Ways to Give
Western Reserve Land Conservancy is so grateful to all those who support our nonprofit organization and its mission. We permanently protect the natural areas that are essential to fresh water, wildlife and plants. We preserve rich farmland before it is lost to poorly planned development. We help revitalize urban neighborhoods.

We could not carry out our important work without you. Charitable giving is critical to our success. Philanthropic support enables us to protect land, air and water and help create healthier, more vibrant communities throughout Ohio. This brochure outlines the ways you can give to the Land Conservancy now and into the future. It is designed to help you learn about current, deferred and testamentary gifts and to assist you with your giving plans.

I look forward to sharing with you the many philanthropic options available through the Land Conservancy. We are passionate about our work, and we hope those who share our love of land, nature and community will consider a gift that will truly make a difference. Please feel free to contact me or any member of our staff.

Nancy McCann
Chief Development Officer
How to plan your gift

At Western Reserve Land Conservancy, we do not believe in a one-size-fits-all approach to conservation. The same goes for gift planning. The most successful planned gifts are those that meet your personal, family and charitable goals – and are flexible enough to meet your changing needs.

Charitable giving options can be designed just for you and can include benefits such as:

• A current charitable income tax deduction.
• Guaranteed lifetime income for you and/or your loved one.
• Savings on capital gains, income, gift and estate taxes.
What to give

You do not have to be wealthy to make a charitable contribution. We keep things simple – down to earth, if you will. We are grateful you have chosen to invest in a better world for future generations and will make sure you can decide how to give, what to give and how your gift will be used.

A number of options are available to you, depending on your goals. You can:

- Make a current **outright gift**, such as by check, by transferring securities or by signing a multi-year pledge;
- Choose a **deferred gift**, or one that will occur in the future. The date of this type of gift is determined by you;
- Make a **life-income gift**, which provides you and/or your spouse income for life; or
- Give a **testamentary gift**, which occurs after your lifetime.

You’ll find more detailed descriptions of these gifts on the next four pages.

Assets you can use to make a gift

- Cash/check
- Real estate
- Conservation easement
- Stocks, bonds, mutual funds
- Life insurance policy
- Tangible personal property (jewelry, art, collectibles)
- Retirement plan assets and/or IRAs
- Business and/or partnership interests
How you can give

CURRENT GIFTS

* **Outright gift**
  Make an outright gift by transferring any of the examples listed on the previous page directly to the Land Conservancy. When you make such a gift, you will receive a letter from the Land Conservancy noting your gift and the amount of your charitable income tax deduction. You should keep this letter for tax purposes.

* **Donated conservation easement**
  A conservation easement is a legal agreement between a landowner and the Land Conservancy that permanently limits development of the land to protect its conservation values. It allows landowners to continue to own and use their property; they can also sell it or pass it on to heirs. Those donating conservation easements may be eligible for a federal income tax deduction, and there may be estate and local tax savings as well.

* **Bargain sale**
  A bargain sale is a simple agreement where the owner transfers real estate to the Land Conservancy for less than the full value of the property. As the term suggests, a bargain sale has elements of both a sale and a gift. The sale element is the sales price the owner charges. The gift element is the difference between the sales price the Land Conservancy is charged and the property’s fair-market value.
Multi-year pledge
Some donors prefer spreading out a gift over a period of years. These recurring gifts, which can be paid annually or scheduled according to your needs, help us fulfill our mission. For example, a $100,000 pledge might be paid in $20,000 increments over five years or structured to allow payments of different amounts over that same period. We will work with you to craft a schedule that meets your needs.

DEFERRED OR LIFE-INCOME GIFTS

Gift annuity
A charitable gift annuity (CGA) is an agreement in which the Land Conservancy agrees to pay you – or you and your spouse – a lifetime of income in exchange for a gift. At the time the gift is made, the payment is fixed. It can be paid to you monthly, quarterly, twice yearly or annually.

There are several different types of gift annuities. They can be:
- **Deferred.** The longer the payment is deferred, the higher the payment will be;
- **Committed.** This means the payment is deferred for at least one year, and then payments are made in a specific timeframe, such as when you are paying for a child’s education; or
- **Flexible deferred.** In this instance, payments are deferred for at least one year, then activated at some point in the future, such as for retirement.
Charitable remainder trust
A charitable remainder trust (CRT) is typically used when there is more than one beneficiary. In exchange for a gift, a CRT can provide income to you, you and your spouse or your entire family for life or for a specified period of years. Payments can be fixed (annuity trust) or variable, based on the year-end market value of the trust (unitrust).

Charitable lead trust
Are you someone who wishes to make a gift but retain the property in your family? A charitable lead trust (CLT) may appeal to you. You can establish a lead trust that provides income to the Land Conservancy over a set period. At the end of the trust term, the assets either are returned to you or distributed among your family. One key advantage of this type of gift is that it can significantly reduce or even eliminate gift or real estate taxes.

Retained life estate
This is a gift plan that allows you to donate your home or farm to the Land Conservancy while retaining the right to live in it for the rest of your life. A gift of the remainder interest in a personal residence provides you with a current charitable income tax deduction and may reduce or eliminate the capital gains tax on the property’s appreciation. You retain the right to live on the property and continue to be responsible for routine expenses, including maintenance, property taxes, insurance and repairs.
TESTAMENTARY GIFTS

* Bequests
A bequest in your will would enable you to make a gift in support of the Land Conservancy or, more specifically, one of the Land Conservancy’s programs. Here is an example of the language you could use for this: “I give and bequeath to Western Reserve Land Conservancy, Moreland Hills, Ohio, the sum of ($____ or ___%) to support its exempt purposes (or insert name of program, such as farmland preservation, stewardship or Thriving Communities Institute).”

* Life insurance
There are several ways to make a gift to the Land Conservancy with life insurance. If you donate a paid-up life insurance policy to the Land Conservancy, you can deduct the cash value of the policy at the time of the gift. You could also purchase a new life insurance policy and then transfer ownership to the Land Conservancy. If there are still premium payments due, you could make annual gifts to the Land Conservancy to help cover the cost of those premiums, which also would be tax-deductible to you.

* Retirement plan assets
Designating the Land Conservancy as a beneficiary in a retirement plan can offer you substantial value. Family members usually receive only 25% to 30% of the value of an IRA or retirement plan once applicable estate and income taxes are paid. Much of this tax can be avoided if the assets are instead used to fund a bequest to the Land Conservancy.
Legacy funds

You can also make a lasting gift to conservation through an endowed or non-endowed fund. An endowed fund allows for distribution of income only for charitable purposes but not the principal. A non-endowed fund allows for distribution of both principal and income for charitable purposes.

* Named fund

A named fund can be established to honor or memorialize someone special to you and can carry whatever name you choose. Funds can be restricted to a particular Land Conservancy program or unrestricted, in which the funds can be directed to the area of greatest need.

* Family philanthropic fund

Your family can build a legacy that reflects your values, whether they are rooted in farmland preservation, protection of natural areas or urban revitalization. A family philanthropic fund is flexible. It allows families to designate different areas of support within the Land Conservancy over the life of the fund. The fund will make annual distributions to the area chosen by your family; at the end of each two-year period, your family may change its designated area of support.
Recognition

The Land Conservancy is grateful to all those who generously contribute to our mission and appreciates the opportunity to recognize each of our donors or, if you wish, to preserve your anonymity.

In addition, the Land Conservancy’s recognition opportunities extend to our environmentally and economically responsible headquarters, where the naming rights to rooms, spaces and other features are available. Please contact any member of our staff for more information.
Contact us

We are happy to work with you to find the giving opportunities that best fit your needs and those of your family. The gift options included in this brochure represent some of the most common means of charitable giving, but there are others you may want to consider. We encourage you to discuss your giving options with your financial advisor. In addition, please feel free to ask your financial advisor to contact us.

Please direct all inquiries to:

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About Western Reserve Land Conservancy

Western Reserve Land Conservancy is a nonprofit conservation organization that preserves natural areas and farmland in northern and eastern Ohio and does urban revitalization work statewide.

From the countryside to the city, we provide our region with natural places that nourish and support vibrant and prosperous communities by identifying, preserving, restoring and maintaining essential assets like clean water, working farms, wildlife areas and parks.