



## How You Can Help Born Free USA

Your support is critical to our work of advocacy, conservation, and rescue of wild animals in need. Whether you're a longtime supporter or just getting to know us, there are many ways for you to join our mission and make a real difference in the lives of animals.

This guide is designed to help you make the most of your giving to support wildlife.

To learn more about Planned and Non-Cash Giving options—and how they can benefit you and Born Free USA—please reach out to our team. We're here to help you navigate these giving methods and answer any questions you may have.

### Contact Us

Have more questions? Please reach out to Gita Matlock at [gita@bornfreeusa.org](mailto:gita@bornfreeusa.org) or by phone at 415-238-1551.

Please consult with your tax advisor or financial professional before making a decision about planned or non-cash giving. Your philanthropy is deeply personal and unique, and we want to ensure you are fully informed about your giving options.

### OTHER WAYS TO GIVE

## Protect Wildlife with a Non-Cash Gift

Support Born Free USA with a planned or tax-smart gift.



# Planned Giving

## What is a planned gift?

A planned gift is a lasting investment in our mission, most commonly made in a will, Revocable Living Trust (RLT), or by designating us as a beneficiary of a non-probate asset (such as a retirement account).

## How can it support Born Free?

By including a gift to Born Free USA in your planning, you provide lasting support to wildlife around the world—at no immediate cost.

## How do I get started?

Our partnership with FreeWill allows you to create your estate plan for free and easily include the necessary language to create your legacy.



### Planned Giving

Scan the QR code or visit [bornfreeusa.org/plannedgiving](https://bornfreeusa.org/plannedgiving)



### More Non-Cash Gifts

Scan the QR code or visit [bornfreeusa.org/noncashgifts](https://bornfreeusa.org/noncashgifts)

# Non-Cash Giving



## Stock Gifts

Donating appreciated stocks can provide substantial support to our cause and potentially help you avoid capital gains taxes and claim a tax deduction based on the full market value of your stocks.



## Donor-Advised Funds

A Donor-Advised Fund (DAF) is like your own charitable savings account. You contribute to the fund as frequently as you like and then recommend grants to nonprofits like ours, all while potentially earning immediate tax benefits.



## Qualified Charitable Distributions

A Qualified Charitable Distribution (QCD) is a direct transfer of funds from your IRA to a nonprofit, counted towards your required minimum distributions for the year, without treating the distribution as taxable income.



## Cryptocurrency Gifts

Cryptocurrency donations are a new, tax-efficient way to give. By donating cryptocurrency, you potentially avoid capital gains tax on the appreciation and can deduct the fair market value of the asset on your tax return.



# The Impact of Your Gift

Your generosity drives everything we do at Born Free USA. Every gift you make protects animals and helps them live their lives according to their needs.

Join our compassionate community today to keep wildlife in the wild and make an enduring impact.