



Gift Through Life Insurance Policy

If you believe in the power of independent storytelling and lifelong learning, you can extend that impact well into the future through a gift of life insurance.

Many donors choose this option because it allows them to make a significant future gift—one that may be larger than they could give in their lifetime—while still meeting the needs of their loved ones.

This kind of gift often reflects a deep commitment to values: a desire to nurture public media that is thoughtful, commercial-free and reflective of BC's diverse voices. It's also a meaningful way to say, *"This matters to me—and I want it to matter for generations to come."*

Whether you're inspired by a lifelong love of documentaries, a belief that curious minds should have a place to grow, or a wish to protect educational programming for children and communities across BC, a life insurance gift allows you to be part of that future.

Can I donate a life insurance policy I already own?

Yes. Many donors have existing policies that are no longer needed—for example, those originally purchased to protect young children or secure a business loan. These policies can now take on new life by supporting something meaningful.

- If the policy is **paid up**, you can transfer ownership to Knowledge Network and receive a **tax receipt for the fair market value** (or the cash surrender value, depending on when it was acquired).
- If you are **still paying premiums**, you will receive a **tax receipt for the current policy value** and **additional receipts for each premium payment** after the transfer.

Can I create a new life insurance policy specifically to support Knowledge Network?

Yes. Some donors choose to purchase a new policy with Knowledge Network in mind. You can either:

- **Transfer ownership** of the new policy to Knowledge Network. You'll receive tax receipts for each premium you pay, helping reduce your annual tax bill.
- **Keep ownership** of the policy and name Knowledge Network as a full or partial beneficiary. Your estate will receive a tax receipt for the amount we receive.

This approach allows you to build a powerful future gift through small, regular contributions—while making a lasting impact for future generations of viewers.

Please turn over ...





Gift Through Life Insurance Policy

Can I use life insurance to balance giving and providing for my family?

Yes. Life insurance can allow you to make a significant charitable gift while still caring for your loved ones. For example:

At age 60, Marilyn makes a donation of \$100,000 in cash to Knowledge Network, receives a tax receipt for \$100,000 and uses this to reduce her income tax payable by \$45,000.

She then uses \$22,000 of these tax savings to purchase a paid-up \$100,000 policy. At her death, the proceeds of \$100,000 will go directly to her children, replacing the cash she gave to Knowledge Network.

Meanwhile, she still saves \$23,000 in taxes through her gift.

Where will my gift go?

You choose. Your gift can be directed to:

- The **Knowledge Network Endowment Fund: Your gift will never be spent. Only the income generated will be used each year** to ensure future generations have access to independent, commercial-free programming.
- The **Annual Fund**, to support immediate production, acquisition and operational needs, or
- A combination of both.

No matter how you choose to direct your support, you'll be helping protect Knowledge Network's role as a thoughtful curator, a safe haven for children, and a champion of BC stories.

Want to learn more or get started?

We'd love to talk with you—or your advisor—about your goals and help you explore your options. Every conversation is confidential and designed to help you make the decision that feels right to you.

You can also request *A Guide to Your Will*, our free estate planning workbook to help you think through your wishes and values.



Contact

Paul Graham Philanthropy Officer
plannedgiving@knowledge.ca
604.431.3136
Toll-Free 1.877.456.6988

This document does not constitute legal or financial advice.

We recommend that before making a decision on a significant gift to Knowledge Network, you seek independent professional advice to ensure your gift is structured in accordance with your personal circumstance and that the related tax implications have been thoroughly considered.

Your advisor may request the following information:

- Our Legal Name: Knowledge Network Corporation
- Our Charitable Registration Number: 12153 2816 RR0001
- Our Address: 4355 Mathissi Place, Burnaby, B.C. Canada V5G 4S8

Thank you for considering creating a legacy at Knowledge Network.



Accredited
IMAGINE CANADA