"I believe each of us has a responsibility to protect the Earth’s natural places and wildlife for future generations. I chose to leave a gift in my will to the National Geographic Society because their scientists and explorers have so much knowledge—and they are as passionate as I am about nature and wildlife."

— REBECCA PAPKE, NATIONAL GEOGRAPHIC DONOR
How Will You Be Remembered?

Each of us aspires to leave the world a better place—to have a lasting impact on the causes that inspire us and be remembered as someone who made a difference.

Many people are building a lasting legacy by partnering with the National Geographic Society to tackle the biggest challenges of our time. We’re focused on making an impact in three main areas: documenting and preserving our changing planet, protecting critical species and habitats, and investigating—perhaps even reimagining—our human story.

In the pages that follow, you’ll learn how you can help us create a healthy, balanced, and sustainable planet with a gift that also helps you and your family. You will discover new options for supporting National Geographic that offer unique benefits as you plan for your future. With careful planning, you can have an enduring impact and pass along the values that have guided your life.

Read on to learn how you can provide for the important people in your life while also ensuring that future generations inherit a healthy and sustainable planet. We’re here to help you design a gift that suits you and your family. We are honored that you would consider making such a significant gift to National Geographic and our team is available to speak with you and offer assistance in your planning.
PROTECTING AFRICA'S OKAVANGO RIVER BASIN

The greater Okavango River Basin is the largest freshwater wetland in southern Africa—and the main source of water for about one million people and some of the world’s most iconic wildlife. Its delta, located in northern Botswana, is one of Africa’s richest places for biodiversity, and is home to the world’s largest remaining elephant population as well as lions, cheetahs, wild dogs, and hundreds of species of birds. National Geographic Fellow Steve Boyes and an interdisciplinary team including Angolan, Namibian, and South African scientists are surveying the rivers and collecting data to inform strategies to protect them. The team is working with governments and local communities to establish one of the largest transboundary protected areas in sub-Saharan Africa—and to safeguard the watershed’s source rivers for generations to come.

“This is one of those last chances to save a wild river, the last chance to save the elephants, the last chance to save one of the last wetland wildernesses in Africa—or the world.”

— STEVE BOYES, NATIONAL GEOGRAPHIC FELLOW
Gifts Through a Will or Trust

A GIFT FOR THE PLANET THAT COSTS YOU NOTHING NOW

In addition to taking care of loved ones, many people decide to support the causes closest to their hearts. You can support responsible conservation, advance global understanding, and inspire relentless curiosity with a gift that costs you nothing now. When you create a will, you have the chance to decide how you would like your assets distributed after your lifetime.

**BENEFITS**

→ You retain control of your assets during your lifetime.

→ You can provide for loved ones and for the National Geographic Society.

→ There is no minimum gift—you can leave a gift of any size.

→ You may realize estate tax savings or reduce the tax burden for your heirs.

→ You can make your gift in honor or memory of someone special who inspired your love of the planet.

→ You can change your mind if your circumstances change.

**HOW TO MAKE A GIFT**

1. To include the National Geographic Society in your will, please share the following language with your estate planning attorney: I give, devise, and bequeath to the National Geographic Society, a nonprofit corporation located in Washington, D.C., federal tax ID #53-0193519, the sum of $_______ (or ___% of my estate).

2. Tell us about your gift. We would love the chance to thank you! Your gift can inspire others to consider leaving a gift to help the National Geographic Society further exploration and protect the planet.

Questions? Call 800-226-4438.
“I support National Geographic’s conservation work because it allows me to have an impact on living, breathing animals and ecosystems. I’ve always felt that National Geographic helps us tap into things that the human spirit can’t live without. So when it came time to decide on my legacy, I chose to support an organization that ignites our highest ideals and reminds us what we’re all here for.”

— STEVE DILL, NATIONAL GEOGRAPHIC DONOR
National Geographic Society supporters like you frequently tell us, “I wish I could do more to help create a more sustainable future for the planet.” You can—with a gift that costs you nothing now. And it’s as easy as completing a form.

Even if you don’t have a will, you can make a lasting impact by naming the National Geographic Society as a beneficiary of a retirement account, insurance plan, or other financial account. You maintain control of your assets today, and when you no longer need them, they will support the work of the National Geographic Society.

**BENEFITS**

→ You retain control of your assets during your lifetime.

→ You can leave other less heavily taxed assets to your family.

→ You can change your beneficiaries at any time.

→ You can designate the National Geographic Society to receive all or a percentage of an account, or you can name the National Geographic Society to receive your assets only if another person is not able to accept them.

→ You can name your gift in honor or memory of a loved one.

**HOW TO MAKE A GIFT**

1. You can donate funds from an IRA, 401(k), or other retirement plan, a fully paid life insurance policy, certificates of deposit, bank or brokerage accounts, or contributions remaining in a donor-advised fund.

2. Request a beneficiary form from your bank or plan administrator. This form—not your will—determines how these assets are distributed after your lifetime.

3. Write in “National Geographic Society” as a beneficiary (or partial beneficiary) using our address: 1145 17th Street NW, Washington, DC 20036-4688.

   If the form requests a social security number, use our tax identification number: 53-0193519.

Questions? Call 800-226-4438.
PRESERVING THE LAST WILD PLACES IN THE OCEAN

The National Geographic Society and Explorer-in-Residence Enric Sala launched the Pristine Seas project in 2008 to identify, survey, protect, and restore the last wild places in the ocean. Through exploration, scientific research, economic and policy analysis, and compelling media, Pristine Seas works to create and expand marine reserves where sea life can thrive.

Pristine Seas has already conducted 26 research expeditions to some of the most remote places on Earth—bringing us closer to understanding how the ocean appeared and functioned before extensive human impact, and helping scientists create a blueprint for ocean conservation. So far, Pristine Seas has helped inspire the protection of 19 places in the ocean through the creation and expansion of marine protected areas totaling more than five million square kilometers.

“Pristine Seas is helping to establish the largest ocean conservation areas in history. It’s a team effort. We can’t do it without the help of donors and partners who share our commitment to preserving the last wild places in the ocean while there’s still time.”

— ENRIC SALA, NATIONAL GEOGRAPHIC EXPLORER-IN-RESIDENCE
Did you know that you can increase your impact to a charity and save on taxes with one simple strategy? By donating appreciated securities such as stock or mutual fund shares, you help your charitable dollars stretch even further because your gift to charity is not subject to capital gains taxes. And it’s easy to do. That’s why many National Geographic Society donors decide to donate appreciated securities including stocks, bonds, and mutual funds.

**BENEFITS**

- You receive fixed lifetime payments for yourself and/or a loved one.
- You may receive a charitable income tax deduction for a portion of the gift if you itemize your taxes.
- The full value of your asset goes directly to National Geographic to further understanding of our planet.
- Plus, you can save on capital gains taxes when you contribute appreciated securities to fund a gift that provides you or a loved one with income for life.

**HOW TO MAKE A GIFT**

1. Instruct your broker or account manager to transfer shares to the National Geographic Society.
2. Tell us about your gift. Many stock transfers don’t show the donor’s name and we want to be sure to thank you.

Once the National Geographic Society receives your gift, we will provide you with an acknowledgement for your tax records. Please allow time for the transaction to be completed and recorded. Though gifts of stock can be transferred in less than a week, shares of mutual funds may take up to 6-8 weeks.

Questions? Call 800-226-4438.
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PREPARING YOUNG MINDS FOR THE FUTURE

Our world is more interconnected than ever before. National Geographic believes that all students should be given the key to the future: an understanding of the world that inspires them to care for our changing planet and each other. Our outstanding education programs are training thousands of teachers and putting best-in-class geography resources into their hands.

Our programs are also engaging students with interactive learning opportunities. Photo Camp gives students around the globe a chance to experience their world in a new way—from behind the lens of a camera. Participants are challenged to consider difficult issues like poverty, the refugee crisis, and environmental decline with guidance from National Geographic photographers. In classrooms across the country, Explorer magazine shares the adventure of science and discovery and supports national reading and science standards through engaging storytelling and stunning photographs. The National Geographic Bee has helped 120 million students learn about our interconnected world.

“My interest in the world has triggered my curiosity to know more about other countries, and I want to be a National Geographic Explorer.”

—RISHI NAIR, 2016 NATIONAL GEOGRAPHIC BEE CHAMPION
Charitable Gift Annuities
GIVE KIDS THE WORLD WITH A GIFT THAT PAYS YOU BACK

If you would like to receive a tax deduction and guaranteed annual payments for life while supporting the National Geographic Society, consider a charitable gift annuity (CGA). Simple and flexible, it is one of the most popular gift options. It’s a wonderful way to secure future income for you or a loved one. Plus, your annuity payments are not affected by fluctuations in the stock market and are backed by the full assets of National Geographic.

**BENEFITS**

→ You bypass capital gains tax on the appreciation of your asset if you have owned it for more than one year.

→ The full value of your asset goes directly to National Geographic to further understanding of our planet.

→ You may receive a charitable income tax deduction if you itemize your taxes.

→ Plus, you can use appreciated securities to fund a gift that provides you or a loved one with income for life.

**HOW TO MAKE A GIFT**

1. Donate cash or securities of $10,000 or more to the National Geographic Society.

2. You receive fixed payments every year for as long as you live, at very attractive payment rates.

3. You are eligible for a charitable tax deduction on your income tax in the year you make your gift, if you itemize your deductions.

4. Contact us for a personal CGA illustration.

Questions? Call 800-226-4438.
“Today, I worry future generations will not have the same chances to explore our world because our environment is under attack. The National Geographic Society has always been a defender of the environment and I know I can count on them to continue this work for many years to come. That’s why I decided to leave a gift to the National Geographic Society in my will.”

— DAVIS MUSSER, NATIONAL GEOGRAPHIC DONOR
Charitable IRA Rollover Gifts

An Individual Retirement Account (IRA) allows you to save for your own future. Funds remaining in retirement accounts after your lifetime are heavily taxed if left to someone other than your spouse. Many donors choose to use their IRA resources for charitable giving, while leaving other less tax-burdened assets to family and friends. If you are 70½ or older, you can satisfy your required minimum distribution and save on taxes by making a gift to the National Geographic Society directly from your IRA.

**Benefits**

- Your gift helps satisfy your required minimum distribution.
- You avoid paying income tax on the distribution.
- You help reduce highly taxed assets.
- You receive tax benefits even if you don’t itemize your deductions.
- You can see the impact your gift has in protecting the planet during your lifetime.
- You can make your gift in honor or memory of someone special who inspired your love of exploration.

**How to Make a Gift**

1. Contact your plan administrator and request a charitable IRA Rollover to be distributed directly from your IRA to the National Geographic Society: 1145 17th Street NW, Washington, DC 20036-4688. Our 501(c)(3) federal tax identification number is 53-0193519.

2. Notify us of your intention so we can say thank you and make sure your gift is received and recorded properly.

Questions? Call 800-226-4438.
“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, NATIONAL GEOGRAPHIC DONORS
Alexander Graham Bell
Legacy Society

Alexander Graham Bell was the second president of the National Geographic Society. It was his foresight that introduced the photographs and articles for which *National Geographic* magazine is so well-known today. Mr. Bell’s innovation created an incredible legacy for National Geographic.

You too can join this legacy by becoming a member of the Alexander Graham Bell Legacy Society, a group of thoughtful and forward-thinking donors who have left gifts to us in their wills or trusts, or by beneficiary designation. In addition to the satisfaction of knowing they are making a difference, Bell Society members have the chance to come even closer to our work through special events throughout the year.

To include the National Geographic Society in your will and leave a legacy of conservation, you may wish to share the following language with your estate planning attorney: *I give, devise, and bequeath to the National Geographic Society, a nonprofit corporation located in Washington, D.C., federal tax ID #53-0193519, the sum of $__________ (or ___% of my estate).*
Your Gift Will Make a Difference

Our world is changing in ways we could never have imagined. The air we breathe, our ocean, and the animals that roam the landscape are threatened. We have an opportunity—and a responsibility—to do more to protect the wonders of our planet. We must do everything we can to give future generations a healthier planet and empower them to value and care for the Earth. We can only do this with your support. It’s up to us to change our world for the better before it’s too late.

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