

The background features a collage of blue-toned images: a circular hole punch at the top left, a fountain pen, and various postage stamps including one with the text 'FROM ZIP CODE' and another with 'HEMETEK 320'.

A PLANNED GIVING GUIDE

For the
Paper-Based
Communications
Industry



Sponsored by the EMA Foundation for Paper-Based Communications

Our Mission

The EMA Foundation for Paper-Based Communications is a 501(c)3 organization founded in 1997 under the following mandates:

- To identify and analyze major trends affecting the industry, especially the health and future of postal administrations around the world;
- To develop key relationships with academic institutions and allied industry partners to monitor and support focused research in a variety of countries relating to paper-based communications and its inter-relationship with electronic media;
- To encourage career participation in the paper-based communications industry by those most likely to excel at such work. To improve and develop the capabilities of the current and future workforce through local education and global industry promotion;
- To position paper-based communications as a key participant in the information age.

The EMA Foundation is embarking upon a course of critical and strategic initiatives designed to meet current needs and address future challenges facing the paper-based communications industry in the areas of research, education and recruitment. In order to ensure we meet those needs, the Foundation needs to establish a solid base of financial support for its agenda. The success of this effort will ensure that for decades to come, the EMA Foundation is recognized as a highly-focused research, information, training and recruiting resource for the paper-based communications industry. Your investment in the Foundation will assist in meeting those needs.

The opportunities outlined in this brochure will introduce you to the many ways you can designate your support to the industry.

Gift Giving

Gifts to the EMA Foundation may be made in two ways:

Outright or Current Gifts

1

Using a variety of asset options, you can make gifts that are available for immediate or near-future use by the Foundation to go directly to support Foundation programs. They are classified in two ways:

- **Unrestricted** – You authorize the Foundation’s board of trustees to apply the gift, at their own discretion, where it is needed most.
- **Restricted** – You identify the gift to be used in support of a specific activity, program or project.

Outright or current gifts include:

- Cash
- Publicly traded securities
- Stock options
- Closely held stock
- Charitable lead trusts

Future or Deferred Gifts

2

Often referred to as planned giving, future and deferred gifts allow you to retain an interest while the charitable use by the Foundation is deferred to some future time under some deferred giving plans. With your contributed assets, the Foundation agrees to pay part or all of the earnings or a fixed percentage of the value annually to specified individuals or organizations for a pre-determined number of years.

Planned giving – the integration of sound personal, financial and estate planning concepts with an individual donor’s plans for lifetime and testamentary giving – offers a wonderful opportunity to give to the EMA Foundation while yielding financial advantage to you and your family.

Future or deferred gifts include:

- Requests
- Deferred Pledge Agreements
- “Pay on Death” Accounts
- Life Insurance
- Donor Advised Funds
- Charitable Remainder Trusts
- Charitable Lead Trusts
- Charitable Gift Annuities
- Private Family Foundations

Gift Giving Options

1

Appreciated Assets

If you have assets such as stock or real property that have grown in value over time, you can give them to the EMA Foundation and save taxes in the following ways:

1. You get a charitable deduction for the market value of the asset when the gift is made.
2. You avoid the capital gains tax that you would pay if you sold the asset.
3. The value of the asset and future earnings on it are removed from your taxable estate, thereby reducing your estate and state inheritance tax liability.

These taxation principles can apply both to direct gifts as well as planned future gifts described in the booklet.

2

Charitable Bequests

Your will or living trusts can be a creative vehicle for making thoughtful gifts. After providing for the needs of your loved ones, you can make a charitable bequest to the EMA Foundation. An attorney can add a simple codicil to your will to make your wishes clear. Similar arrangements may be made through a living trust or an amendment to a living trust.

The following is suggested language for a charitable gift or bequest for use by your attorney:

"I give, devise, and bequest to the EMA Foundation for Paper-Based Communications, a tax exempt organization in Alexandria, Virginia, the sum of \$_____ to be used for the general purpose of the EMA Foundation at the discretion of its board of trustees [or identify purpose]."

3

Donor Advised Fund

This gift provides a way to actively draw other family members into your charitable giving decisions. An advisory body, whose members are selected by the donor, makes recommendations on the annual distributions from the fund. Grants and gifts can be made to a wide variety of charitable, religious or educational organizations selected by the advisory body. These gifts can include the EMA Foundation. Several generations may be included to help promote a donor's personal values and commitments to philanthropy.

A donor-advised fund is more cost-effective for the donor than setting up a private foundation. This is a proactive partnership between the Foundation and the donor.

Gift Giving Options...continued



Remainder Trusts

Annuity Type • A charitable remainder trust is a means of making a gift while allowing you to retain income from your property for life or for a period of years, expressed in the form of a fixed annual annuity. Your funds are held separately and invested to earn a fixed, regular income for you. You decide on a trustee who handles investments, distributes income to you, and then follows your directions for charitable distributions.

You gain a charitable deduction for a portion of the amount contributed at the time you create your trust. At your death (or at the death of your surviving spouse or loved one, if you designate), whatever remains in the trust is distributed to the EMA Foundation, and your estate receives a charitable deduction, thereby reducing any estate tax liability.

Unitrust Type • Similar to the annuity trust, the charitable remainder unitrust provides for a gift that returns an income. But unlike the annuity trust, the income from a unitrust is in the form of a variable annuity in that it rises or falls with the value of the assets placed in the trust. You determine the percentage of the payout when the gift is made. Additions can also be made to this trust, and a tax deduction is allowed for a portion of each amount contributed.

Taxation of Remainder Trusts

Both the unitrust and annuity trust techniques allow the donor to transfer appreciated property without incurring a capital gains tax on the transfer. If the property is later sold by the trust, no capital gains tax is incurred by the trust. This can leave a much larger fund from which to generate income over the years for the donor or his or her loved ones.

Lead Trusts



If you wish to make a meaningful gift to the EMA Foundation over a period of years while ultimately passing your property on to loved ones, a charitable lead trust is an appropriate vehicle to investigate. Under the terms of the charitable lead trust, assets are transferred to a trust that pays income from the fund to the named charitable beneficiary, the EMA Foundation, for a number of years you determine. At the end of the specified time period, the trust terminates and the assets are given back to the persons you name. The income tax effect of a charitable lead trust is generally the same for the donor as if annual gifts were made to the EMA Foundation over a period of years directly by the individual. In addition, however, the property that generates the income can be passed on at the end of the term at reduced or even nominal estate and gift taxation. This technique also can be advantageous if intergenerational gifts are desired to be made to family members.

Gift Giving Options...continued



Life Insurance

One of the simplest ways to make a significant gift in the future is to name the EMA Foundation as the beneficiary of an insurance policy on your life. Alternatively, you may name the EMA Foundation as a beneficiary of an irrevocable life insurance trust. If structured appropriately, insurance premiums can become tax deductible under such plans.

Tax Implications




For income tax purposes, taxpayers who itemize are permitted to deduct gifts to qualified charitable institutions of up to 50 percent of their adjusted gross income each year for gifts of cash. If a gift plan would result in a gift of more than this amount in a given year, the excess can be deducted over an additional five-year period. For estate and state inheritance taxation, assets given to the EMA Foundation are eligible for a generally unlimited charitable contribution deduction.

Particularly advantageous tax results can apply to gifts to the EMA Foundation of certain assets that may be included in a person's estate and that are also subject to income taxation. For example, the combination of taxes can reduce retirement plan assets passing to family members by 70 percent or more over time. By contrast, the full value can be given to the EMA Foundation without taxation.

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GIVE TODAY!



The EMA Foundation encourages you to consider how you can continue to ensure the viability of the paper-based communications industry. In making a planned gift you can ensure the Foundation has the means to provide educational opportunities, technical studies and market research for those in the industry and for those who wish to pursue a career in the industry.

We urge you to consult your tax advisor before making a final decision regarding these giving opportunities. *For more information, please fill out the enclosed information form or contact the EMA Foundation office at 703-739-2200.*

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Information Form

YES, I am interested in talking with someone regarding the EMA Foundation Planned Giving Program. Please have someone contact me:

Name _____

Address _____

City _____

State _____ Zipcode _____

Phone _____

Fax _____

Email _____



Mail or fax to the EMA Foundation:

300 North Washington St., Suite 500

Alexandria, VA 22314

Phone 703.739.2200

Fax 703.739.2209

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