

The Publicolor Founder's Program

Your planned gift to Publicolor is a wonderful way to provide long-term benefits to New York City's most vulnerable students. And there is no better way to enable us to prepare for the future growth and strength of our organization, sustain programs, transform schools and community sites, and launch exciting new initiatives.

To join Publicolor's Founder's Program, please speak to your attorney about leaving a bequest to Publicolor in your will. There are many different types of planned gifts, and each one offers unique benefits to both you, and Publicolor.

Our legal name: **Publicolor, Inc.**

Our address: **120 West 36th Street, New York, NY 10018**

Our IRS tax identification number: **13-3912768**

Publicolor is a 501(c)(3) tax-exempt non-profit organization.

Planned Giving Options

1. Gifts Payable Upon Death

Charitable Bequest

Bequests are among the most popular, most impactful ways to make a planned gift. Simply designate a portion of your estate to Publicolor in your will or trust in one of two ways:

- A specific bequest of a stated dollar amount.
- A residuary bequest is either the entire estate which remains after all other gifts are made, or a percentage of the remaining estate.

Life Insurance

Giving through life insurance is one of the simplest ways to make a significant contribution to Publicolor. You can designate Publicolor as a beneficiary of a life insurance policy, either a fractional percentage or sole, or you can transfer ownership of the life insurance policy to Publicolor while continuing to pay the premium. The present value of the policy at the time of the transfer is tax-deductible, and premiums paid by you to Publicolor are also tax-deductible.

Naming Publicolor as the beneficiary of a life insurance policy is as simple as filling in a change of beneficiary form from your plan administrator. Please let us know you have named us as the beneficiary so we can contact the insurance company at the appropriate time and put your gift to work as you intend.

2. Gifts that Return Income to You

Charitable Gift Annuity

Many donors who want to make a large gift and protect their income often choose to leave charitable gift annuities. These gifts allow you to have an impact on Publicolor while still securing your financial future. Charitable gift annuities are an irrevocable gift that allow you to receive a fixed income payment for a set term or for life. With a charitable gift annuity, you can take an immediate tax deduction, and Publicolor invests the funds to allow them to grow.

Charitable Remainder Trust

This trust makes annual payments to you, or the desired person, for a term of years (not to exceed 20) or your lifetime. The payments are either fixed percentages or fixed dollar amounts; thereafter, Publicolor receives the remaining trust assets at the termination date. The payment amounts depend upon several variables, including your age, the amount of the gift, and the applicable federal rate for determining the present value of an interest for a term of years.

The Publicolor Founder's Program

3. Gifts that Use Appreciated Assets

Charitable Lead Trust

This trust first makes annual payments to Publicolor for a term of years and thereafter passes the assets back to you or your beneficiaries. The payments may be fixed percentages or fixed dollar amounts, and the amount depends upon your age, amount of the gift, and applicable federal rate.

Real Estate

By deed, you can transfer either the entire interest or a fractional interest in your real estate. The value of the interest transferred generates a charitable deduction to avoid potential income taxes.

Retirement Assets

You can designate Publicolor as a beneficiary of your retirement account. It is advantageous to assign your retirement accounts to a charitable beneficiary such as Publicolor to avoid potentially significant estate and income tax consequences when the retirement assets are received by your family members or other non-charitable beneficiaries.

Sample Bequest Language

Specific Dollar Amount

I hereby give, devise and bequeath _____ and No/100 dollars (\$DOLLARS) to Publicolor, a nonprofit organization located at 20 West 36th Street, 9th Floor, New York, NY 10018, Federal Tax ID #13-3912768, for Publicolor's general use and purpose.

Specific Personal Property

I hereby give, devise and bequeath DESCRIPTION OF PROPERTY to Publicolor, a nonprofit organization located at 20 West 36th Street, 9th Floor, New York, NY 10018, Federal Tax ID #13-3912768, for Publicolor's general use and purpose.

Bequest of Real Estate

I hereby give, devise and bequeath all of the right, title and interest in and to the real estate located at ADDRESS OR DESCRIPTION OF PROPERTY to Publicolor, a nonprofit organization located at 20 West 36th Street, 9th Floor, New York, NY 10018, Federal Tax ID #13-3912768, for Publicolor's general use and purpose.

Publicolor can help you achieve your charitable goal of improving the lives of students who face immense life challenges while realizing your financial goal of tax benefits.

For more information regarding the Founder's Program, please contact Alan at [914-705-2554](tel:914-705-2554) or alan@publicolor.org to assist you and answer your questions.

**Thank you so much for considering Publicolor's Founder's Program
in your estate planning!**