



## **CKUA Endowment**

CKUA is community radio at its best, bringing an eclectic mix of music and education to people across Alberta and around the world.

Your investment in the CKUA Endowment Fund ensures:

- continued benefits and enjoyment for Albertans, today and tomorrow, through excellent musical and educational programming
- the collection and archiving of music from around the globe to enhance an already world-renowned national treasure, the CKUA music library
- expanded presence on the internet to showcase Alberta and Canada to the world
- a strong Alberta voice in broadcasting and a strong ambassador for Alberta arts & culture

Endowment gifts help stabilize funding for CKUA because they are invested, not spent. A percentage of the investment income may be used annually to fund current and new initiatives. The balance of the investment income is re-invested to protect the fund against inflation. This is the real 'gift' of endowment: with this balanced approach, over a single lifetime, an investment of \$50,000 today could result in future annual support for CKUA of over \$900,000.<sup>1</sup> And, your gift keeps on giving, and growing - forever.

Your Endowment gift may take many forms:

- a gift of any size to the CKUA Endowments
- a gift of \$10,000 or more to create a named fund as a part of the larger endowment program
- a gift of \$1,000 now to establish an emerging fund, and a pledge to build the fund to \$10,000 at which time it will become a named fund
- an estate gift or other form of deferred gift including life insurance.

We would be pleased to meet with you to discuss endowment investment opportunities. We also recommend you discuss your gift plans with your family and personal advisors.

### **Join Us**

Become an endowment donor and achieve both immediate and long-term impact with your gifting.

### **For more information, please contact:**

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<sup>1</sup> Assuming distributions of 4.5% of the balance of the fund occur at the end of each year for 80 years; the fund achieves an average ROI of 9%; expenses remain at a maximum of 1% of asset value; and there are no further contributions to the fund.