

# Compare Your Options

This chart helps you quickly identify the gift that best fits your financial and charitable goals.

YOUR GIFT MAKES A BIG IMPACT

	IMPACT ON MEDIA RESEARCH CENTER			TAX BENEFITS			
Ways of Giving	Pays You Income	Immediate Impact	Impact After Your Lifetime	Potential Income Tax Benefits	Future Income Tax Benefits	Capital Gains Tax Benefits	Additional Benefits
Outright Gift of Cash	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Support MRC in the easiest way.
Appreciated Securities	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Provide an immediate benefit to MRC.
Outright Gift of Personal Property	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Make a significant gift today without adversely affecting your cash flow.
Donor-Advised Funds	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	Sponsoring organization manages account, but you can recommend grants.
Gift of Real Estate	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Improve your cash flow by not having to pay real estate taxes, insurance, and maintenance.
Charitable Lead Trust	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Support MRC now and provide for your loved ones in the future.
Gift in Your Will or Trust	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Make a flexible gift.
Gift of Retirement Plan Assets	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Allow less heavily taxed assets to be passed to loved ones.
Retained Life Estate	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Have lifetime use of your residence.
Charitable Remainder Trusts	<input checked="" type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Use appreciated assets to maximize your tax benefits.
Charitable Gift Annuity	<input checked="" type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	Receive fixed payments for life.