



WISCONSIN PUBLIC RADIO



Weather radar equipment in Sullivan. Photo credit: Angela Major/WPR



A supporter of transgender athletes. Photo credit: Angela Major/WPR

Fund the Future of Vibrant, Independent Public Media in Wisconsin with a Planned Gift

Wisconsin Public Radio's news, music, conversation and entertainment programs inform, inspire, and build communities throughout Wisconsin and beyond. Our commitment to news and cultural content reflects our belief that people and communities thrive with an open exchange of ideas and information, as well as access to the arts and storytelling.

A gift to Wisconsin Public Radio in your will or living trust or by beneficiary designation has a significant and lasting impact on our ability to share trustworthy news coverage, engaging and inspiring cultural programming, and thoughtful conversations that bring people together.

You can help future generations inherit a world where ideas, culture and an informed citizenry form the bedrock of a healthy democracy.

In a rapidly changing media environment, and at a time when accurate and trustworthy information is hard to come by, independent journalism on Wisconsin Public Radio is essential!

Ways to Give

A Gift in Your Will or Living Trust

There are several ways to include a gift to WPR in your will or living trust.

- Leave a defined sum of money.
- Leave a percentage of funds left over after other gifts and debts are paid and your loved ones are provided for.
- Leave some percentage of your estate – even a small percentage has a big impact.
- Make a secondary or contingent gift that comes to WPR only if your other beneficiaries predecease you or if other specific gifts cannot be fulfilled.



The Wisconsin Cranberry Research Station in Black River Falls. Photo credit: Angela Major/WPR

WPR suggests this language your attorney can include in your will, codicil to your will, or your living trust:

“I hereby give and bequeath <description of gift> to Wisconsin Public Radio Association, Inc., a not-for-profit, tax-exempt organization in Madison, Wisconsin, with Federal Tax ID # 23-7363536, for its general purposes.”



Violinists with the Black Diaspora Symphony Orchestra perform at Central United Methodist Church in Milwaukee. Photo credit: Angela Major/WPR

Gifts by Beneficiary Designation: Retirement Plan, Life Insurance, Bank or Brokerage Accounts

It's important to review your beneficiary designations every few years or when you experience a significant life change.

Do any of these apply to you?

- It's been three or more years since you last reviewed your forms.
- You recently retired or changed jobs.
- Your marital status has changed.
- Your health status has changed.
- You welcomed a new child or grandchild.
- You would like to leave a gift to charity through a beneficiary designation.

Checking just one means it's time to create or update your forms.

When you next review your designations, you might consider naming WPR as a beneficiary of some percentage or all of your:

- Retirement accounts
- Life insurance plan
- Bank or brokerage accounts

You can easily update your plans, change your mind, or name new or additional beneficiaries at any time. Since we often don't know what the future will hold for us or our families, including WPR as a secondary beneficiary can be a good choice.

To make a gift through a beneficiary designation, contact your retirement plan administrator, insurance company, or bank or financial institution for a change of beneficiary form. You may be able to request or download the form from your online account portal.



UW-Whitewater basketball players from the men's wheelchair team. Photo credit: Angela Major/WPR

Current Gifts Through Your IRA: Another option to consider is making a current gift to Wisconsin Public Radio from your IRA through a qualified charitable distribution (QCD). If you're over age 70.5, you can make a gift directly from your IRA to WPR and avoid paying any income tax on the distribution. If you must take a Required Minimum Distribution (RMD), you can use some or all of it to make a charitable gift.

Include WPR in Your Donor-Advised Fund Succession Plan

If you have a donor-advised fund, a DAF succession plan is an important part of your overall estate plan and charitable legacy. Simply tell your DAF sponsor how to distribute assets remaining in your charitable giving fund after your lifetime.

Some options:

- Direct that funds remaining be distributed immediately, or over several years, to WPR and/or other charities.
- Appoint family members or others to take over as successor advisors. They will continue giving from the fund to charities of their choosing.
- Direct some funds to be distributed directly to the charities of your choice; remaining funds may be distributed by successor advisors.

We encourage you and your financial advisors to reach out to learn more about how to make a significant investment in WPR now and for the future, through your donor-advised fund.

The Wisconsin Public Radio Signature Circle

The Signature Circle is a special group of Wisconsin Public Radio supporters who have included WPR in their will or other estate plan. They are visionary philanthropists who are providing a foundation of financial stability for the future of WPR.

If you have included a gift in your will, or trust, or through a beneficiary designation, please let us know. You may choose to be recognized as part of the Signature Circle, or you may prefer to be privately thanked but not publicly recognized.

We respect your privacy and won't pressure you for details that you aren't comfortable sharing; however, knowing our supporters' contact information and their intention to give allows us the confidence to invest in WPR programs and services. And it helps us thank you for your generosity!

As a Signature Circle member, you can feel good knowing that your future gift helps ensure quality public radio for future generations. In addition, you'll receive a welcome packet, including a WPR-branded gift, as well as invitations to special events when we have them.



A cottage in Vilas County. Photo credit: Angela Major/WPR

Frequently Asked Questions and Considerations

- **Do I need a will?**

Yes! Every adult needs a will (or living trust, or both) and should review it every three years or so to ensure that it's up to date. A will and/or living trust accomplishes some important tasks, including allocating your assets, reflecting your most important relationships, designating guardians for children and caregivers for beloved companion animals, and giving gifts to charity.

- **I have a will and/or trust, but I'm not able to update it now. How can I include a gift to WPR?**

Naming WPR as a beneficiary of your retirement plan, financial account or donor-advised fund is as simple as updating your beneficiary designation form and doesn't require an attorney.

- **A legacy gift is very personal. Can I trust WPR to use my gift wisely?**

Yes! We're proud of our effectiveness and financial transparency. You can review our most recent Annual Report, including audited financials, at wpr.org/wpr-annual-reports.

- **I have family or loved ones whom I need to take care of. How can I do that and still support WPR?**

You can make us a beneficiary of a small percentage of your estate or account, or name us a secondary or contingent beneficiary so WPR receives a gift only if your primary beneficiary predeceases you.

- **What if I include a gift to WPR in my will or other plan but change my mind?**

None of us know what the future holds. We understand that a gift that has been directed to WPR might need to be re-allocated to more pressing needs. The decision is always yours to make, and we trust that you'll update your plans if you need to.

- **Can I speak to someone about other questions I have?**

Yes! Contact us at **888-909-4163** or legacy@wpr.org.

At Your Service

To explore your giving options or let us know you have included WPR in your estate plans, please contact us.

Wisconsin Public Radio

Planned Giving

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wpr.org/legacy