



American
Heart
Association.

Beneficiary Designations

A beneficiary designation is one of the easiest and most flexible ways to use your life insurance policy, donor advised fund, individual retirement account (IRA), money market or other financial account to create a legacy with the American Heart Association.

Retirement Plans

Planning for the future includes creating instructions on how you would like your assets distributed once you are no longer using them. A beneficiary designation form is used to direct your remaining assets to loved ones as well as allows you to create a charitable legacy for generations to come.

To create your legacy gift, simply designate the association as a partial or sole beneficiary of your retirement assets such as your IRA, 401(k) or other qualified plan. All you need to do is complete a beneficiary designation form. These forms are often online or can be mailed to you by your administrator to be completed from home, and you usually only need three pieces of information to name the American Heart Association as a beneficiary of a retirement asset: legal name, tax identification number and address.

Benefits:

- You may avoid both income AND estate tax on the residual amount left in your retirement account by leaving a gift to the association because we are a non-profit organization and do not pay taxes on the transfer. These taxes can eat up the principal of your account when transferred to your heirs.
- You can continue to take withdrawals during your lifetime.
- You can designate all or a percentage of your account and can change your beneficiaries or the percentage designated for each at any time. There is typically no fee to update your beneficiary form.



Complete Beneficiary
Designation Form



Transfers Gift





Complete Beneficiary Designation Form



Transfers Gift



Life Insurance

A life insurance policy also provides another option to make a future gift to the association. If you want to keep your current policy but make a future gift, you can leverage your policy by simply naming the association as a beneficiary of your policy. As with retirement accounts, beneficiary forms are often online or can be requested from your insurance company and completed from the comfort of your home.

Benefits:

- You retain ownership of the policy and, therefore, have continued access to the policy's cash value.
- If you wish to keep your gifting intentions private, naming the American Heart Association as a beneficiary ensures that your gift remains confidential.
- You can designate all or a percentage of your policy and can change your beneficiaries or the percentage designated to each beneficiary at any time. There is typically no fee to update your beneficiary form.

For More Information

If you have questions about how to make a gift through a beneficiary designation, or are unsure which strategy may be right for you, please contact us at **888-227-5242**, plannedgiving@heart.org, or visit [Heart.org/plannedgiving](https://www.heart.org/plannedgiving). We are pleased to assist you and answer your questions.