



# EXPLORE TOMORROW

| SUMMER 2017



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

## FEATURE STORY

### Why Should We Support Women in Science?

Jane Goodall. Sylvia Earle. Sally Ride. These outstanding women scientists have become household names and have been widely recognized for their achievements. Yet, few people would be able to name three more.

Do you know the name Rosalind Franklin? She helped discover the structure of DNA. Have you heard of Jocelyn Bell Burnell? She discovered pulsars in 1967. Or Nettie Stevens, who helped determine that the sex of an organism is dictated by its chromosomes?

Today, more than half of the bachelor's and graduate degrees in scientific disciplines are awarded to women, but they are still underrepresented in the workforce. In addition, women who do pursue a career in science face tremendous hurdles and challenges.

Jedidah Isler — pictured above — an observational astrophysicist and 2016 National Geographic Emerging Explorer, notes that gender inequity diminishes science. "I want to see the best possible science done. The only way to do that is to make sure that everyone who has an interest in it is allowed a seat at the table," she said. "By artificially cutting out people based on race or gender or identity... we are literally limiting the quality of the work we do as part of the scientific enterprise."

With the goal of attracting and keeping more women

in scientific fields, the National Geographic Society is launching a series of initiatives to support women

*"By artificially cutting out people based on race or gender or identity... we are literally limiting the quality of the work we do as part of the scientific enterprise."*

JEDIDAH ISLER,  
2016 NATIONAL GEOGRAPHIC EMERGING EXPLORER

scientists and explorers of today and tomorrow and to raise the profile of women in these fields. We aim to tell the stories of the women doing the work, provide role models for girls throughout their education in the sciences, and honor the bright stars who have smashed the glass ceiling. We have already started by listening to the women in our Explorer Programs to better understand what issues most affect them and what tools and resources they believe can help.

Once we have analyzed their responses, we will develop training opportunities for women, focusing on areas of gender inequality and bolstering women's leadership. From there, our programs will further evolve to help women advance careers in science and come closer to gender parity, as we continue to use the power of science to change the world—together.

HEADER PHOTOGRAPH: RYAN LASH, NATIONAL GEOGRAPHIC SOCIETY

# Preserving Your Options While Protecting Our Planet

**W**e all want to make a difference in the world. You want to donate time and resources to the causes you care about, but worry about the needs of your own family. At the National Geographic Society, we understand your family comes first, and we have flexible giving options that enable you to give back, but also change your mind at any time.

That's why so many of our donors have decided to leave a gift to the National Geographic Society in their will, trust, or by beneficiary designation. It's one of the simplest ways to make a meaningful impact on conservation and exploration, while costing you nothing now. With a gift in your will, you can continue to enjoy the use of your assets during your lifetime, and you are never locked in. You can change your mind at any time.

It's a wonderful way to have a bigger impact on the causes you care about and ensure that your values endure beyond your lifetime. You have many options when making your gift: You can designate a certain dollar amount, or a certain percentage; you can even specify that anything left after your family is provided for will go to the National Geographic Society.

The most important thing to remember about a gift in your will is that *you* remain in control.

If you would like to learn more about leaving a gift to the National Geographic Society, we are here to help. Please return the enclosed form to request our free, no-obligation brochure, *Exploring Your Legacy*, or you can contact us toll-free at (800) 226-4438 or by email at [plannedgiftinfo@ngs.org](mailto:plannedgiftinfo@ngs.org).



## NATIONAL GEOGRAPHIC MUSEUM Sharks: On Assignment with Brian Skerry

*"For the artist within me, sharks represent an endless well of inspiration, a blend of grace and power that lures me into the sea time after time. As a journalist, I'm driven by the urgent need to broadcast the news that sharks are in trouble and need our help."*

BRIAN SKERRY,  
NATIONAL GEOGRAPHIC EXPLORER

**A**ward-winning National Geographic photographer Brian Skerry has spent over 20 years capturing images of sharks with the goal to teach humans to respect and appreciate these remarkable species.

From May 24, 2017 through Oct. 15, 2017, the National Geographic Museum in Washington, D.C., will display Brian's work, including large-scale images, videos, artifacts, models, and interactive experiences. Plan your visit today at [natgeo.org/dc](http://natgeo.org/dc).

## WORDS TO PROTECT WHAT'S PRECIOUS TO YOU

To leave a gift to the National Geographic Society in your will or trust, share the following language with your attorney or adviser:

"I give, devise, and bequeath to the National Geographic Society, a nonprofit corporation located in Washington, D.C., federal tax ID #53-0193519 (insert a sum, percentage, specific property, or residue/remainder)."





## DONOR SPOTLIGHT

# A Life-Changing Journey: Susan Baer and Bruce Thornburg

When Susan Baer and Bruce Thornburg first arrived in Tanzania, they knew it was going to be a once-in-a-lifetime experience—but they didn't realize the trip would inspire them as it did.

Susan and Bruce are both animal lovers, and the wildlife they saw on this trip truly stirred their souls. Thousands of wildebeest splashing across a shimmering river. A family of elephants watching their babies play. A herd of zebras rolling in the dust. They were awestruck, over and over again. And then they saw the big cats.

"Those animals were magnificent—so beautiful and powerful," Bruce said after witnessing lions, cheetahs, and leopards in the wild for the first time. "Going on safari made us realize how fragile their existence is. We came away feeling like it's a pretty tenuous life for these beautiful cats."

Susan and Bruce came back from their trip energized like never before. They had recently retired and were thinking about how they could contribute to the world. "We wanted to make a difference for big cats like those we saw on our trip," Susan told us.

"We were impressed with National Geographic's Big Cats Initiative because it funds research, conservation,



*"Going on safari made us realize how fragile their existence is. We came away feeling like it's a pretty tenuous life for these beautiful cats."*

SUSAN BAER AND BRUCE THORNBURG,  
NATIONAL GEOGRAPHIC LEGACY SOCIETY MEMBERS

and global public awareness about the problems facing these animals."

So, Susan and Bruce made a gift that costs them nothing now but will make a difference for many years to come: They decided to leave a gift in their will to the National Geographic Society to support our Big Cats Initiative.

Susan told us, "It was really simple. I contacted the National Geographic Society and asked them to provide me with some sample language. Then I sent it along to our attorney, and that was really all there was to it!"

Now, when Susan and Bruce think of their safari—and the mother cheetah they watched playing with her four little cubs—they feel good knowing that their gift will help big cats thrive in the wild forever.

Bruce told us, "We're glad we could do something to help protect the big cats—and hopefully protect other species as well."

*Susan and Bruce have been supporting the National Geographic Society since 2011. They live in Pennsylvania and recently came out of retirement to start a new business, WoollyDoc ([woollydoc.com](http://woollydoc.com)), which manufactures stylish and sustainable journals.*

A photograph of a tiger and its cub resting in tall, dry grass. The tiger is lying down, and the cub is sitting up, looking towards the camera. The text "PROTECTING HER CAN BE YOUR LEGACY" is overlaid on the image.

# PROTECTING HER CAN BE YOUR LEGACY

By leaving a gift to the National Geographic Society in your will, trust, or by beneficiary designation, you ensure that the **exploration and conservation you care about** continues for future generations.

Call us today at (800) 226-4438 to receive a free, informational brochure on all the ways you can include the National Geographic Society in your plans.



# Honoring Members of the Alexander Graham Bell Legacy Society

Behind every National Geographic scientist, explorer, educator, and storyteller, you'll find thoughtful and forward-thinking donors who have left us gifts in their will, trust, or by beneficiary designation. We recently honored these donors, members of the Alexander Graham Bell Legacy Society, at events held on both the East and West Coasts. We simply can't say it enough—thank you!



Explorer-in-Residence Lee Berger (pictured above) took Bell members on an intimate journey through the caves of South Africa into the mystery of what it means to be human.



National Geographic Emerging Explorer Shah Selbe answers questions from Bell members after an in-depth presentation on the future of conservation technology around the world.

## WANT TO LEARN MORE?

If you would like more information on becoming a member of the Bell Society, simply fill out and return the enclosed reply device to receive information on including National Geographic in your legacy and the exclusive benefits Bell members enjoy.

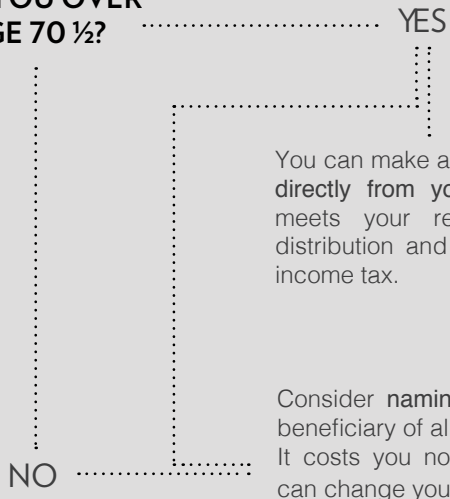
## ARE YOU MAKING THE MOST OF YOUR IRA?

We spend most of our working years worrying if we are saving enough for retirement. But when we approach retirement age, our savings can also become a burden—with required minimum distributions, tax consequences, and more.

Donating funds from your Individual Retirement Account (IRA) is one of the smartest ways to help you minimize your tax bill and accomplish your charitable goals. The chart below will help you to determine the best charitable use of your IRA.

For additional information, we are glad to provide you with a complimentary copy of our Exploring Your Legacy brochure. Request your copy by returning the enclosed reply form or by visiting [natgeo.org/give/future-gifts](http://natgeo.org/give/future-gifts).

ARE YOU OVER  
AGE 70 ½?



You can make a gift to the Society directly from your IRA. The gift meets your required minimum distribution and is not subject to income tax.

Consider naming the Society as a beneficiary of all or part of your IRA. It costs you nothing now and you can change your mind at any time.

## Will You Create a Legacy with Us?

From the peaks of Mount St. Elias to the depths of the Tristan da Cunha archipelago, National Geographic and our explorers have been exploring our world and beyond for nearly 130 years thanks to your generous support. You have empowered children around the world to read of faraway places and new scientific wonders from the trusted yellow-bordered magazine, and share those same stories and images with their children and grandchildren.

When you include the National Geographic Society in your will, **you become a partner with us** as we explore and create solutions for a healthier and more sustainable planet. We are extremely proud of our explorers, scientists, photographers, and journalists who have taken on the biggest challenges of our time: saving critical species and habitats, protecting our ocean, and investigating—and changing—our human story. It has been an incredible 129 years, and we invite you to become a part of our legacy.

If you would like to create a legacy with the National Geographic Society, please return the enclosed reply form. If you have any questions or inquiries, contact us by phone at (800) 226-4438 or you can email us at [plannedgiftinfo@ngs.org](mailto:plannedgiftinfo@ngs.org).



## 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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