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Hidden Treasure

No-Cost Ways to Create Your Ocean Legacy



Ocean Conservancy

Writing Your Life Story

Throughout our lives, there are moments when we pause to reflect on what we have achieved and what we hope to accomplish. We consider how to write each chapter of our life story in a way that embodies our values in word and deed.

You have expressed your values through your loyal support of Ocean Conservancy's efforts, balancing your own financial needs with your desire to help us protect the ocean.

Perhaps you've wished you could do even more—that you could ensure that a healthy ocean is here for future generations to behold and enjoy—but you were concerned about making a commitment you might not be able to keep or making a gift with a financial asset you might, in the future, need for yourself. You may be surprised to learn that there are many ways of creating your ocean legacy that:

- Require no immediate donation. The asset you donate transfers to Ocean Conservancy only at your death;
- Maintain your ability to change your mind at any time. You are not locked into a decision you make today;
- Are welcome in any amount; and
- Enable you to make loved ones *and* Ocean Conservancy your beneficiaries.

Here are some of the most popular legacy gifts.

Gifts by Bequest

Bequests in a will or trust are a time-honored way of ensuring that your support of Ocean Conservancy continues for generations to come.

3 Ways to Include a Bequest for Ocean Conservancy

To leave the majority of funds to loved ones, name Ocean Conservancy the beneficiary of a specific amount or percentage of your estate.

To leave Ocean Conservancy what's left after loved ones are provided for, use a residuary bequest.

To leave your estate to family and friends, unless you outlive one of your beneficiaries, use a contingent bequest. This is often used by spouses who stipulate that if the other spouse is not living, then the bequest specified for that spouse will go to Ocean Conservancy.

Gifts of Retirement Plan Assets

Many of us have sacrificed to accumulate retirement savings in expectation of a long and comfortable retirement. Those same frugal habits often result in not using all the money we've saved. Most retirement plans are highly taxed—income and possibly estate tax—when transferred to others. That's why, from a tax perspective, the best ocean legacy gift is often from a retirement plan.

If you designate Ocean Conservancy as a beneficiary of your retirement plan you can:

- Leave other, less heavily taxed assets to your family;
- Change your beneficiaries at any time, retaining maximum flexibility;
- Take action without the expense of an attorney. Simply request a change of beneficiary form from your plan provider and include Ocean Conservancy as a full or partial beneficiary.

Because we are tax-exempt, 100 percent of your gift will go to ensuring a healthy, thriving ocean for generations to come. Here's how it works:

Beneficiary	Your Heirs	Ocean Conservancy
Gift Amount from IRA	\$100,000	\$100,000
Income Tax*	\$(39,600)	-0-
Net to Beneficiary	\$60,400	\$100,000

**Based on an income tax rate of 39.6%*

Gifts of Life Insurance

Many of us have life insurance policies that have long since served their purpose. Perhaps you purchased a policy when your children were young—but now the kids are grown and doing well—or you have a policy your parents purchased for you years ago. Insurance policies that have outlasted their original purpose are a wonderful way to create your ocean legacy. It's easy:

1. *Request a change of beneficiary form from your life insurance company and make Ocean Conservancy a beneficiary. You retain the flexibility to change your beneficiaries at any time.*
2. *Sign over a fully paid policy. You will be allowed a tax deduction for your generosity.*

Donor Advised Funds

Final distribution of contributions remaining in a donor advised fund is governed by the contract you completed when you created your fund. We hope you will consider naming Ocean Conservancy as a beneficiary/successor of your account. Or, you can designate that Ocean Conservancy receive a portion of the account value, leaving the remainder for your children or grandchildren to continue your legacy of philanthropy.

CDs and Other Banking Accounts

One of the simplest ways you can create your ocean legacy is by making Ocean Conservancy the “pay on death” beneficiary of a certificate of deposit (or any bank or brokerage account). Your financial institution can assist you with this easy process.

What You Should Know

You are in no way obligated to do so, but we hope you will let us know if you have included Ocean Conservancy as a beneficiary of your estate. Providing us with notice of your intention is the best way to ensure that we receive the gift you have planned for us and we are best able to honor your wishes when we know of them in advance. Another way of ensuring that your gift reaches us is to use the following language and legal designation:

**“I hereby give (percentage, residuary, share or specific amount or asset) to
Ocean Conservancy
1300 19th Street NW, 8th Floor, Washington, DC 20036.”
Ocean Conservancy Tax ID: 23-7245152**

For more information about ensuring a healthy and vibrant ocean for future generations to behold and enjoy, contact:

**Charlotte Meyer
Director, Planned Giving, Ocean Conservancy
1300 19th Street NW, 8th Floor
Washington, DC 20036**

Or contact Charlotte directly at (800) 519-1541, or by email at cmeyer@oceanconservancy.org

On our cover: *Cephalopods, like the octopus shown here, are masters of optical illusion, changing their color and even their skin texture to avoid predators. Gifts by bequest in your will or trust or through a beneficiary designation are a good way to ensure our ability to protect these often hidden treasures of the ocean.*



As you begin to explore creating your ocean legacy, please consult your legal or tax advisor.