

Establishing a Memorial Endowment through a Legacy Gift

WHYY provides an irreplaceable alternative to commercial media, serving five generations of public media listeners and viewers. If your life has been positively impacted by WHYY or public media, establishing a named memorial endowment fund is a meaningful way to honor our mission. The endowed fund will be a lasting tribute and will keep your name alive for generations to come.

Supporters with particular interests may invest in the future of WHYY by establishing named funds or endowments with a combined outright and legacy gifts. These funds are created with gifts of cash, securities, real estate, life insurance, retirement assets, and more to support programming that is especially meaningful to them.

These funds, which can be permanently named for the donor in some cases, can be for general programming or specifically for any of the following areas:

- Audio Content Innovation Fund
- Video Content Innovation Fund
- Digital Content Innovation Fund
- Lifelong Learning Fund
- Community Engagement Fund
- News & Information Fund
- Arts & Culture Fund
- Capital Innovation Fund