovia Bank,
3442 Orange Ave. NE
Roanoke, VA 24012

ABA Number: 051400549

Beneficiary: First Clearing, LLC

Account #: 5050000000631

For further credit to: ASNE Foundation

Account Number: 3728-2848

Contact Information:

ASNE Foundation

11690B Sunrise Valley Drive

Reston, VA 20191

Phone: 703-453-1129; Fax: 453-1133

Date

Broker/Trust Officer
Address

Re: Gift to ASNE Foundation

Dear <Name>:

I authorize the transfer of < number> shares of < company> common stock *OR* < number> < issuer> bonds due <mm-dd-yy> as a charitable gift to ASNE Foundation, 111690B Sunrise Valley Drive, Reston, VA 20191 for the benefit of the Journalism for a New Age Endowment Campaign.

The delivery instructions are:

MICG Investment Management
DTC #: 0141
A/C Name: ASNE Foundation –Campaign Endowment Account
Ref ASNE Foundation endowment campaign account #: 3728-2848
ASNE Foundation Tax ID#: 23-9935413

Thank you for helping complete this gift for ASNE Foundation.

Very truly yours,
<Signature>

Name
Address

Phone:
My Account #:

cc: ASNE Foundation
11690B Sunrise Valley Drive
Reston, VA 20191
Phone: 703-453-1129; Fax: 453-1133

Date

Broker
Address

Re: Gift to ASNE Foundation

Dear <Name>:

I authorize the transfer of < number> shares of < company> common stock OR < number> < issuer> bonds due <mm-dd-yy> as a charitable gift to ASNE Foundation for general support.

The delivery instructions are:

MICG Management Investment
DTC #: 0141
A/C Name: ASNE Foundation –Campaign Endowment Account
Ref: ASNE Foundation endowment campaign account #: 7682-5586
ASNE Foundation Tax ID#: 23-9935413

Thank you for helping complete this gift for ASNE Foundation.

Very truly yours,
<Signature>

Name
Address

Phone:
My Account Number:

cc: ASNE Foundation
11690B Sunrise Valley Drive
Reston, VA 20191
Phone: 703-453-1129; Fax: 453-1133

Date

Mutual Fund
Address

Re: Gift to ASNE Foundation

Dear <Name>:

I authorize the transfer of <number> units of <name of mutual fund> to ASNE Foundation as a charitable gift for benefit of the Journalism for a New Age endowment campaign OR for general support. <Choose one of these two options.>

Please transfer these shares to an account established in the name of ASNE Foundation. The tax ID# is 23-9935413. The mailing address is ASNE Foundation, 11690 Sunrise Valley Drive, Reston, VA 20191.

Please call ASNE Foundation at the number listed below to notify them of my donation.

Thank you for your assistance in completing this gift to the Foundation.

Very truly yours,
<Signature>

Name
Address

Phone:
My Account Number:

cc: ASNE Foundation
11690B Sunrise Valley Drive
Reston, VA 20191
Phone: 703-453-1129; Fax: 453-1133

Donor's IRA Administrator
Address

Date

Re: Gift to ASNE Foundation

Dear:

Please accept this letter as my authorization to make a direct charitable distribution from my Individual Retirement Account #_____ as provided by Sec 1201 of the Pension Protection Act of 2006 and Sec 408(d)(8) of the Internal Revenue Code of 1986, as amended. Please transfer \$_____ to ASNE Foundation as a charitable gift to benefit the Journalism for a New Age endowment campaign.

Instructions for Fed Wire Transfers are:

Bank Name: Wachovia Bank,
3442 Orange Ave. NE
Roanoke, VA 24012

ABA Number: 051400549

Beneficiary: First Clearing, LLC

Account #: 5050000000631

For further credit to: ASNE Foundation

Account Number: 3728-2848

ASNE Foundation Tax ID# is 23-9935413

Thank you for your assistance in completing this gift to ASNE Foundation.

Very truly yours,
<Name>

Name
Address

Phone:
My Account Number:

cc: ASNE Foundation
11690B Sunrise Valley Drive
Reston, VA 20191
Phone: 703-453-1129; Fax: 453-1133