



## Planned Giving

In 1994, Mark E. Cull and I sold nearly everything we owned to co-found Red Hen Press and begin publishing talented writers who would have been overlooked by large-scale publishers. Our press moniker is a nod to the children's classic, *The Little Red Hen*. Twenty-five years ago, it started with the two of us; now, we are supported by a small but dedicated team of nine staff members, hundreds of poets and novelists who have trusted us to share their stories, and a growing number of generous donors.

Publishing quality works of literature takes a community and you can support us by joining our Planned Giving Program. You can provide underserved youths access to passionate instructors, free textbooks, and foster their love for literature. You can help us discover and empower diverse authors. You can help ensure the future of independent literature, and you can create a legacy for yourself and your family.

—Kate Gale

## Ways to Support

- 1. Will and Living Trust:** Include Red Hen Press in your will or trust by indicating a specific gift or a percentage of the residue. You can designate that your donation remains unrestricted or direct it to a specific program such as our Writing in the Schools program or one of our many imprints.
- 2. Retirement Plans, CDs, and Bank Accounts:** Red Hen Press is a tax-exempt, nonprofit organization. By listing us as a beneficiary of your IRA, 401(K), or other retirement assets, you are ensuring your gift benefits the creative arts.
- 3. Charitable Remainder Trust:** Provide for your beneficiaries first for their lives or a period of years, then donate the remainder to Red Hen Press.
- 4. Life Insurance:** Provide a gift by naming Red Hen Press as the sole, partial, or contingent beneficiary of a life insurance policy that has outlasted its purpose. You may also transfer ownership to us.
- 5. Real Estate:** Help Red Hen Press grow our literary community by donating your home, vacation properties, undeveloped land, and commercial property into a satellite location for literary events. The donation can be made during your lifetime.
- 6. Donor-Advised Funds:** Recommend a grant from your Fidelity Charitable, Vanguard Charitable, Schwab Charitable, or other Donor-Advised Funds. Find your fund [here](#).
- 7. Gifts of Intellectual and Creative Property, Royalties, and Residuals:** Red Hen Press is honored to serve as your publisher. Income from your literary works can help support the Press for many years to come.



### **Legal Name, Address, Tax Identification #**

Red Hen Press, Inc.

PO Box 40820, Pasadena, CA 91114

Tax/EIN ID# 95-4754598

### **Suggested Bequest Language**

“I hereby give the sum of \$\_\_\_\_\_ (or percentage of my residuary estate or asset) to Red Hen Press, Inc., Tax ID: 95-4754598, now or formerly located at PO Box 40820, Pasadena, CA 91114 for its unrestricted use and purposes.”

### **How Can I Make a Gift to Red Hen Press?**

1. Consult with your planning advisers.
2. Decide which Planned Giving method aligns best with your interests and in what amount.
3. Update your estate planning documents to include your gifts.
4. For a gift of real estate, include a new deed and the appropriate documents.
5. Request a “change of beneficiary” form and name Red Hen Press as a beneficiary of a life insurance policy or retirement account.
  - a. Write in our legal name (Red Hen Press, Inc.) and tax identification number (#95-4754598)

### **Benefits**

- Build the financial strength of Red Hen Press.
- Costs you nothing now.
- Allows for a change in beneficiaries at any time.
- Avoid the double taxation your retirement savings would incur if you designated your heir(s) as beneficiary(ies).
- Donors who contribute \$5,000 or more will earn a spot on our donor wall which is on display at our Hen House in Pasadena. The amount will also be featured on our website.

### **Testimonials**

“There are times when I want to read a best seller—I get it from the library. Independent presses publish books you want to buy and keep. Red Hen is willing to take a risk on a book that may have a small but passionate audience. They give us books that speak to many communities—like independent films, they’re not afraid of subtitles.”—**Colleen Rooney**

“Portuguese poet Fernando Pessoa notes: ‘As with all art, literature is proof that life is not enough.’ That is why I am a dedicated supporter of Red Hen Press because Kate Gale and Mark Cull for 25 years have selflessly committed to keeping creative and original literature alive by publishing those poets and writers whose work, as Kate says, ‘has some substance underneath, that isn’t all craft, that risks something,’ and who are increasingly shut out by mainstream publishers and a shrinking cultural attention span.”—**Dennis Must**



“It is my pleasure to let you know that I have included a gift to Red Hen Press as part of my revocable living trust. That gift will be delivered following my death.

I am a believer, not only in the making financial gifts to help guarantee the future of charitable organizations, but of Red Hen Press. I have gotten to know the Press over the last several years, and I am impressed. As a reader and supporter of the publication of literature representing many voices, I applaud the good work being done at Red Hen Press. This testamentary gift is one tangible way in which I can support the Press in its work. It is my hope that others who similarly believe in the free and diverse publication of literary works will join me.”—**Shelley B. Thompson**



## PLANNED GIVING COMMITMENT FORM

I/We would like to support the future of independent literature by joining Red Hen Press, Inc. Planned Giving Program.

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

Address: \_\_\_\_\_

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

All information indicated below is considered confidential and serves to track current and potential legacy and planned gifts to Red Hen Press. We understand that you may need to use estimates rather than exact figures.

### Please indicate your planned gift below:

- Bequest through will or trust
- Retirement plans, CDs, and bank accounts
- Charitable remainder trust
- Life insurance
- Real estate
- Donor-advised funds
- Gifts of intellectual and creative property, royalties, and residuals
- Other: \_\_\_\_\_

The intended amount of my bequest is \$ \_\_\_\_\_ or \_\_\_\_\_% of my asset.

### Purpose of the planned gift to Red Hen Press:

- Unrestricted gift to provide maximum flexibility in areas of greatest need.
- For a specific purpose \_\_\_\_\_

In recognizing your gift, may we list your name in our publications (newsletters, catalog, and/or website)?

- Yes, you have my/our permission to include my/our name(s) in published lists (publications, newsletter, and/or website).
- No, I/we wish to remain anonymous.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Completion of this form is not intended to be legally binding but serves as a notification of intent. Please discuss your planned giving intentions with your financial advisor. Red Hen Press is a 501(c)(3) organization. Tax ID #95-4754598.  
For more information, please visit [www.redhen.org/planned-giving](http://www.redhen.org/planned-giving)