

EXPLORE TOMORROW

| FALL 2017



PROGRAM AND ESTATE PLANNING INFORMATION FOR FRIENDS OF THE NATIONAL GEOGRAPHIC SOCIETY

DONOR SPOTLIGHT

Trees, Birds, and Blue Sky Forever: Patience Johnson

Whenever I face challenges in my life, I spend time in nature to pull myself back together. Being outdoors helps me get a clear perspective. Going to the ocean, walking in the woods, and watching birds are all so soothing to me—and I think it's so important that future generations have the chance to feel that same sense of peace in nature.

I know firsthand what happens when we neglect our environment. When I lived in Los Angeles, I spent many days hiding out in the house because of smog alerts. The air pollution was just mind-boggling. Even now, climate change threatens our entire planet. I think it's up to us as individuals to step up to the plate and do our part.

The way I see it, the National Geographic Society is the number one organization for protecting the planet for the future. So, when I saw an ad in the magazine about supporting National Geographic's work through [charitable gift annuities](#), I decided to give them a call. The staff was so nice, and after completing some simple



"The beauty of this planet is a gift, and I want to share that gift with **future generations**."

PATIENCE JOHNSON, NATIONAL
GEOGRAPHIC LEGACY SOCIETY MEMBER

paperwork, the gift was done. It was very straightforward and I didn't even need an attorney. I could do it all myself.

I love being a member of the Alexander Graham Bell Legacy Society. I really feel like I'm part of the National Geographic family, and they keep me well informed about the work I am supporting. It's a nice feeling to be so connected to a mission I believe in so passionately.

The beauty of this planet is a gift, and I want to share that gift with future generations. I want them to see the beauty that I get to see every day outside my window in Florida—trees, birds, and blue sky.

Supporting National Geographic is one way I can be a steward of the earth—not just today, but for many years to come.

Patience Johnson has been a member the National Geographic Society since 1989. She enjoys the outdoors year-round in beautiful Florida and Maine.

Income for You Today—a Gift for the World Tomorrow

Did you know that you can make a gift that supports exploration and conservation and receive additional income for the rest of your life? Hundreds of our supporters are choosing to create a charitable gift annuity to support the National Geographic Society while also making their retirement years more secure.

Here's how a charitable gift annuity (CGA) works:

In return for your gift of \$10,000 or more, the National Geographic Society agrees to pay you fixed payments, at very attractive rates, for the rest of your life. The amount of your payment will never change, regardless of what happens with the stock market or interest rates.

You receive a charitable tax deduction for the amount of your gift on your income tax this year—if you make your gift by December 31.

After your lifetime, National Geographic will use the remainder of your gift to ensure the exploration and conservation work you care about continues for future generations.

The Wall Street Journal calls it one of the best ways to “support a charity, reduce your tax bill, and secure a steady income for the rest of your life.” It’s a wonderful, easy way to supplement your retirement income.

There are several ways to get the most out of your CGA with the Society. If you fund your gift with stock or



A shocked panda cub sees these incredible CGA rates for the first time.

mutual funds that have increased in value over time, you may be able to avoid a portion of your capital gains tax. And, if you do not need the income now, you can defer the payments for a period of time and earn even more.

Many of our donors tell us how good it feels that their funds are making a difference for the world instead of just sitting in a bank. If you would like to learn more about how a charitable gift annuity can benefit you and the National Geographic Society, we are here to help. [Simply fill out this form to request](#) our free, no-obligation Charitable Gift Annuity Booklet, or contact us toll-free at (800) 226-4438 or by emailing us at legacy@ngs.org.

CHANGE THE WORLD WHILE SECURING YOUR FUTURE

Pictured here is a sample charitable gift annuity rate table for a \$10,000 gift. Please call us at (800) 226-4438 for your free personalized illustration.

| AGE | RATE | ANNUITY |
|-----|------|---------|
| 60 | 4.4 | 440 |
| 65 | 4.7 | 470 |
| 70 | 5.1 | 510 |
| 75 | 5.8 | 580 |
| 80 | 6.8 | 680 |
| 85 | 7.8 | 780 |
| 90+ | 9.0 | 900 |





FEATURE STORY

Bringing the World's Brightest Minds Together

National Geographic hones in on three focus lenses to offer a truly collaborative space for our explorers and scientists to engage with one another and the talented professionals who work at the Society. These lenses—the Human Journey, Wildlife and Wild Places, and Our Living Planet—identify the areas we channel our efforts through, allowing us to attract the brightest minds in those fields. These National Geographic grantees and explorers do extraordinary things, but sometimes the greatest breakthroughs come when we are able to bring these bright minds together to collaborate on transformative new projects.

THE HUMAN JOURNEY: SALAM AL KUNTAR

Syrian-born archaeologist Salam Al Kuntar is fighting to protect her homeland's cultural treasures. More than 90% of Syria's cultural sites are located in areas of civil unrest, but Salam is tenacious in preserving her nation's heritage. She collaborates with non-profits, international networks of Syrian scholars, and a fearless team on the ground to provide emergency preservation work, materials, and training to salvage damaged collections and sites. She also works with refugees living in a World Heritage site in Syria, helping them preserve the ruins they now call home. Salam is determined to protect Syria's rich history—even in the face of war.



WILDLIFE AND WILD PLACES: SHIVANI BHALLA

There are now fewer than 2,000 lions in Kenya, and they could vanish altogether within two decades. With the support of National Geographic, Kenyan conservation biologist Shivani Bhalla is trying to safeguard the lions' future. Shivani runs community outreach programs involving young tribal warriors, women, and children to foster local support for conservation. Shivani's team has dramatically changed local attitudes toward wildlife—and has helped the lion population in their region grow to its highest numbers in over a decade.



OUR CHANGING PLANET: STEVE BOYES

The Okavango Wilderness Project, led by Dr. Steve Boyes, was born out of a collaborative event at the Society known as Explorers Festival (see page 6). Dr. Boyes and his team seek to preserve the headwaters of the Okavango Delta, a 10,000-square-mile wetland basin that shelters the largest remaining population of elephants, lions, cheetahs, rhinos, and many more iconic animals. The delta is critical to the biodiversity of Africa, and Dr. Boyes played a key role in securing the delta's designation as a World Heritage site in 2014. Steve and his team are now surveying the sources of the river systems and collecting data to help inform strategies to protect them as well.



Donor support will allow these explorers and their teams to continue exploring and protecting the pristine wilderness, wildlife, and treasures left in this world. Learn more at [natgeo.org](https://www.natgeo.org).

WHAT IS THE BEST YEAR-END GIFT FOR YOU?

Making a year-end gift is a wonderful way to show your support for the causes that mean the most to you—and position our explorers and the National Geographic Society for strong success in the New Year. Plus, *many year-end gifts offer benefits to you.*

Follow this chart to determine the best year-end gift for you. Click the box you end on to learn more.

Are you looking for a way to invest in the future of our planet **and** make a smart financial decision?

YES

I'M NOT SURE
I'M READY

Are you over age 70 ½?

YES

We'd love to help you. Click here to fill out a request form and we'll send you all the information you need.

Would you like fixed income in return for your gift?

NO

Do you have an IRA or a donor-advised fund (DAF)?

DAF

NO

IRA

For those age 70 ½ and older, making a gift directly from your IRA can help you make your required minimum distribution and is not subject to income tax.

YES

NOT YET

Consider creating a deferred charitable gift annuity. Your income increases the longer you defer your payments.

Do you prefer to give through stocks or appreciated securities?

YES

NO

Consider creating a charitable gift annuity to receive fixed payments at an attractive rate for life. You can even fund your gift with appreciated securities for added tax benefits.

If you name the Society as the beneficiary, you have the benefits of your philanthropy during your life and can make the Society's future part of your legacy.

When donating stock or other appreciated securities, you are eligible to take an income tax deduction for the current value while not owing taxes on the appreciation.

An outright gift can fund the program of your choice or go to the area of greatest need, and gives you a charitable deduction at year end when you need it most.



TAKE A **SMART STEP**
TOWARD A MORE
SECURE FUTURE

You can receive safe, steady payments at an attractive rate—and receive an income tax deduction—with a National Geographic charitable gift annuity. Your gift will provide security for you and protect endangered species for generations.

Call us today at (800) 226-4438 or [complete this form](#) to receive a free, personalized illustration of how a charitable gift annuity can benefit you and the National Geographic Society.



Supporting Exploration is as Easy as Signing Your Name

If you are 70½ years old or older and want to make a charitable gift from your IRA, simply notify your administrator in writing that you wish to make a qualified distribution to the National Geographic Society, a 501(c)(3) nonprofit corporation. Your gift will count toward your minimum required distribution and support the explorers and projects you've read about in *National Geographic* magazine.

Please provide your IRA administrator with the Society's tax ID (53-0193519) and the following address to complete your IRA Rollover:

National Geographic Society
Attn: Office of Planned Giving
1145 17th Street, NW
Washington, DC 20036-4688

EVENTS

National Geographic Explorers Festival

Every year, National Geographic hosts the Explorers Festival to bring together the most brilliant scientists, conservationists, explorers, and storytellers to share how their discoveries are changing the world.

For 2017, the Explorers Festival celebrated the Okavango Wilderness Project; engaged oceanographers on the future of ocean conservation; hosted talks on the potential for long-term human life on Mars; and had a live taping of *StarTalk* featuring host and 2017 Hubbard Medal recipient Neil deGrasse Tyson and director James Cameron. You can watch several of these talks online at natgeo.org/explorers-festival.



We're Here to Help

For more information on how to create your legacy with the Society or to inform us of a gift you have already left for us, please call us at (800) 226-4438.



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On the cover: Header photograph by: Jonathan Irish,
Donor photograph courtesy of Patience Johnson

This publication is intended to provide general gift, estate, and financial planning information and is not a comprehensive review of the topics. Please consult your legal and financial advisers when planning your gift.

