



SHORE RIVERS

GIVING THE GIFT THAT KEEPS ON GIVING

Preserving Clean Rivers for Generations to Come

Guide to Making a Planned Gift with ShoreRivers



Photo credits: cover Jill Schardt, page 2–3 Sam Shoge



PLANNING FOR THE FUTURE OF OUR EASTERN SHORE WATERWAYS

Restoring and preserving the health of our Eastern Shore waterways requires long-term perseverance and commitment. It took our forebears centuries to pollute our estuaries. It will take us time and money to restore them. And it will take an involved and galvanized community to protect them. ShoreRivers, with 35 years of history, is here for the long term. We are growing our endowment funds to assure we will have the financial resources to stay the course. This brochure is about that effort and the role you can play through a planned gift.

The funds raised will be used to support our work, staff, facilities, and programs for generations to come as we strive to achieve our vision of healthy waterways across Maryland's Eastern Shore.

Priority initiatives that drive results include:

- region-wide water quality testing to understand the pollution trends in our rivers, identify pollution sources and solutions, and develop watershed assessments that inform blueprints for strategic restoration;
- extensive landowner and agricultural outreach to install innovative projects resulting in significant reductions in pollution runoff and millions of dollars in funding invested in our communities;
- expert environmental educational programming for thousands of public school students and professional development trainings for educators;
- local and state advocacy for impactful clean water laws and strong enforcement of existing environmental protection laws; and
- inclusive community engagement to develop a strong and diverse ambassador base for healthy rivers, to mobilize grassroots behavior change, and to inspire civic engagement.

Donations to a ShoreRivers endowment fund will ensure these and other programs continue long into the future.



From grassroots organizers to current volunteer leaders to future river stewards, the Schumanns have created a lasting legacy of clean water. Pictured on their dock on the Chester River, Ford and Marilee stand with their son Robin, and their daughter Brook sits with husband Brandon Hoy and their two sons Japhy and Ilex. A proud example of three generations who care for and nurture the Chester River, the Schumanns are invested in ShoreRivers and the future of clean water on the Eastern Shore.



WHAT IS PLANNED GIVING?

Planned giving refers to the variety of ways you can make a gift to ShoreRivers that will continue to benefit its programs for generations to come.

Unlike your traditional yearly contribution or support of an annual fundraising event, a planned gift can be invested strategically in a ShoreRivers endowment fund to grow year after year. A modest percentage of the invested endowment fund is drawn down annually to help pay for ShoreRivers' staff salaries, programs, or facilities.

A planned gift usually comes from an individual's or family's accumulated assets rather than their annual income. Sources often are cash, stock, bonds, life insurance, pension plans, and real property such as a home, land, artwork, antiques, jewelry, boats, or automobiles.

Planned giving is appropriate for everyone, not just the wealthy. It is a means by which anyone concerned with the wise use of his or her personal resources makes a deliberate choice about how to use those assets, no matter how large or small. Many planned gifts are given while the donor is living; others pass to ShoreRivers after death.

A planned gift can provide you with an immediate tax benefit at the time of the gift, a lifetime stream of income, and reduced estate taxes, enabling you to provide for your heirs and support yourself.

Most importantly, a planned gift gives you the satisfaction of knowing that you are supporting a cause for which you have cared during your lifetime.



Serving as Stroud Water Research Center's first intern in 1967, one might think Peter Welling was destined for an illustrious career in science, research, or environmentalism. Instead, he became a lawyer. His Southeast Pennsylvania practice thrived, but through visiting friends and family for fishing excursions and happy hours on the Wye River, that intrinsic connection to the environment from his youth resurfaced. By leaving ShoreRivers in his will, Peter knows his rural Eastern Shore refuge will be preserved.

WAYS TO MAKE A PLANNED GIFT

We spend a lifetime accumulating assets to benefit our families and save for our golden years. Along the way, we build a portfolio of houses, life insurance, stocks, bonds, mutual funds, 401(k) plans, retirement plans, and lots of possessions. What follows are creative ways of planning a legacy—methods that can have tremendous benefits for an individual and family—in addition to providing enduring support for an organization and cause that inspires you.

GIFTS IN A WILL

The easiest and most common way of making a planned gift is through your will. A bequest in a will can take the form of a set amount of money, a percentage of an estate, a specific asset such as your home, a trust, or naming ShoreRivers as a contingent beneficiary.

GIFTS OF REAL PROPERTY

Real estate, or tangible and valuable personal property such as artwork, antiques, jewelry, automobiles, or boats, can be given to ShoreRivers, where they are converted to a cash contribution to a ShoreRivers endowment fund. Appreciated property such as your primary home, a vacation home, farm, vacant land, or farmland are often the source of planned gifts. They can provide the donor with an income tax deduction, reduced capital gains taxes, less estate taxes, or a partial cash payment. Using a Charitable Life Estate Contract, you can deed your real estate and still retain the right to live on the property and/or receive income from the property for as long as you live.

GIFTS OF SECURITIES OR CASH

Most gifts made during one's lifetime take the form of cash or appreciated securities. In both cases, donors may receive a tax deduction in the year of the gift. With appreciated stock donated directly to ShoreRivers without being sold, the donor can avoid capital gains tax.

CHARITABLE GIFT ANNUITIES

With a charitable gift annuity, gifts are pooled with similar gifts and invested in a professionally managed portfolio. The minimum gift is \$10,000. The annuity guarantees you (or you and a designated beneficiary) a fixed amount of income for life depending on your age at the time of your gift. A portion of the original gift may be tax deductible, as is a portion of the regular income received by the donor. If given early enough, the donor often can receive annuity payments totaling more than he or she originally donated. Upon your death, the principal becomes part of a ShoreRivers endowment account.



CHARITABLE TRUSTS

Two additional life income gifts other than the charitable gift annuity provide you or your designated beneficiary income for life in exchange for a gift to ShoreRivers. A charitable remainder trust is available to donors contributing \$100,000 or more, and can be funded with various types of assets, including real estate. It provides income for life, an income tax deduction, relief from capital gains taxes (if funded with appreciated property), and a possible reduction in estate taxes. The income fluctuates based on the performance of the investment portfolio. A charitable lead trust enables you to transfer assets to a trust that pays its income to a ShoreRivers endowment for a set period of years. At the end of the term—usually 10 to 20 years—the remainder of the trust reverts to the donor, or in most cases, their heirs. As the donor, you may receive favorable tax treatment and may pass the trust assets to your heirs with a significantly reduced federal estate or gift tax.

GIFTS OF LIFE INSURANCE

A gift of life insurance is easy and a popular way to conveniently make a charitable gift to the ShoreRivers endowment. You can make ShoreRivers the owner of any paid-up whole life policy no longer needed and ShoreRivers will convert the policy and add its cash surrender value to its endowment. You can also buy a new insurance policy, or take an existing policy you no longer need, and make ShoreRivers the owner and beneficiary. The current value of the policy is tax deductible, as are any future premium payments. Finally, you can make ShoreRivers a contingent beneficiary of an existing policy, or name it to receive the proceeds of the policy if the designated beneficiaries predecease the insured.

GIFTS OF RETIREMENT FUNDS, IRAS, AND PENSIONS

You can make ShoreRivers the beneficiary of a retirement account such as a 401k or IRA. All, or a portion, of your retirement assets can pass to ShoreRivers for its endowment upon your death with no federal income or estate tax. Additionally, if you are over 70 ½, you can instruct your plan administrator or wealth manager to make a tax-free distribution from your traditional or Roth IRA directly to ShoreRivers. Called an “IRA Charitable Rollover,” your gift of up to \$100,000 can count against your minimum distribution requirement but will not be included in your gross income. Many who support numerous non-profits and desire a charitable deduction in a single tax year while giving to beneficiaries later consider a donor-advised fund with a financial services company or a community foundation. This allows you to carry out your charitable giving more easily than with a private foundation.

SHORERIVERS ENDOWMENT FUNDS

For donors looking to contribute to the long-term financial sustainability of ShoreRivers, we have two endowment fund options.

The ShoreRivers Heritage Fund Endowment is envisioned to grow over the years through prudent investment to help secure ShoreRivers' future. It is designed to support all of ShoreRivers' staff, facilities, and programs. The fund is professionally managed, the principal cannot be invaded, and a percentage can be withdrawn annually (currently 4–5%.)

The Nina Rodale Houghton Fund Riverkeeper Endowment was established to support the Riverkeepers at ShoreRivers. The Riverkeepers are the fundamental voice for our rivers and our essential leaders advocating for the public right to clean water. This fund is also professionally managed and a small percentage can be withdrawn annually, but if the ShoreRivers board deems it necessary, its principal may be used, in the intermediate term, if needed to ensure the sustainability of the Riverkeepers.



Initiated by friends and family in 2020, the Nina Rodale Houghton Fund is the first established memorial endowment fund for ShoreRivers. Nina lived her passion for connecting environmental, agricultural, and educational initiatives for the betterment of the Chesapeake Bay. She was committed to bringing communities together to retain Maryland's working landscapes and the industries they support, while protecting and improving the health of the waterways.

THE SHORERIVERS HERITAGE SOCIETY

The ShoreRivers Heritage Society was formed to recognize donors who have made a planned gift to ShoreRivers or who have made a bequest to ShoreRivers in their will. All members of the ShoreRivers Heritage Society will be recognized yearly in the ShoreRivers annual report.

Ted Carski and Janet Ruhl live, boat, and fish on the Sassafras River. Finding rejuvenation in nature, they feel it's important to contribute to restoring and maintaining the health of their much-loved watershed. As scientists, they see ShoreRivers offering the perfect opportunity to put their resources to work, ensuring sound science informs decision-making to improve the health of our rivers and ultimately the Bay. Raised in farm country and now working in chemical crop protection, they are strong advocates for agricultural conservation practices and their positive impact on restoring the rivers and Bay. As a bonus, Ted says, "the people involved in ShoreRivers are wonderful, extremely competent, dedicated, and fun to work with!"







WHY SHORERIVERS?

You are reading this brochure because you have a passion for our Eastern Shore waterways and the iconic Chesapeake Bay. So does ShoreRivers.

ShoreRivers has a long history of advocating for clean water and leading our communities in watershed protection. Since 1986, through its three legacy organizations—Chester River Association, Midshore Riverkeeper Conservancy, and Sassafras River Association—we have played a leadership role in assuring healthy waterways across Maryland's Eastern Shore. Now merged since January 2018, ShoreRivers has become one united voice, working to improve the health of our rivers and creeks through science-based advocacy, restoration, and education. As one organization, we have become a more powerful, impactful, and cost-efficient leader on conservation issues.

With three regional offices, far-ranging programs, and a professional staff including four Riverkeepers, educators, an engineering department, agriculture specialists, and a policy specialist, ShoreRivers is in the fight for clean rivers for the long haul. Assuring that ShoreRivers is here for our children and grandchildren demands long-term financial and organizational planning and a significant endowment. We invite you to join us in building this endowment and sustaining ShoreRivers' work for healthy rivers for generations to come.

THANK YOU

Thank you for considering a planned gift to ShoreRivers. While this brochure may have introduced you to various planned giving instruments, we encourage you to involve your tax, estate planning, or legal counsel before finalizing any planned giving strategies. ShoreRivers has additional information and expertise to assist you in integrating your family's financial planning with your objectives for the future health of our waterways. Call the Executive Director or Director of Development at ShoreRivers for further discussion.





SHORE RIVERS

OUR VISION

Healthy waterways across Maryland's Eastern Shore

OUR MISSION

ShoreRivers protects and restores Eastern Shore waterways through science-based advocacy, restoration, and education.

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