

## GIFT ANNUITIES

A gift annuity is created by making a gift of cash or securities to the Lake Area Zoological Society which, in turn, agrees to pay yearly income to you (or to you and then another beneficiary) for life. The Lake Area Zoological Society receives the principal upon the death of the donor and a second income beneficiary if it is a two-life contract.

You are entitled to an income tax deduction in the year you create the gift (little, if any, capital gains tax needs to be paid if appreciated securities create the gift.) Finally, a portion of each annuity payment is considered tax-free. The amount of the payment and tax free portion are determined when the annuity is created and remain constant for life.

## STOCKS AND SECURITIES

Donating a highly appreciated asset like stock or a security is a wonderful way to support the Lake Area Zoological Society. It may allow you to avoid potential tax liabilities while still receiving a deduction for a charitable donation.

## LIFE INCOME TRUST

You may create a charitable remainder trust by transferring cash, securities, or other property to a trustee who will pay yearly income to you for life or to you and another income beneficiary. Upon the death of the donor and beneficiary, the Lake Area Zoological Society receives the current value of your trust.

You receive an important and immediate tax deduction for having created either type of trust and you are not required to pay a capital gains tax if appreciated property is used to fund your trust.

*Bramble Park Zoo draws more than 65,000 visitors annually.*

## Memorial Program

Any number and any size of gifts are welcome at the Lake Area Zoological Society. Undesignated memorial gift funds are set aside for zoo projects and programs. All memorial gifts are acknowledged with a personal note and listed in our newsletter. A complete listing of all memorials is given to the loved one's family, and

family members may help choose wordings for signs, plaques, and benches for the memorial in the zoo. Designated memorials for various zoo functions are also possible. Some examples include education programming, exhibit improvements or contributing to the endowment fund. Please call Dan Miller, Zoo Director, at (605) 882-6269 for details and ideas.

Your legal advisor or tax/investment advisor can help you with memorial gifts.

## Lake Area Zoological Society

As you can see, there are many ways to make a charitable gift to the Lake Area Zoological Society.

Please keep in mind that while this brochure provides a general overview of planned giving, individual situations will vary. In addition, any changes in the tax code could affect the information provided here. It is suggested that you consult with your lawyer and tax advisor prior to selecting your means of making a planned gift.



Come Closer.

For more information please contact:

Bramble Park Zoo

800 10th Street N.W. • P.O. Box 484

Watertown, SD 57201

(605) 882-6269

[www.brambleparkzoo.com](http://www.brambleparkzoo.com)

Or



Watertown Area Community Foundation

211 East Kemp, P.O. Box 116

Watertown, SD 57201-0116

(605) 882-3731

[www.watertowncommunityfoundation.org](http://www.watertowncommunityfoundation.org)

# COME CLOSER.



# PLANNED GIVING



Come Closer.

# Bramble Park Zoo is a major attraction in Watertown

Bramble Park Zoo has served as one of the premier attractions for cultural enrichment and education in the Watertown Community. For generations, families from South Dakota have shared memorable experiences at the zoo. They have seen the zoo evolve over the years from its humble beginnings at Pheasant Park to a zoo that has established recognition and praise in the zoological community.

Nearly everyone has a memory of the Bramble Park Zoo that he or she will never forget. From the first encounter with a "wild" animal to the simple pleasure of spending a family day out, the zoo has become a Watertown tradition that transcends time.

Today, Bramble Park Zoo is a home to endangered species, a living classroom to thousands of school children, and a place where fun comes alive for families. As a testament to its extreme popularity, more than 65,000 visitors attend the zoo annually.

Support received from the City of Watertown, admissions, memberships, concessions, gifts and the Lake Area Zoological Society allows the zoo to operate in an efficient manner on a day-to-day basis. However, for the long term, the zoo, like your family, needs help to guarantee its future.

## SECURING THE FUTURE

Since the establishment of the Lake Area Zoological Society in 1972, the zoo has experienced significant changes, undergone tremendous growth, and achieved national recognition. To ensure this progress continues, please consider ways in which you can plan for the zoo's future, as you plan for your own.

The Lake Area Zoological Society was created to foster the present and the future of the zoo and provide means for charitable giving and planned giving.

There are many opportunities that exist now for you to include the Lake Area Zoological Society in your long term plans. There are tax implications with each option, and we ask that you consult with your tax or legal advisor when making decisions about charitable giving.

## GIFTS THROUGH WILLS OR TRUSTS

Many individuals would like to make a contribution to the zoo above and beyond what they are able to contribute on an annual basis. For many people, a practical way to accomplish this is to make a gift through their will or trust.

You may indicate that the Lake Area Zoological Society is to receive a certain sum of money, a particular piece of property, or a percentage of your estate. You may also indicate that the Lake Area Zoological Society will benefit only if named beneficiaries do not survive you.

It is not necessary to rewrite your will or trust in order to make a gift to the Society. A simple amendment will suffice. Your legal advisor will know how to proceed, and you only need to provide the name of the recipient: The Lake Area Zoological Society.

## LIFE INSURANCE POLICES

**Existing Policy:** You may own a life insurance policy that was originally purchased to fill a need which no longer exists. For example, you may have purchased a policy to give financial support to your daughter in the event that you were unable to provide for her support. Your daughter is now grown with insurance of her own, and the policy you purchased is no longer necessary. Giving such a policy to the Society, or naming it as a beneficiary, are excellent ways to make a meaningful gift. By doing so, you may claim a tax deduction equal to the policy's replacement value (essentially the cash surrender value) and any existing premiums to be paid are deductible.

**New policy:** In this case, you would purchase a policy designating the Lake Area Zoological Society as the owner and beneficiary. The advantage is that your annual premiums are deductible.

*Accredited by the AZA since 1993, Bramble Park Zoo is ranked in the top 10% of zoos nationwide.*

## OUR MISSION STATEMENT

The mission of the Lake Area Zoological Society is to promote and stimulate interests in the Bramble Park Zoo and support the zoo's development and programs through fundraising, marketing and other initiatives designed to enhance the zoo experience.

