

Confidential Reply Card

I/WE HAVE ALREADY PROVIDED FOR WXXI IN THE FOLLOWING WAY(S):

- Bequest
- Life Insurance
- Retirement Plan
- Life Income Gift
- Other

I/WE WOULD LIKE TO LEARN MORE ABOUT:

- Ways to make a provision in my will.
- How to make gifts of life insurance.
- The best way to make a gift from my retirement plan.
- How to make a planned gift and receive lifetime income.

Name(s) _____

Address _____

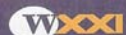
City _____

State _____ Zip _____

Phone _____

Any information you choose to share with us will be kept confidential and we will maintain your anonymity if you wish.

PLEASE RETURN TO:
 Kathy Russell
 Director of Major and Planned Giving
 WXXI • 280 State Street • Rochester, NY 14614



Everyone who makes a planned gift is a member of the Wynd Legacy Society. If you notify us of your intent, we would like to be able to thank you!

with your legacy gift to
WXXI

There are many ways you can have an impact on the future

	Outright gift of securities	Bequest	Gift of life insurance	Gift of retirement assets	Charitable gift annuity
if your goal is to:	Avoid tax on capital gains	Defer a gift until after your lifetime	Make a large gift with little cost to yourself	Avoid the twofold taxation on IRA or other employee benefit plans	Receive fixed annual payments that are partially tax free
Then you can:	Contribute long-term appreciated stock or other securities	Put a bequest in your will (give WXXI cash, specific property or a share of the residue)	Contribute a life insurance policy you no longer need	Name WXXI as the beneficiary of the remainder of the assets after your lifetime	Create a charitable gift annuity
And your benefits are:	A charitable deduction plus no capital gains tax	Donations that are fully exempt from estate tax	Current and possibly future income tax deductions	The ability to leave your family other assets that carry less tax liability	Current and future saving on income taxes, plus stable payments

Your influence will be felt for generations and across the breadth and depth of our diverse region. Exploration and understanding promises a rich, bright future for Rochester and the surrounding area. You can have a tiny bit of immortality when you include WXXI in your estate plans. Children will be better prepared for school and the challenges that lie ahead. Classical music and the arts will continue to flourish. Those who are blind or visually impaired will hear the news read to them so that they can be more fully engaged in the world around them. Educators and parents will be offered the tools they need to teach and guide.

THE
ALICE WOOD WYND
 LEGACY SOCIETY

Alice Wood Wynd played a significant role in shaping WXXI as we know it today. As a founding trustee, secretary of the board and chair of the Program Policy Committee, Mrs. Wynd worked for over a quarter of a century to build and secure the future of public broadcasting in our community.

passionate

Mrs. Wynd passionately believed in the value that public broadcasting brings to our community. A journalist by training, she made a provision in her will that would support the station's efforts to stimulate interest in political and public affairs. Her legacy is still influencing WXXI today. You can have an impact on the future of public broadcasting by including WXXI in your estate plans.

"If one nourishes hope and attempts to achieve those things which are of value, one lives. That is the essence of life itself."
 — Alice Wood Wynd