

To Build and Sustain

Leave a Legacy and Help Generations to Come



Prairie Ridge
HEALTH

FOUNDATION



At Prairie Ridge Health, building caring relationships is at the heart of what we do. Our patients, our team and the communities we serve inspire us to provide high quality, personalized healthcare every day.

Prairie Ridge Health Foundation works tirelessly to ensure that we can continue to meet those goals for generations to come through fundraising programs that support our hospital and clinics. Our efforts are instrumental in helping to provide quality care, as well as increasing the wellbeing of those we care for. By serving as a community ambassador, the Foundation works to create meaningful interactions that inspire health and wellness.

When you give to Prairie Ridge Health Foundation, you are gifting modern, accessible healthcare for your friends, family and neighbors. Your gift is an investment in your community that ensures high-quality, convenient healthcare is available both now and into the future.

Financial support from individuals like you makes it possible for the Foundation to purchase vital equipment, fund facility improvements, provide community education and develop new healthcare and educational programs, services and initiatives for our communities. We are honored to serve you, and appreciate your generosity.



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What Are Planned Gifts?

Planned Gifts enable philanthropic individuals to make larger gifts to Prairie Ridge Health Foundation than they could make from ordinary income.

Some planned gifts provide life-long income to the donor. Other gift plans use estate and tax planning to provide for Prairie Ridge Health and heirs in ways that maximize the gift and/or minimize its impact on the donor's estate.

Thus, by definition, a planned gift is any major gift made in lifetime or at death as part of a donor's overall financial and/or estate planning. These include gifts of equity, life insurance, real estate, personal property, or cash.

Whether you use cash, appreciated securities/stock, real estate, artwork, partnership interests, personal property, life insurance, a retirement plan, etc., the benefits of funding a planned gift can make this type of charitable giving very attractive to both you and Prairie Ridge Health.

What's the biggest advantage of planned giving? You don't have to be wealthy to make a meaningful gift.

THE THREE TYPES OF PLANNED GIFTS

Outright Gifts

First, *outright gifts* that use appreciated assets as a substitute for cash. We call these "gifts anyone can make" because it does not affect cash flow. Examples are stock you already have, life insurance, antiques, or simply making us part of your family by adding us into your estate plans.

Gifts That Return Income or Other Financial Benefits

Second, *gifts that return income or other financial benefits* to you in return for the contribution. An example is a very popular gift plan: the Charitable Gift Annuity that delivers a higher than average interest rate.

Gifts That Protect Assets

Third, *gifts that protect assets*. Examples include a Retained Life Estate (donate your home and continue living in it) or a Lead Trust.

This brochure gives you an overview of how planned gifts work. They are quite simple.



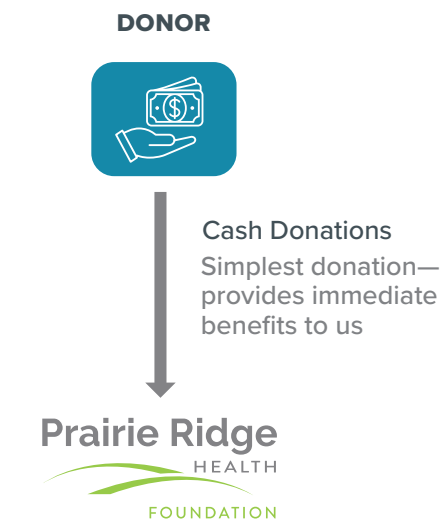
DON'T KEEP YOUR GIFT A SECRET.

If you've already remembered Prairie Ridge Health Foundation through your estate, please let us know so we can formally honor your gift.

1 OUTRIGHT GIFTS

Outright Gift of Cash or Check

A QUICK AND EASY WAY TO GIVE



HOW IT WORKS: GIFTS OF CASH OR CHECK

A cash gift by check is one of the most common and easiest methods for making an outright charitable contribution.

If you itemize income tax deductions on your tax return, the first tangible benefit of making a gift by cash or check is the tax deduction for the full value of your gift.

Cash and Non-Cash contributions may have significant tax incentives. Please contact your tax advisor for determining the appropriate tax treatment of your contribution.

The second benefit is seeing the immediate results of your generosity. When you make a cash gift, you are demonstrating a strong commitment to supporting our mission and contributing to our success.

BENEFITS

- Receive a current income tax deduction.
- Reduce potential estate taxes in the future.
- Determine the exact amount of your desired support.
- Experience the joy of giving today.

Gift Through Your Will or Trust

WHERE THERE'S A WILL, THERE'S A WAY



HOW IT WORKS: GIFTS THROUGH YOUR WILL OR TRUST

Do you want to make a significant gift that will transform the future of Prairie Ridge Health Foundation for generations to come? You can do it today—with a legacy gift through your will.

HOW IT WORKS

- Include a gift to Prairie Ridge Health Foundation in your will or trust.
- Make your bequest unrestricted or direct it to a specific purpose.
- You may designate a specific amount or percentage of your estate to make a gift.

BENEFITS

- Your assets remain in your control during your lifetime.
- You can modify your gift to address changing circumstances.
- You can direct your gift to a particular purpose (be sure to check with us to ensure your gift can be used as intended).
- Under current tax law, there is no upper limit on the estate tax deduction for your charitable bequests.
- Your heirs may receive an estate tax deduction depending on the value of your estate.

Appreciated Securities

A GIFT THAT DOESN'T AFFECT YOUR CASH FLOW



HOW IT WORKS: GIFT OF APPRECIATED SECURITIES

If you want to support a nonprofit's charitable mission with a gift that doesn't affect your cash flow, consider making a gift of stocks, bonds, or mutual funds that have increased in value.

HOW IT WORKS

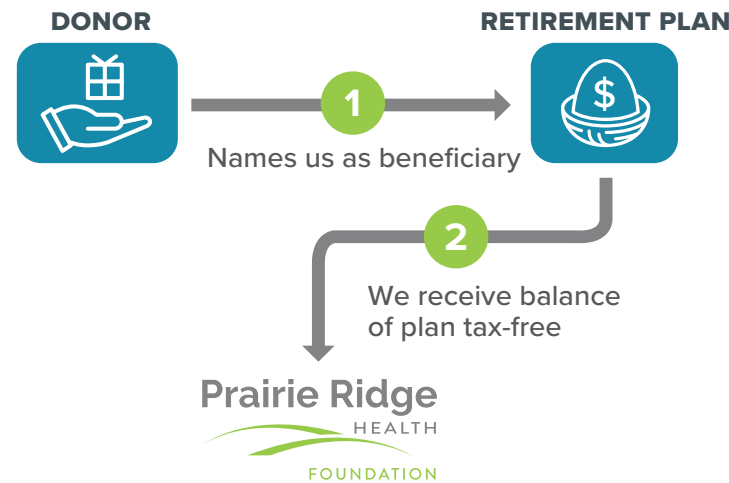
- You transfer appreciated stocks, bonds or mutual fund shares you have owned for one year or more to Prairie Ridge Health Foundation.
- Prairie Ridge Health Foundation sells your securities and uses the proceeds to support our mission, or to support the program or fund of your choice.

BENEFITS

- You receive an immediate income tax deduction for the fair market value of the securities on the date of transfer.
- You pay no capital gains tax on the transfer when the stock is sold.
- Giving appreciated stock can be more beneficial than giving cash. The "cost" of your gift is often less than the deduction you gain by making it.

Retirement Plan Assets

COSTLY TO INHERIT



HOW IT WORKS: GIFT FROM YOUR RETIREMENT PLAN

Your IRA can be subject to double taxation if passed on to heirs, but there is no tax when it is used to make a charitable gift to Prairie Ridge Health Foundation.

HOW IT WORKS

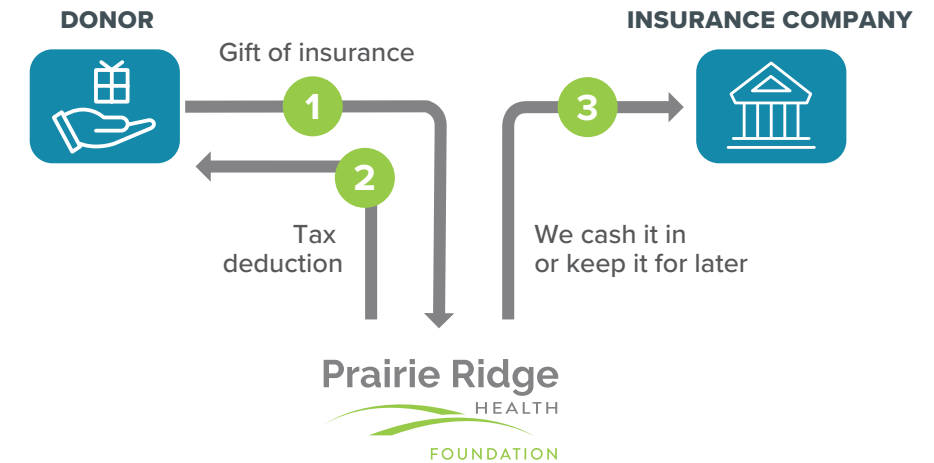
- Name or designate Prairie Ridge Health Foundation as a beneficiary of your IRA, 401(k), or other qualified retirement plan.
- Leave your assets to your heirs, your IRA to Prairie Ridge Health Foundation and nothing to the IRS.
- **Important!** Please tell Prairie Ridge Health Foundation about your gift. Your plan administrator is not obligated to notify us. So if you don't tell us, we may not know to honor you for your gift.

BENEFITS

- Continue to take regular lifetime withdrawals.
- Maintain flexibility to change beneficiaries if your family's needs change during your lifetime.
- Your heirs avoid double taxation and may receive an estate tax deduction.

Life Insurance

A VERSATILE TOOL FOR MANY PURPOSES



HOW IT WORKS: GIFT OF LIFE INSURANCE

Donate a policy, receive a tax deduction on future premium payments, and make an extraordinary gift.

HOW IT WORKS

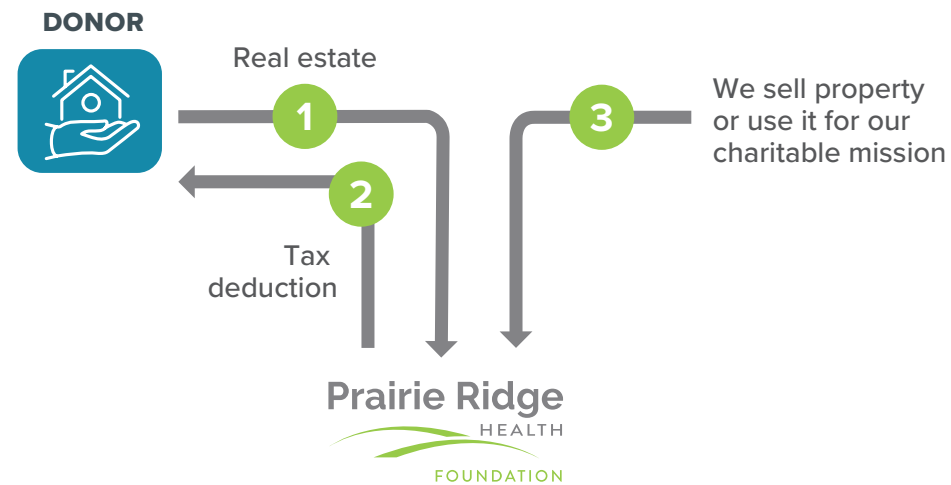
- You transfer ownership of a paid-up life insurance policy to Prairie Ridge Health Foundation.
- Prairie Ridge Health Foundation elects to cash in the policy now or hold it.

BENEFITS

- Make a gift using an asset that you and your family no longer need.
- Receive an income tax deduction equal to the cash surrender value of the policy.
- You may be able to use the cash value of your policy to fund a gift that delivers income, such as a charitable gift annuity.

Real Estate

A TAX-WISE GIFT



HOW IT WORKS: A GIFT OF REAL ESTATE

Make an extraordinary gift, transfer the burden and expense of managing the property, and remove a large asset from your taxable estate.

HOW IT WORKS

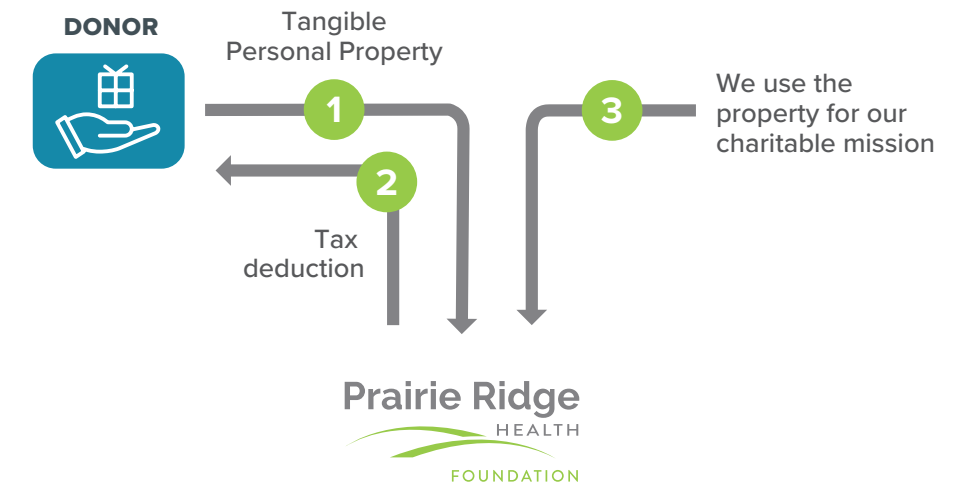
- You deed your home, your vacation home, undeveloped property or a commercial property to Prairie Ridge Health Foundation.
- Prairie Ridge Health Foundation may use the property for its own purposes or may sell it and use the proceeds to fund a gift to a Prairie Ridge Health department or program that you are passionate about helping.

BENEFITS

- You receive an income tax deduction for the fair market value of the real estate at the time of the transfer.
- You pay no capital gains tax on the transfer.
- You can direct the proceeds from your gift to a specific program at Prairie Ridge Health.

Tangible Personal Property

A SIMPLE GIVING OPPORTUNITY



HOW IT WORKS: A GIFT OF TANGIBLE PERSONAL PROPERTY

Give valuable assets that you no longer want to insure or maintain. You may get a deduction for your generosity.

HOW IT WORKS

- You transfer a valuable painting, antique, or other personal property to Prairie Ridge Health Foundation.
- The Prairie Ridge Health Foundation may hold and display the property or use it in the furtherance of its mission.
- Prairie Ridge Health Foundation may sell the property at some point in the future and use the proceeds for its mission.

BENEFITS

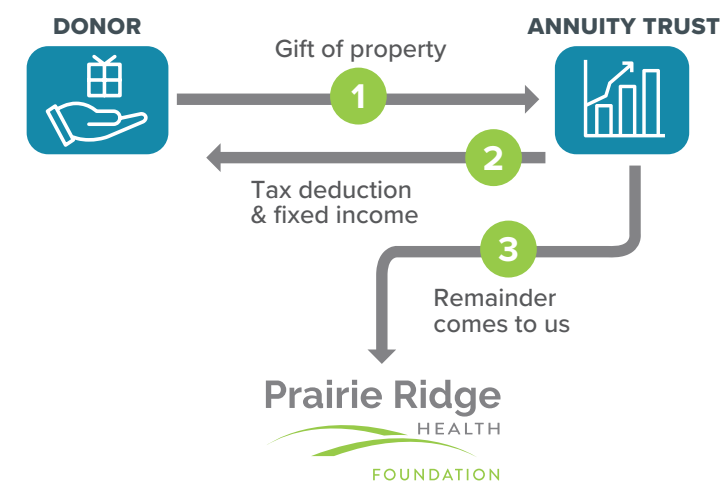
- You receive an immediate income tax deduction for the appraised value of your gift and pay no capital gains tax, so long as the gift can be used by Prairie Ridge Health Foundation to carry out its mission.
- In certain cases, you can use personal property to fund a life-income gift that provides you and/or other loved ones with an income now and benefits us in the future.
- Without using cash, you can make a gift that is immediately beneficial to the foundation.

2

GIFTS THAT RETURN INCOME OR OTHER FINANCIAL BENEFITS

Charitable Remainder Annuity Trust

A GIFT TO US WITH PREDICTABLE BENEFITS TO YOU



HOW IT WORKS: CHARITABLE REMAINDER ANNUITY TRUST

A great way to make a gift, receive fixed payments, and defer or eliminate capital gains tax. It provides a steady cash flow and can be more beneficial than keeping an asset or selling it outright.

HOW IT WORKS

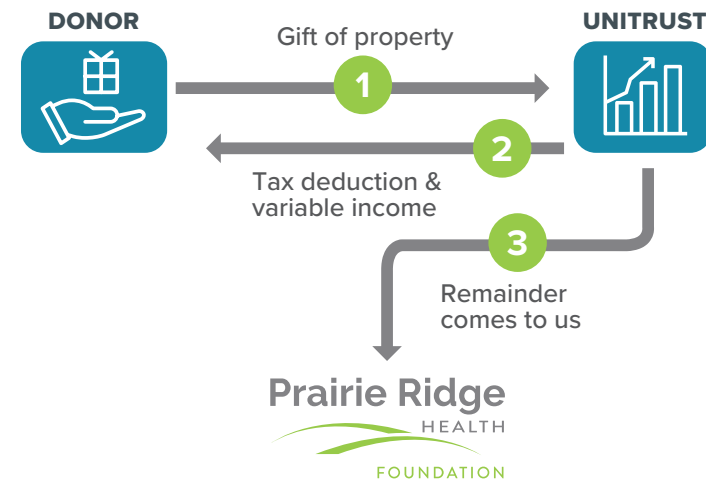
- You transfer cash, securities, or other appreciated property into a trust. The required minimum for this type of gift is \$100,000.
- The trust makes fixed annual payments to you or the beneficiaries you name.
- When the trust ends, the remainder passes to Prairie Ridge Health Foundation to be used as you have directed.

BENEFITS

- Receive income for life or a term of years in return for your gift.
- Receive an immediate income tax deduction for a percentage of your contribution.
- Pay no up-front capital gains tax on appreciated assets you donate.
- Use the trust to meet needs that are tied to a specific time frame, such as college tuition payments.

Charitable Remainder Unitrust

A GIFT WITH BUILT-IN FLEXIBILITY



HOW IT WORKS: CHARITABLE REMAINDER UNITRUST

A great way to make a gift, receive payments that may increase over time, and defer, reduce or eliminate capital gains tax.

HOW IT WORKS

- You transfer cash, securities, or other appreciated property into a trust. The required minimum for this type of gift is \$100,000.
- The trust pays a percentage of the value of its principal, which is valued annually, to you or beneficiaries you name.
- When the trust ends, the remainder passes to Prairie Ridge Health Foundation to be used as you have directed.

BENEFITS

- Receive income for life or for a term of years in return for your gift.
- Receive an immediate income tax deduction for a portion of your contribution.
- Pay no up-front capital gains tax on appreciated assets you give.
- You can make additional gifts to the trust as your circumstances allow for additional income and tax benefits.

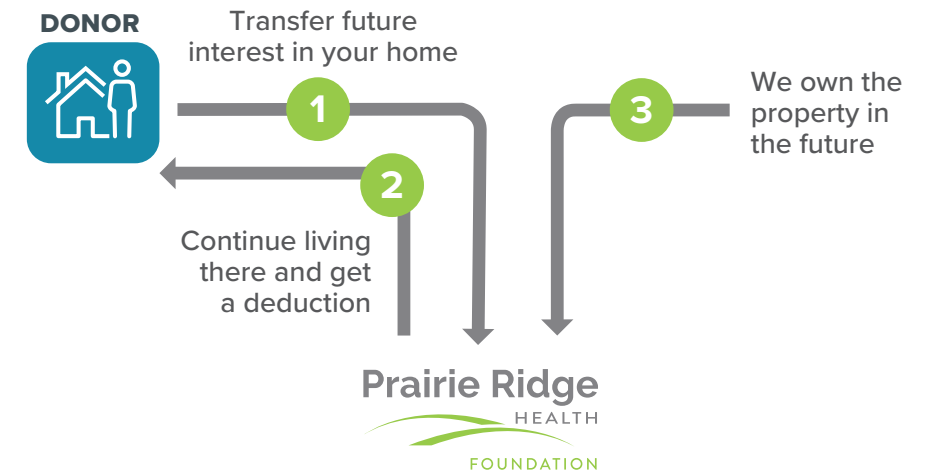




3 GIFTS THAT PROTECT ASSETS

Retained Life Estate

AN OPTION THAT LETS YOU HAVE IT BOTH WAYS



HOW IT WORKS: RETAINED LIFE ESTATE

You can deed your home, farm or vacation house, receive an immediate tax deduction, and still use the property for the rest of your life.

HOW IT WORKS

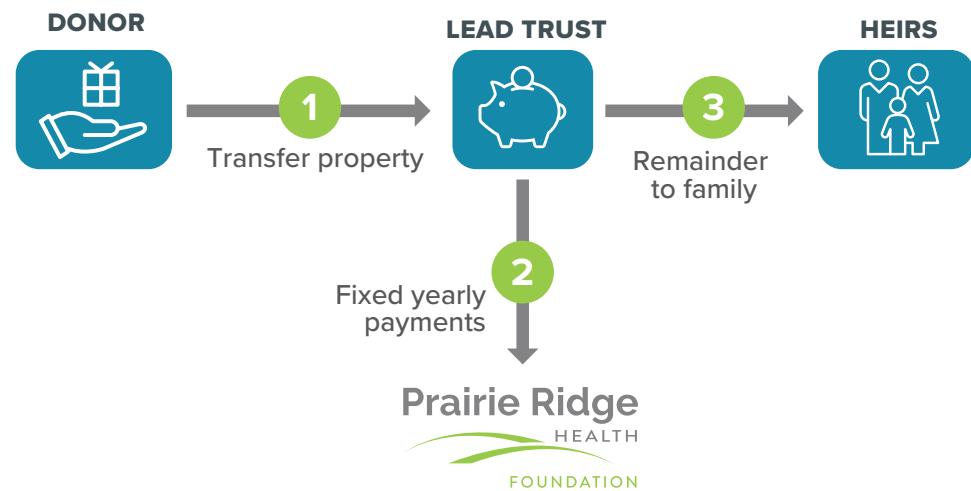
- You transfer the title to your residence, farm, or vacation home to Prairie Ridge Health Foundation and live there for the rest of your life.
- You remain responsible for taxes and upkeep while you live in the property.

BENEFITS

- You can give us a significant asset but retain the security of using your property for the rest of your life.
- You receive an immediate income tax deduction for a portion of the appraised value of your property.
- You can terminate your life estate at any time and may receive an additional income tax deduction OR you and Prairie Ridge Health Foundation may jointly decide to sell the property and prorate the sale proceeds.

Charitable Lead Trust

PRESERVE AN INHERITANCE



HOW IT WORKS: CHARITABLE LEAD TRUST

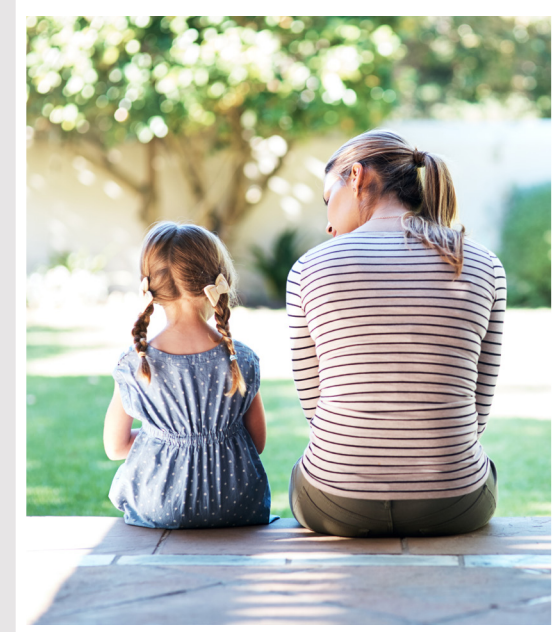
A gift that allows you to transfer wealth with significant tax advantages. You greatly reduce or avoid possible gift and estate tax on assets passing to family, if some trust income goes to charity for a few years.

HOW IT WORKS

- You contribute securities or other appreciating assets to a Charitable Lead Trust. Our suggested minimum gift is \$1,000,000.
- The trust makes annual payments to Prairie Ridge Health Foundation for a period of time.
- When the trust terminates, the remaining principal is paid to your heirs.

BENEFITS

- Income payments to us for a term reduce the ultimate tax cost of transferring an asset to your heirs.
- The amount and term of the payments to Prairie Ridge Health Foundation can be set so as to reduce or even eliminate transfer taxes due when the principal reverts to your heirs.
- All appreciation that takes place in the trust goes tax-free to the individuals named in your trust.



Named Endowments

TURN YOUR ANNUAL SUPPORT INTO A PERMANENT LEGACY



CONTINUE TO GIVE, EVEN AFTER YOU'RE GONE.

If you make an annual gift to Prairie Ridge Health Foundation, you may want to consider creating an endowment that will fund that yearly gift for generations to come.

You're making a big difference to our mission through your annual gifts. But what if we told you that you could make an even bigger difference — the kind of difference that lasts forever?

Creating an endowment with Prairie Ridge Health Foundation is a way to ensure you leave behind an unforgettable legacy. It's a way to change lives, support the causes that are important to you, and ensure your values are carried forward in perpetuity.

Our Gift Acceptance Policy states that a named endowment must be a minimum of \$100,000.

Donors do have the option of giving a gift to our General Endowment at any dollar amount.

CASE STUDY OF BENEFITS

Mike wants to support our annual needs throughout his lifetime by writing a check for \$5,000 to Prairie Ridge Health Foundation each year. His gift qualifies him for a \$5,000 federal income tax charitable deduction on his taxes each year he makes the donation. Mike would also like to extend his support after his lifetime. He makes a generous bequest in his will of \$125,000 to Prairie Ridge Health Foundation to establish a new endowment. After Mike's lifetime, we use a portion of the endowment each year to fund our programs and reinvest the remainder, allowing it to grow and support annual payouts indefinitely. The \$125,000 bequest also reduces the size of Mike's taxable estate at death. Mike is able to support our current needs during his lifetime with his annual gifts, and the establishment of his endowment ensures his support continues indefinitely after his lifetime.

BE PREPARED.

The language you need to make a gift that lasts

It's surprisingly simple to make a bequest. You don't even have to rewrite your will. All it takes is a few simple sentences and a five-minute phone call with your attorney. Use the sample language below to make the process even easier.

Residual GIFT.

Comes to us after your estate expenses and specific bequests are paid.

I give and devise to Prairie Ridge Health Foundation, TAX ID 39-1656161, 1515 Park Avenue, Columbus, WI 53925 all (or state a percentage) of the rest, residue, and remainder of my estate, both real and personal, to be used for its general support (or for the support of a specific fund or program).

Specific GIFT.

Naming Prairie Ridge Health Foundation as a beneficiary of a specific asset or amount from your estate.

I give and devise to Prairie Ridge Health Foundation, TAX ID 39-1656161, 1515 Park Avenue, Columbus, WI 53925 the sum of \$ _____ (or name an asset) to be used for its general support (or for the support of a specific fund or program).

Contingent GIFT.

Prairie Ridge Health Foundation can be named as a contingent beneficiary in your will or personal trust if one or more of your specific bequests cannot be fulfilled.

If [insert name] is not living at the time of my demise, I give and devise to Prairie Ridge Health Foundation, TAX ID 39-1656161, 1515 Park Avenue, Columbus, WI 53925 the sum of \$ _____ (or all or a percentage of the residue of my estate) to be used for its general support (or for the support of a specific fund or program).

PrairieRidge.Health/Foundation

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Discover

How Everyone Benefits from Planned Gifts

**Your
Goal**

**Your
Gift**

**Your
Method**

**Your
Benefit**

Make a gift that costs you nothing during your lifetime	Gifts Through your Will or Trust ("Bequest")	Include a gift of cash, property, or a share of your estate through your will or trust	A gift that does not affect your cash flow, and you can adjust your gift as circumstances change
Make a gift and receive a steady income for life	Charitable Gift Annuity, Charitable Remainder Unitrust, Charitable Remainder Annuity Trust	Share your assets with us in a plan that gives you an income for life and passes us the remainder	Receive tax-advantaged payments for life, along with a charitable tax deduction
Make a gift while leaving more of your estate to your heirs	Gifts of Retirement Assets	Name us as the beneficiary of your retirement plan, and pass less-taxed assets to your heirs	Avoid up to 60% income tax on your retirement assets; pass more of your estate to your heirs
Make a gift while avoiding capital gains liability	Gifts of Appreciated Securities	Give us appreciated stocks, bonds or mutual funds to sell and use the proceeds	Make a significant gift; receive an immediate income tax deduction; pay no capital gains tax
Make a large gift at little cost	Gift of Life Insurance	Donate a life insurance policy you no longer need or name us in an existing one	Take a tax deduction now; take possible future deductions through gifts to pay policy premiums
Make a gift that preserves your assets for your heirs	Charitable Lead Trust	Use appreciating assets to create a trust that will pay us income for a period of years, and then pass the assets back to you or your heirs	Shelter your growing assets and benefit our organization right away; reduce or eliminate gift and estate tax

Don't let a bank teller control your legacy! With a simple signature, you can designate the balance of your bank account, brokerage account, retirement plan, annuity or life insurance policy to pass to our organization after lifetime. It's the easiest way imaginable to support Prairie Ridge Health Foundation. Just inquire at your financial institution or ask your plan administrator for a beneficiary designation form. In short, the forms you need are called a POD (Payable Upon Death) or a TOD (Transfer Upon Death).