

# LEGACY

## *Planned Giving*

### **MOPA is more than photography.**

In addition to outright donations, many of our donors support Museum of Photographic Arts (MOPA) through planned gifts that provide them with personal rewards and financial benefits. Did you know?

- You can make a provision for MOPA in your will or estate plan
- You can name a charity as a beneficiary to an IRA or retirement plan
- You can make a gift of your personal assets, cash, securities, home or artwork
- You have the potential for increased tax savings with a gift of appreciated securities
- You can sustain programming for generations to come by growing the endowment
- You can establish a charitable gift annuity and enjoy the safety of guaranteed income and great tax savings
- Required Mandatory Distributions at 70 ½ from an IRA can go directly to a 501(c)3 charity without being taxed

MOPA is pleased to work with you or your financial advisor to craft a planned gift that meets your charitable and financial goals. Please contact your financial advisor and share your plans with the Development Office at [development@mopa.org](mailto:development@mopa.org) or 619.238.7559 x300.



**LEAVE A LEGACY**



**SUSTAIN PROGRAMMING**



**BUILD FOR THE FUTURE**

# Estate Planning Tip

One easy way to include the Museum in your estate plan is to name MOPA as a beneficiary of your donor advised fund, retirement plan, IRA, or life insurance policy. Doing so is as simple as filling out a beneficiary designation form from your plan provider or administrator.

Best of all, such a gift qualifies for membership in MOPA's Legacy Society, a group that recognizes the generosity of donors who contribute to the Museum in this special way.



## BEQUESTS

Bequests are gifts made by a will or trust and are the most common form of planned giving. Whether you wish to provide general operating income or support a specific department or program at the Museum, your bequest expresses your lasting commitment to MOPA.



## GIFTS OF ART

MOPA welcomes promised gifts of art and books. Indeed, the Museum's vast collection of 8,700+ photographic works plus over 22,000 items to The Edmund L. And Nancy K. Dubois Library is comprised of donations from our many patrons. Due to space constraints and redundancy issues, the Museum must give serious consideration before it can accept gifts of art.



## GIFTS OF PROPERTY

Donating real estate is a wonderful way to support the Museum's mission. Proceeds from the sale of property can be directed to a variety of initiatives. Coordination with MOPA staff and a Financial Planner can help you make all of the necessary arrangements for a simple and straightforward transaction.

## CHARITABLE GIFT ANNUITY

A charitable gift annuity is both a gift and a life income arrangement. Creating a charitable gift annuity generally allows you to claim an immediate income tax charitable deduction; and a portion of each annuity payment is treated as a tax-free return of principal.



## ESTABLISHING AN ENDOWMENT

An endowment provides a lasting legacy and ensures that MOPA will continue to be a strong and thriving organization for generations to come. Committed in perpetuity, it provides an annual disbursement of earned income to be used to support annual operations or an area specifically designated by the donor. Donors have the satisfaction of knowing their gift helps MOPA achieve greater fiscal independence.

Call us for bequest language; and please use our correct legal name:  
Museum of Photographic Arts, a 501c(3) non-profit institution. Tax ID 95-2889390

# BEQUEST

Create a Meaningful Legacy with a Gift in your Will, Trust or Retirement Plan

For 35 years, the Museum of Photographic Arts (MOPA) has offered an annual calendar of relevant, thought provoking and engaging exhibitions, film festivals and lifespan-learning opportunities. Presented in English and Spanish, our world-class programming draw visitors and cultural tourists to San Diego from around the globe.



## WHAT IS A BEQUEST

Bequests are gifts made by a will or trust and are the most common form of planned giving. Whether you wish to provide general operating income or support a specific department or program at the Museum, your bequest expresses your lasting commitment to MOPA.



## BENEFITS TO YOU

By adding a few simple words in your will or trust, or by designating us as the beneficiary of your retirement plan, life insurance policy or commercial annuity, your gifts will impact the photographic arts for generations to come by helping us to improve our facilities, to acquire emerging or historical works of art so that we can provide the very best in photography, film, video and educational programming.



## GUIDELINES TO PREPARE FOR A BEQUEST

Gifts in Wills or Trusts.

- Step 1: Decide on the amount of your gift (specific dollar amount, specific property, or percentage of your total estate)
- Step 2: Be sure to use our correct legal name (see below)
- Step 3: Contact your legal professional to make a simple change to your will or trust or see instructions below for designating MOPA as the beneficiary of your retirement plan, life insurance or commercial annuity.

Suggested Gift Language for your Will or Trust:

- "I give to Museum of Photographic Arts the sum of \$ \_\_\_\_\_ to be used for its general purposes"
- "I give to Museum of Photographic Arts \_\_\_% (insert percentage) of the rest, residue and remainder of my estate to be used for its general purposes"
- "I give to Museum of Photographic Arts the real property known as \_\_\_\_\_ (insert street address, Assessor's Parcel Number and legal description of real property) to be used for its general purposes"
- "I give to Museum of Photographic Arts my \_\_\_\_\_ (provide description of bank account(s), stocks, bonds, mutual funds or specific personal property) to be used for its general purposes"

### Corporate Information:

Museum of Photographic Arts  
1649 El Prado,  
San Diego, CA 92101

Tax ID 95-2889390 | a  
501c(3) non-profit  
institution

We hope that you will let us know so that we can thank you and invite you to become a member of the Legacy Society.



# RE|DISCOVER. MOPA

## BEQUEST: Retirement Plans

Retirement plan assets such as Individual Retirement Accounts (IRAs), 401k, 403b accounts, thrift savings accounts etc. are easy-to-give assets that pass completely income tax-free to Museum of Photographic Arts without probate proceedings and without complex trust or estate administration proceedings. Museum of Photographic Arts, a 501c(3) non-profit California corporation, is a qualified tax-exempt charity and does not pay income taxes on distributions from retirement plan assets.

Gifts in Retirement Plans.

The process for choosing Museum of Photographic Arts as a beneficiary of your Retirement Plan is simple:

- Step 1: Order a Beneficiary Designation Form from your retirement plan administrator.
- Step 2: Complete the form and include Museum of Photographic Arts as beneficiary of part or all of your plan/account.
- Step 3: Sign, date and send or deliver the form to your retirement plan administrator for processing.

You will receive confirmation that your plan administrator has accepted the form.

## BEQUEST: Life Insurance Policies & Commercial Annuities

Life Insurance Policies and Commercial Annuities pass to the "designated beneficiary" after the death of the "insured" or the "annuitant," as applicable, the same way as retirement plans.

Gifts in Life Insurance Policies and Commercial Annuities.

- Step 1: Order a Beneficiary Designation Form from your life insurance company or annuity policy administrator.
- Step 2: Complete the form and include Museum of Photographic Arts as beneficiary of part or all of your policy.
- Step 3: Sign, date and send or deliver the form to the life insurance company or policy administrator for processing.

You will receive confirmation that your company or administrator has accepted the form.

**Legacy Society:** All planned giving donors who have notified the Museum of Photographic Arts that they have included Museum of Photographic Arts in their wills, trusts, retirement plans, life insurance and other planned gift arrangements are invited to join the Legacy Society. As members of this recognition club, we provide exclusive invitations to special events as we welcome you into the Museum of Photographic Arts family. Members enjoy subscriptions to Museum of Photographic Arts publications, invitations to opening receptions, an invitation to our annual Legacy Society recognition luncheon and to other exclusive events.

# GIFTS OF ART

Create a Meaningful Legacy by donating Works of Art, Photographic Publications &/or Artifacts

Planned giving is sometimes referred to as gift planning or legacy giving. It is a way to support non-profits that enable philanthropic individuals to make larger gifts 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 charity and heirs in ways that maximize the gift and/or minimize its impact on the donor's estate.

## WHAT IS A PLANNED or ESTATE GIFT

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.

Whether a donor uses 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 donor and charity.

## WHAT ARE THE 3 TYPES OF PLANNED GIFTS

- ONE: Outright gifts that use appreciated assets (ART, BOOKS, COLLECTIONS,...) as a substitute for cash;
- TWO: Gifts that return income or other financial benefits to the donor in return for the contribution;
- THREE: Gifts payable upon the donor's death.

## GUIDELINES FOR DONATING GIFTS OF ART

### Gifts of Art:

- Step 1: Decide if you wish to donate in your lifetime or by bequest (upon death); most irrevocable gifts are recognized and appreciated during lifetime of the donor(s)
- Step 2: Be sure to use our correct legal name (see bottom left);
- Step 3: Contact your legal professional to make a simple change to your will or trust or see instructions below for designating MOPA as the beneficiary of your estate plan.

If you decide to donate artwork in your LIFETIME or your BEQUEST:

- Step 1: Get an appraisal (MOPA can provide a list of recommended appraisers)
- Step 2: Speak with your family; learn of their interests and/or share your intentions
- Step 3: Meet with MOPA staff to learn if tangible is sustainable, relevant and/or acceptable (Email: [development@mopa.org](mailto:development@mopa.org) Ph#: 619-238-7559 x300)

### Suggested Gift Language:

"I give to Museum of Photographic Arts my \_\_\_\_\_ (provide description of ART, BOOKS &/OR COLLECTION) to be used for its general purposes"

{Continued on backside...}



### Corporate Information:

Museum of Photographic Arts  
1649 El Prado,  
San Diego, CA 92101

Tax ID 95-2889390 | a  
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# RE|DISCOVER. MOPA

## CONSIDERATIONS WHEN DONATING "TANGIBLES"

Tangibles = anything other than cash (art, books, collections)

Considerations for the donor

- No consideration (personal benefit) allowed
- Disregarded benefits to donor (like naming rights)
- When to part with the items

Considerations for the museum

- Sustainable
- Relevant/appropriate
- Are funds available to prepare to receive the gift
- Options if gift no longer usable when received

## Special Rules for Gifts of Art

Valuation:

If value of art gifted is greater than \$5,000

- Must obtain a "qualified appraisal" no sooner than 60 days before the gift.

A qualified appraiser is:

- Familiar with the type of art being appraised.
- Independent from the donor and the charity.

Additionally:

- Donor files form 8283 Noncash Charitable Contribution with income tax returns.
- If FMV is >\$50,000, the Art Advisor Panel will also determine the FMV (could be lower value).

## What are the tax benefits of planned gifts?

Donors can contribute appreciated property, like securities or real estate, receive a charitable deduction for the full market value of the asset, and pay no capital gains tax on the transfer.

Donors who establish a life-income gift receive a tax deduction for the full, fair market value of the assets contributed, minus the present value of the income interest retained; if they fund their gift with appreciated property they pay no upfront capital gains tax on the transfer.

Gifts payable to charity upon the donor's death, like a bequest or a beneficiary designation in a life insurance policy or retirement account, do not generate a lifetime income tax deduction for the donor, but they are exempt from estate tax.

Legacy Society: All planned giving donors who have notified the Museum of Photographic Arts that they have included Museum of Photographic Arts in their wills, trusts, retirement plans, life insurance and other planned gift arrangements are invited to join the Legacy Society. As members of this recognition club, we provide exclusive invitations to special events as we welcome you into the Museum of Photographic Arts family. Members enjoy subscriptions to Museum of Photographic Arts publications, invitations to opening receptions, an invitation to our annual Legacy Society recognition luncheon and to other exclusive events.

# GIFTS OF STOCK

MOPA welcomes gifts of both marketable and closely held securities.

For 35 years, the Museum of Photographic Arts (MOPA) has offered an annual calendar of relevant, thought provoking and engaging exhibitions, film festivals and lifespan-learning opportunities. Presented in English and Spanish, our world-class exhibitions draw visitors and cultural tourists to San Diego from around the globe.

## MARKETABLE SECURITIES

Gifts of publicly traded securities that have appreciated in value allow you to claim a charitable deduction for the full market value of the securities on the date the gift is made. You pay no capital gains tax on the appreciation.

## CLOSELY HELD SECURITIES

Gifts of stock in closely held corporations may result in substantial tax benefits in the form of charitable deductions and avoidance of capital gains taxes. Closely held securities can be especially attractive in funding charitable remainder trusts or charitable remainder lead trusts. Because special regulations apply to gifts of this kind, we encourage you to consult your tax adviser and MOPA's development staff when considering such a gift.

## GUIDELINES TO PROCESS A SECURITIES TRANSACTION

### 1) NOTIFY MOPA

It is very important when planning to make a gift of securities to notify a member of the development staff by calling 619.238.7559 x300 or via e-mail at [development@mopa.org](mailto:development@mopa.org).

### 2) SHARE MOPA'S TRANSFER INSTRUCTIONS WITH YOUR BROKER

Charles Schwab & Co.  
DTC 0164, CODE 40

For the account of: Museum of Photographic Arts  
Schwab account#: 6630-8648

MOPA's Deputy Director coordinates receipt of equities and initiates sale and transfer; feel free to contact her directly at (619) 238-7559 x205.

### 3) THANK YOU

MOPA's development staff will generate the formal acknowledgment letter upon receipt of gift valuation letter.

Last updated: 121619

# C O N F I D E N T I A L

## Legacy Society - Commitment Form

The Museum of Photographic Arts (MOPA) is a dynamic institution whose mission is to inspire, educate and engage the broadest possible audience through the presentation, collection, and preservation of photography, film and video. MOPA opened on May 1, 1983 as the one of the first museum facilities in the United States designed exclusively to collect and present the world's finest examples of photographic art.



### THANK YOU!

The success of MOPA is due to the generosity of our patrons, and you exemplify the truest form of this philanthropic spirit. As the Center for Visual Learning, MOPA's focus on visual literacy is relevant to our changing world driven by images. This focus allows the Museum to have the unique educational opportunity to provide benefits for the local community as well as an expanding audience. We are forever grateful for your commitment to MOPA.

### LEGACY SOCIETY

\_\_\_\_\_ I/we have provided for the future wellbeing of the Museum of Photographic Arts (MOPA) through a provision in my/our estate plans in the following way:

\_\_\_\_\_ Provision for MOPA in will or living trust, retirement plan, life insurance, beneficiary designation, and/or charitable gift annuity

\_\_\_\_\_ Charitable remainder trust and/or charitable lead trust

\_\_\_\_\_ Gift of real estate, artwork and/or other personal property

\_\_\_\_\_ Other \_\_\_\_\_

\_\_\_\_\_ I/we would be pleased to be part of MOPA's Legacy Society

\_\_\_\_\_ Recognition name(s) for Legacy Society listing:

\_\_\_\_\_ Please list me as Anonymous

\_\_\_\_\_ I/we are not able to consider this type of support at this time, but may in the future.

\_\_\_\_\_ I/we would appreciate more information about Planned Giving options.

\_\_\_\_\_ I/we are not interested in receiving additional information about the Legacy Society.

### SAMPLE WORDING

Do you want to include MOPA in your estate plan? The following sample wording may be given to your planning representative:

I give (cash of \$ \_\_\_\_\_ or \_\_\_\_\_% of my estate or specified property) to the Museum of Photographic Arts, Tax ID number 95-2889390 to be used for its general support (or for the support of a specific fund or program).

### PLEASE COMPLETE & RETURN

Thank you in advance for taking the time to respond. Please complete and return this form to MOPA, Attention: Development, 1649 El Prado, San Diego, CA 92101 or email to [development@mopa.org](mailto:development@mopa.org). Date: \_\_\_\_\_

Name(s) \_\_\_\_\_

Address \_\_\_\_\_ CSZ \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Signature \_\_\_\_\_