THE BENEFITS OF PHILANTHROPY

EXPLORING YOUR LEGACY
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WHETHER YOU ARE A WORLD TRAVELER, a local environmentalist, or an armchair explorer, you understand that much about our planet is changing. Our need to identify and develop solutions to global challenges has never been more urgent, nor the work of exploration and discovery more important. That is why the National Geographic Society seeks your support.

Technology has come a long way since our founding in 1888. Thanks to these advances and the ingenuity of people who care about the planet, we are entering the greatest age of exploration in the history of the world. With your planned gift we are able to extend the reach of our scientific, conservation, and educational efforts.

We also want to make sure that you benefit from making a gift to us. In addition to making a difference in the lives of others, the best gift plans improve your financial and tax situation—often right away. A well-planned gift can reduce or eliminate long-term capital gains taxes, provide current income tax deductions, and reduce estate and gift taxes.

This booklet allows you to explore opportunities that combine your philanthropic intentions with your financial needs and tax-planning strategies. Through creative gift planning you can secure your own financial future, as well as ours. Best of all, your gift will be used to fund our global exploration, research, conservation, and education programs.

To design a gift that benefits the people and organizations you care about most, we recommend that you obtain the professional counsel of an attorney who specializes in estate planning. We can work with your advisors to help you plan for tomorrow and receive maximum benefits today.
A GIFT BY CASH OR CHECK is one of the most common and easiest methods for making an outright charitable contribution.

The greatest benefit is seeing the immediate results of your generosity. You are demonstrating a strong commitment to support our mission and contributing to the success of our current explorers, scientists, and educators.

If you itemize income tax deductions on your tax return, the first tangible benefit of making a gift by cash or check is the tax deduction for the full value of your gift.

This can bring welcome savings at tax time, eliminating federal income tax by up to 50 percent of your adjusted gross income each year. Any unused deduction can be carried over and used for up to five additional years, giving you six full years to use the deduction.

Did you know? The National Geographic Society is a nonprofit organization. Our tax ID number is 53-0193519.
Appreciated Securities

ANY TYPE OF ASSET that you irrevocably donate to National Geographic results in a current income tax deduction, but there may be other tax benefits from your contribution.

If you contribute appreciated securities (stocks, bonds, and mutual funds) that you have held more than one year, you have the added benefit of eliminating the tax on the gain.

Using securities allows you more flexibility when planning your gift and will enable you to retain your cash for other uses.

EXAMPLE

Mr. Shapiro has stocks currently valued at $20,000 that he purchased for $4,000 several years ago. If he sells the securities it will result in a capital gain of $16,000. Mr. Shapiro decides to donate the stock to National Geographic instead of selling it. By doing this, he receives an income tax charitable deduction for the full fair market value of $20,000 and eliminates any capital gains tax.

BENEFITS

- Receive a current income tax deduction.
- Reduce or eliminate capital gains tax.
- Support science and exploration at National Geographic.
I am forever indebted to National Geographic for adding such enrichment to my life. I want to make sure that enrichment carries on to future generations.

—CECELIA SESTAK
A Current Will or Trust

HAVE YOU PUT OFF MAKING OR UPDATING your will or living trust? Maybe you think it costs too much to do so. Perhaps you are having a hard time deciding how to leave your money or to whom.

Your legacy is reflected in your will—how you want to be remembered by your family and friends. While drafting these documents may seem like a daunting task, knowing that your wishes are met and your legacy protected can provide great peace of mind.

A bequest from either a will or living trust lets you pass any amount you wish to National Geographic free of estate tax. You can give cash, specific property, or a percentage of your estate. Because your gift doesn’t come to us until after your lifetime, you can leave a personal legacy without giving up assets today.

We recommend that you obtain the professional counsel of an attorney who specializes in estate planning to ensure your will accomplishes your personal and charitable goals.

Did you know? More than half of all Americans die without a will. When this happens, assets are distributed according to the state laws where the deceased lived at the time of his or her death.

BENEFITS

- Provide for your family after your death and simplify the probate process.
- Save on estate taxes with proper planning.
- Distribute your assets according to your wishes, not the government’s.
How to Remember National Geographic in Your Will

MAKING A BEQUEST IS EASY

MANY PEOPLE HAVE GOOD INTENTIONS about providing for the advancement of science, conservation, and exploration, but they do not always follow through with their plans. Perhaps you have been considering a gift to National Geographic, but your current situation prevents an outright gift.

When considering the various deferred gifts discussed in this booklet, please keep in mind that one of the simplest ways for you to support our mission and make a lasting impact is a future contribution made through your will.

SPECIFIC BEQUEST

You can name the National Geographic Society as a direct beneficiary of a specific amount or percentage of your estate.

“I give, devise, and bequeath to the National Geographic Society, a nonprofit organization located in Washington, D.C., (the sum of $_____ or _____ percent of my estate) for its general purposes.”

RESIDUARY BEQUEST

You can designate that the National Geographic Society receive all or a portion of the remainder of your estate once all specific bequests have been satisfied.

“All the rest, residue, and remainder of my property, both real and personal, I give, devise, and bequeath to the National Geographic Society located in Washington, D.C., for its general purposes.”

CONTINGENT BEQUEST

You can name the National Geographic Society as the contingent beneficiary to receive assets in the event your named individual beneficiaries do not survive you.

ENDOWED GIFTS

If you would like to continue your support after your lifetime, you can arrange an endowed gift through your will. This ensures that your gift will continue in perpetuity.

If you are planning to make National Geographic one of your beneficiaries, we encourage you to tell us now. We would be honored to help you structure your gift to achieve the greatest possible satisfaction.

PHOTO BY O. LOUIS MAZZATENTA
Your Retirement Plan Assets

Did you know that most retirement plan assets face double taxation? Assets remaining in retirement plans funded with pretax dollars (401(k) and 403(b) plans, IRAs, etc.) can be subject to both estate and income taxes. So the amount left to heirs is diminished not only by estate taxes, but the recipient also must pay income taxes on it!

If you can make other provisions for your family, there is a better option for your retirement plan assets—a charitable gift after your lifetime.

To name National Geographic as the beneficiary, first consult your advisor, then alert the plan administrator of your decision and complete a change of beneficiary form. Our tax ID number is 53-0193519. For an IRA or Keogh plan you administer personally, notify the custodian in writing and retain a copy.

**Example**

Mrs. Lee wants to provide for her children, but she also wishes to leave a charitable gift. She decides to pass on income tax–free inheritances such as real estate, cash and certain life insurance plans to her heirs and give her retirement plan assets to National Geographic. The assets in her account will pass to National Geographic free of any income tax obligation. In addition, Mrs. Lee’s gift qualifies for an estate tax charitable deduction.

**Benefits**

- Eliminate all federal income and estate taxes when you name National Geographic as the primary beneficiary.
- Receive partial savings when you give us a specific amount before giving your family the remainder.
- Name National Geographic as the contingent beneficiary, which allows for greater flexibility.
- Make the most cost-effective gift you can make, saving other less-taxed assets for loved ones.
Life Insurance
A VERSATILE TOOL WITH MANY PURPOSES

Perhaps circumstances have changed since you first obtained your life insurance policy. You may need less coverage, yet you still have the same policies.

If you are thinking about a contribution to National Geographic, a gift of life insurance could be a sensible, as well as generous, course of action. If you make us owner of the policy, you would normally receive an income tax deduction for the policy’s fair market value or cost basis, if lower, on the date of the gift. If you name National Geographic as the beneficiary of the policy (and retain ownership), you won’t be eligible for current tax benefits because the gift is revocable at any time.

Whether you name us as owner of the policy or name us as the beneficiary while you retain ownership, your estate will not pay estate taxes on the policy proceeds we receive.

3 Options
There are three types of life insurance policies you can give:
1. A recently issued policy
2. An existing policy in premium-paying mode
3. A paid-up life insurance policy

To complete this type of gift, contact your insurance company for a change of beneficiary form. Our tax ID number is 53-0193519.

Benefits
National Geographic as Owner
- Receive a charitable income tax deduction when you name us as beneficiary and assign us ownership.
- Receive future income tax deductions when you name us as owner and continue to pay premiums.

National Geographic as Beneficiary
- Obtain flexibility by naming us as primary beneficiary but keeping ownership.
- Name us as contingent beneficiary and secure your family’s needs first.
Memorial Gifts

A LASTING TRIBUTE

A GIFT GIVEN IN HONOR OF SOMEONE SPECIAL is a lasting tribute to the important part he or she plays in your life. It is a wonderful way to express your gratitude while supporting the work of an organization whose work inspires you. Many forms of charitable giving can become memorials. Most common are current, outright contributions as well as gifts made through a will or living trust. However, other alternatives—such as endowing an annual gift now or through your will—can also be fulfilling.

Creating a memorial gift is a personal decision that should be made in consultation with those close to you. We would be happy to assist you in formulating a plan that will honor your intentions. Please call us to discuss the many ways of establishing a memorial gift.

When you make a memorial gift, you can honor someone close to you and support the work of an organization you believe in.

BENEFITS

- Receive an immediate income tax deduction and reduction of estate taxes through an outright gift.
- Eliminate capital gains tax by giving long-term appreciated property.
- Inspire others to support our charitable mission.
## Compare Your Options

### Find the Right Gift for You

<table>
<thead>
<tr>
<th>Pays You Income</th>
<th>Immediate Impact</th>
<th>Impact After Your Lifetime</th>
<th>Immediate Income Tax Benefits</th>
<th>Future Income Tax Benefits</th>
</tr>
</thead>
</table>
| Outright Gift of Cash  
Page 4 | ✔️ | ✔️ | ✔️ | ✔️ |
| Outright Gift of Securities  
Page 5 | ✔️ | ✔️ | ✔️ | ✔️ |
| Gift of Real Estate  
Page 14 | ✔️ | ✔️ | ✔️ | ✔️ |
| Charitable Lead Trust  
Page 20 | ✔️ | | | |
| Gift of Life Insurance  
Page 10 | | ✔️ | ✔️ | ✔️ |
| Bequest  
Page 7-8 | ✔️ | | | |
| Gift of Retirement Plan  
Assets  
Page 9 | | ✔️ | | |
| Retained Life Estate  
Page 15 | ✔️ | ✔️ | ✔️ | ✔️ |
| Charitable Remainder Trust  
Pages 18-19 | ✔️ | ✔️ | ✔️ | ✔️ |
| Charitable Gift Annuity  
Pages 16-17 | ✔️ | ✔️ | ✔️ | ✔️ |
USE THIS CHART to identify the gift that best fits your financial and charitable goals.

<table>
<thead>
<tr>
<th>Estate Tax Benefits</th>
<th>Capital Gains Tax Benefits</th>
<th>Other Special Advantages</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Enjoy giving during your lifetime</td>
</tr>
<tr>
<td>✔</td>
<td>✔</td>
<td>No capital gains tax on a gift of appreciated securities</td>
</tr>
<tr>
<td>✔</td>
<td>✔</td>
<td>Reduces your taxable estate</td>
</tr>
<tr>
<td>✔</td>
<td></td>
<td>Remainder of trust goes to heirs</td>
</tr>
<tr>
<td>✔</td>
<td></td>
<td>A substantial and easy gift to make</td>
</tr>
<tr>
<td>✔</td>
<td></td>
<td>Does not impact current income stream</td>
</tr>
<tr>
<td>✔</td>
<td></td>
<td>Avoids double taxation</td>
</tr>
<tr>
<td>✔</td>
<td>✔</td>
<td>Allows you lifetime use of residence</td>
</tr>
<tr>
<td>✔</td>
<td>✔</td>
<td>Significant income tax deduction</td>
</tr>
<tr>
<td>✔</td>
<td></td>
<td>Secure, fixed payments for life</td>
</tr>
</tbody>
</table>
Real Estate

A TAX-WISE GIFT

ARE YOU THINKING OF SELLING LAND or a building? Be aware of capital gains tax!

If you sell your primary residence, you may be able to exclude a portion of the gain. This tax break does not apply to other types of real estate, however. Ask your financial advisor for more information.

A charitable contribution of real estate to National Geographic—whether it is your personal residence, a vacation home, a farm, commercial real estate, or vacant land—will give you numerous advantages.

When you give your home or other real estate to National Geographic, you create an enduring testimonial of your interest in our mission of exploration, conservation, and research. Your personal satisfaction is also complemented by valuable tax benefits.

BENEFITS

- Receive a charitable income tax deduction for the full fair market value.
- Eliminate tax on the property’s appreciation.
- Prevent the inconvenience of trying to sell the property.
- Make a gift to support a great cause, and reduce your taxable estate.

Did you know? Even if your property has lost value in recent years, for tax purposes, it is still appreciated if its current value is more than what you originally paid for it.

PHOTO BY MICHAEL NICHOLS
Let us assume you like the tax advantages that a charitable gift of real estate would offer, but you want to continue living in your personal residence for your lifetime.

Do you know you can give National Geographic your home and continue living there? This type of gift is called a retained life estate.

You give a personal residence or farm to National Geographic but retain the right to occupy it for life. The property doesn't have to be your primary home, but it must be a personal residence (such as a vacation home or condominium). You'll still pay property taxes, maintenance costs and insurance but will receive numerous tax benefits. It is a great way to match both your financial and charitable goals.

**Benefits**

- Continue living in your residence for your lifetime.
- Receive income tax savings through a charitable deduction for a portion of your home's value.
- Reduce estate taxes.
- Avoid the inconvenience of selling the property at a future date.
- Find peace of mind in completing your estate plans.
**Charitable Gift Annuity**

**A GIFT THAT PAYS YOU FOR LIFE**

**A GIFT ANNUITY** is one of our most popular and simplest gifts to make. You donate assets that we invest. We agree to make fixed payments to you for life (and, if desired, for another beneficiary’s lifetime). At the end of the agreement, the funds are available to support our mission.

A charitable gift annuity is attractive because it provides a stream of regular, fixed payments that you can’t outlive. It is also a superb way to make an enduring gift to strengthen National Geographic when the balance becomes available for exploration, conservation, and education.

The rate you receive is determined by your age on the date of the gift (sample rates are listed on the next page). Annuity rates are higher for older donors, but the rate remains constant once the gift is made. For two lives, the rates are slightly lower because the period of payment is usually longer.

“Not only do we enjoy guaranteed income at a generous fixed rate through our gift annuities, but we have the satisfaction of knowing that we are helping National Geographic to continue its compelling scientific and environmental research.”

—DARLOW AND BEVERLY BOTHA

We would be happy to provide you with a personalized illustration showing how a charitable gift annuity could benefit you. Contact us today at (800) 226-4438 to learn more.
Mrs. Edwards, 70, currently owns $25,000 in stock that is producing low dividends. She purchased the stock several years ago for $15,000. She is looking for ways to increase her current income and help National Geographic. She decides to establish a $25,000 charitable gift annuity by donating her highly appreciated stock to us.

**Example**

<table>
<thead>
<tr>
<th>AGE</th>
<th>RATE</th>
<th>GIFT ANNUITY PAYMENT</th>
<th>CHARITABLE DEDUCTION***</th>
</tr>
</thead>
<tbody>
<tr>
<td>65</td>
<td>4.7%</td>
<td>$470</td>
<td>$3,548</td>
</tr>
<tr>
<td>70</td>
<td>5.1%</td>
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<td>75</td>
<td>5.8%</td>
<td>$580</td>
<td>$4,626</td>
</tr>
<tr>
<td>80</td>
<td>6.8%</td>
<td>$680</td>
<td>$5,065</td>
</tr>
<tr>
<td>85</td>
<td>7.8%</td>
<td>$780</td>
<td>$5,699</td>
</tr>
<tr>
<td>90+</td>
<td>9.0%</td>
<td>$900</td>
<td>$6,328</td>
</tr>
</tbody>
</table>

**Benefits**

- Receive lifetime payments for yourself and possibly another person.
- Obtain a charitable deduction for a portion of the value of the gift.
- Secure partially income tax–free payments.
- Save on capital gains taxes when you contribute appreciated securities.

**A Preview of Your Benefits**

**For One Life**

<table>
<thead>
<tr>
<th>AGE</th>
<th>RATE</th>
<th>GIFT ANNUITY PAYMENT</th>
<th>CHARITABLE DEDUCTION***</th>
</tr>
</thead>
<tbody>
<tr>
<td>65</td>
<td>4.4%</td>
<td>$440</td>
<td>$2,976</td>
</tr>
<tr>
<td>70</td>
<td>4.8%</td>
<td>$480</td>
<td>$3,522</td>
</tr>
<tr>
<td>75</td>
<td>5.3%</td>
<td>$530</td>
<td>$4,140</td>
</tr>
<tr>
<td>80</td>
<td>6.1%</td>
<td>$610</td>
<td>$4,651</td>
</tr>
<tr>
<td>85</td>
<td>7.3%</td>
<td>$730</td>
<td>$5,082</td>
</tr>
<tr>
<td>90+</td>
<td>8.8%</td>
<td>$880</td>
<td>$5,572</td>
</tr>
</tbody>
</table>

**For Two Lives**

<table>
<thead>
<tr>
<th>AGES</th>
<th>RATE</th>
<th>GIFT ANNUITY PAYMENT</th>
<th>CHARITABLE DEDUCTION***</th>
</tr>
</thead>
<tbody>
<tr>
<td>65/70</td>
<td>4.4%</td>
<td>$440</td>
<td>$2,976</td>
</tr>
<tr>
<td>70/75</td>
<td>4.8%</td>
<td>$480</td>
<td>$3,522</td>
</tr>
<tr>
<td>75/80</td>
<td>5.3%</td>
<td>$530</td>
<td>$4,140</td>
</tr>
<tr>
<td>80/85</td>
<td>6.1%</td>
<td>$610</td>
<td>$4,651</td>
</tr>
<tr>
<td>85/90</td>
<td>7.3%</td>
<td>$730</td>
<td>$5,082</td>
</tr>
<tr>
<td>90/95+</td>
<td>8.8%</td>
<td>$880</td>
<td>$5,572</td>
</tr>
</tbody>
</table>

*Based on annual payments and a 2.4 percent charitable midterm federal rate. Deductions vary based on income earned. **Throughout Mrs. Edwards’ estimated life expectancy.

***Assumes a $10,000 gift and a 2.4 percent charitable midterm federal rate. Deductions vary based on income earned.
Charitable Remainder Unitrust

A CHARITABLE REMAINDER UNITRUST is similar to a combination of a gift and an investment plan. You place assets in trust, and you (and/or another beneficiary) receive lifetime income from them. National Geographic receives the remainder.

With a unitrust, the amount you receive as income is a set percentage of the value of the trust assets, reassessed annually.

You also have the option of choosing one of five variations of unitrusts. A unitrust with a net income plus makeup provision, for example, pays only the actual trust yield, even if it is below the stated percentage. Then in later years, when the beneficiary needs more income, the trustee can invest the assets to generate a higher return and make up earlier deficiencies. This option is excellent for devising a supplemental retirement plan while supporting National Geographic.

BENEFITS

- Receive lifetime variable income (often greater than the yield on contributed assets).
- Obtain a sizable income tax charitable deduction.
- Eliminate up-front capital gains tax if you donate long-term appreciated securities.
- Potentially hedge your income against inflation.
- Make a significant gift to National Geographic.

EXAMPLE

Mr. Simon, 65, owns $100,000 in stocks that he no longer wants. The stocks, purchased many years ago for $50,000, pay him a dividend of only 1.1 percent. He decides to give his stock to a charitable remainder unitrust he creates. Each year it will pay him 6 percent of the fair market value of the trust assets. The payment amount will fluctuate as the trust assets are revalued annually. The first year, Mr. Simon will receive $6,000. If the value of the assets grew to $120,000 the second year, his payment would be 6 percent of the new value, or $7,200.
**Charitable Remainder Annuity Trust**

**A Gift to National Geographic with Predictable Benefits to You**

**IF YOU ARE DISAPPOINTED IN THE YIELD** from your current investments in the stock and bond markets, yet you want to eliminate the capital gains tax should you sell, consider a charitable remainder annuity trust.

This plan will pay you, year after year, the same dollar amount you choose at the outset. The income payments are fixed, based on the starting valuation. Then after your lifetime and the lifetime of the survivor beneficiary (if desired), the balance of the trust is available to support National Geographic’s mission.

**BENEFITS**

- Receive a fixed dollar income paid annually, semiannually, quarterly, or monthly.
- Obtain a partial charitable deduction.
- Increase your income from a low-yield asset.
- Gain freedom from investment management.
- Eliminate up-front capital gains tax on long-term appreciated assets used to fund the trust.

If you would like more information about how a charitable remainder annuity trust could benefit you and National Geographic, we would be glad to arrange a personalized projection. Contact us at (800) 226-4438.
Charitable Lead Trusts

ARE YOU CONCERNED THAT a large portion of the assets you were planning to leave to your heirs will go towards estate taxes?

There is a strategy to pass assets to your family with significant estate tax savings while making a substantial gift to National Geographic. It is called a charitable lead trust.

After National Geographic receives income from assets in the trust for a period of years, the principal goes to your selected loved ones, with estate or gift taxes usually reduced or even eliminated.

The lead trust is an exceptional way to transfer property to your children or other heirs at minimal tax cost. It is ideal if you are willing to forgo investment income on an asset but do not want to have estate taxes reduce the principal passed to heirs.

BENEFITS

- Fund the trust during your lifetime or through your will.
- Reduce your taxable estate and potential gift taxes.
- Keep assets in the family.
- Support our mission through annual income payouts.
“As most of our professional lives were spent teaching, we did not have the financial resources to contribute directly as much as we would have liked. Making the Society a beneficiary of our estate allowed us to make a more significant contribution.”

—Drs. Michal Levasseur and Howard Johnson

“We know that National Geographic research is not easy and needs our support to get done. As we were considering gifts through our will, we paid special attention to field research and we love that it is a priority for you.”

—Mary and Bruce Feay

“I feel good about the important work that National Geographic is doing to preserve wildlife, and I also wanted to live off my philanthropy—that's what charitable gift annuities have allowed me to achieve.”

—Mary Tossey

“I was overcome with joy when I set up my bequest. It’s a special feeling that you can’t understand until you have actually made a philanthropic gift. I would encourage others not to stifle their impulse to give, because your gift will give you deep satisfaction.”

—Eric Lindstrom

“I wanted to do something to encourage people to take care of our world. This is the only place we have. We have to work to help preserve it.”

—Harry Laubscher
Alexander Graham Bell, with his grandson Melville, left a lasting legacy through his stewardship of the National Geographic Society.
ALEXANDER GRAHAM BELL, inventor of the telephone, was National Geographic’s second president. It was thanks to his strong leadership that National Geographic magazine became one of the most cherished and iconic photographic journals of our time, setting an unparalleled precedent for combining scientific research and rich storytelling.

Mr. Bell’s innovation created an incredible legacy for National Geographic. By making a planned gift, you too can join this legacy as a member of the Alexander Graham Bell Legacy Society. This special group of donors has chosen to make a lasting impact in the fields of exploration, conservation, and research for the next generation.

Members of the Alexander Graham Bell Legacy Society enjoy many benefits, including:

• Invitations to exclusive receptions, exhibitions, and lectures
• Recognition in National Geographic’s annual report
• A personalized membership certificate
• The Society’s planned giving newsletter

If you have already included National Geographic in your estate plans or have made another type of planned gift, we encourage you to let us know. While participation can be anonymous, your willingness to be listed as a member of the Alexander Graham Bell Legacy Society inspires others to follow your example.

“We give to National Geographic because we believe in the mission...It’s much easier to treat the world with respect when you know its components. We believe that we are responsible for others and if our gifts can help further these missions, then we have fulfilled some of that responsibility. Our legacy and gifts will keep these things for our grandchildren’s future.”

—SUSAN AND BEN GREGG

Please contact us today at (800) 226-4438 or plannedgiftinfo@ngs.org to learn more about joining this special group of dedicated supporters.
Thank You

Our critical work in research, conservation, exploration, and education is possible thanks to the generosity of people like you. Your gift of any size is greatly appreciated.