

## LET US KNOW

The generous gift of a legacy provides vital support for our continuing ability to help animals and can also act as a catalyst for other compassionate individuals to do the same. Please let us know if/when you've included us in your long-term plans so that we may appropriately recognize your thoughtfulness by listing you as a member of Elsa's Legacy Circle. Even if you prefer no recognition, informing us of your plans is still very much appreciated. Simply fill out the tear-off section on the opposite side and mail to:

Born Free USA  
8737 Colesville Road, Suite 715  
Silver Spring, MD 20910



The story of Born Free is one of hope and liberty, starting with the story of Elsa the lioness in Africa and growing into a dynamic force for animals in need in the United States. Born Free USA combined with the Animal Protection Institute in 2007. Elsa's image reminds us that every animal has a story to tell and every individual counts. And that includes you! Your support matters, because without you we can't help animals like Elsa fight for their right to be free. Learn more at [bornfreeusa.org](http://bornfreeusa.org)

## KEEP THE FUTURE WILD

A Message from Dame Virginia McKenna

Dear Friend,

Thank you for requesting Born Free USA's Elsa's Legacy Circle brochure. I'm sure this simple guide will prove indispensable for your long-term planning needs. You probably realize how vital it is to make sure your personal affairs are in order and that they include an up-to-date will to ensure that your family, friends, and the animals and special causes you care about are provided for. You might be surprised to find out how straightforward it is to make proper arrangements for your future, and theirs.

Our brochure provides you with suggestions on ways your generosity can ensure our work can continue. We recommend contacting a financial planner or attorney before making any final decisions.

I know you share our vision for a kinder, more compassionate future. When you make your long-term plans, I hope you will consider a legacy to Born Free USA. The generosity of supporters such as you means that Born Free USA can continue working to prevent animal suffering. Working together, we can change things for the better, one step at a time. Thank you for thinking of Born Free USA.

My warmest good wishes,

Dame Virginia McKenna  
Founder, Born Free



If you'd like to receive more information about planned giving, or would like to discuss your options in more detail, please call us at 301-448-1407.

### Updating Your Long-Term Gifts

If you previously named the Animal Protection Institute in your will, trust or long-term financial plans, we recommend you update your records with the name change. While it is not legally required — our place of incorporation, federal tax ID number and mailing address all remain the same — it may avoid unnecessary confusion.



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Federal Tax ID# 94-6187633

Your financial adviser or attorney should also advise you about the importance of updating your will regularly to ensure your wishes are respected.

### Remember to Ensure the Care of Your Animal Companions:

Make sure you arrange for the future of your animal(s) in the event that you pass away before they do. It is advisable to formalize an agreement in writing by designating who will be your animal companions' new guardian and remember to leave sufficient funds for the animals' lifetime care.

## ELSA'S LEGACY CIRCLE

A GUIDE TO PLANNED GIVING



ORIGINAL ARTWORK BY GARY HODGES

THE SPIRIT OF ELSA

## ABOUT US

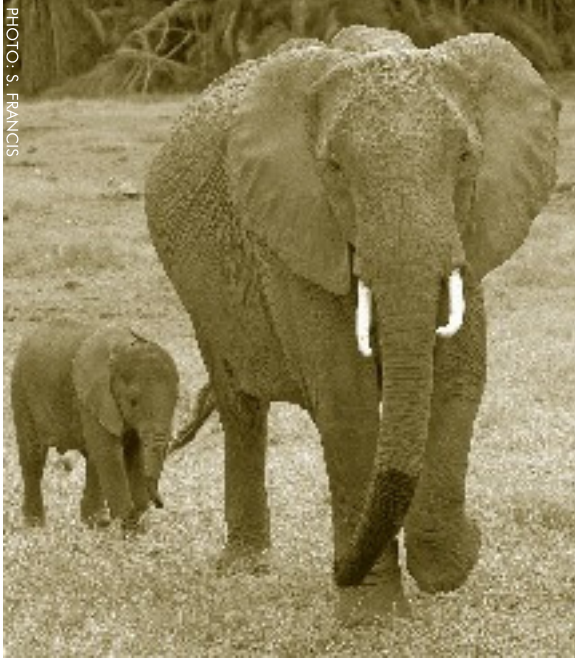


PHOTO: S. FRANCIS

For decades, we have worked to end the suffering of wild animals in captivity, rescue individual animals in need, protect wildlife — including endangered species — in their natural habitats, and encourage compassionate conservation.

Born Free USA’s areas of focus are exotic “pets,” animals in entertainment, the international wildlife trade, and trapping and fur. Each individual animal matters and we make a difference using legislation, litigation, public education, and advocacy.

In addition, we operate the Born Free USA Primate Sanctuary in Texas that is home to more than 250 nonhuman primates, many of whom were rescued from abusive situations in laboratories, roadside zoos, and private possession and who are now living in a free-range environment with minimum human interference.

## PEACE OF MIND

One of the easiest, most effective and truly compassionate ways to help Born Free USA continue our work to Keep Wildlife in the Wild® is to become part of our Elsa’s Legacy Circle. Your forethought today ensures we can continue to help animals long into the future.

### Bequests (Wills/Trusts)

A specific bequest — easily accomplished by designating Born Free USA as a beneficiary in your will or trust — is a powerful, long-term way to help animals. You can name Born Free USA as a direct beneficiary of specific assets, a portion or percentage of assets, or a remainder of your estate. These assets can be in the form of cash, securities or personal property.

No matter how big or how small you believe your estate to be, there may be definite advantages to including Born Free USA as a beneficiary, including helping your heirs avoid costly estate taxes. People whose financial constraints, such as a fixed income, make them unable to give regular donations as often as they wish frequently can realize their dreams through a major estate gift.

### Stocks and Securities

During your lifetime, consider donating appreciated property such as common stock, cryptocurrency, a work of art, or a piece of real estate to Born Free USA and realize a tax deduction. When you give appreciated stocks or bonds, you may deduct the full fair market value of such long-term securities, even when those stocks or bonds originally cost you substantially less.

## Life Insurance Policies

If you own a life insurance policy you may donate the life insurance policy in its entirety, designate a percentage, or designate Born Free USA as the contingent beneficiary in case you are predeceased by a named designee. In addition, you may consider making Born Free USA the owner and beneficiary of the policy. Gifts of this nature can result in significant estate tax savings.

### Retirement Plans

Consider naming Born Free USA as a beneficiary of your IRA or other retirement plan you may have. You may choose to donate the retirement plan in its entirety, designate a percentage, or designate Born Free USA as the contingent beneficiary in case you are predeceased by a named designee. If left to an individual, these funds could be subject to both income tax and estate tax, significantly reducing the value of the asset. If left to Born Free USA, such taxes are generally avoided.

### Estate Planning with FreeWill

Born Free USA offers complimentary resources online to help you plan your legacy through our partnership with FreeWill. To learn more visit [bornfreeusa.org/planned-giving](http://bornfreeusa.org/planned-giving).

We suggest that once you have decided what you would like to do, contact your financial adviser or an attorney who specializes in estate planning to help you get started. Either of them will be able to discuss the benefits of giving one or more of the above to Born Free USA.

## YES! I Want to be part of Elsa’s Legacy Circle

I am pleased to let you know I have included Born Free USA in my long-term financial plans in the following manner. Please check all that apply and mail us the completed form:

- I have named Born Free USA as a beneficiary in my will or trust.
- I am providing Born Free USA with the gift of stock or property.
- I have named Born Free USA as a beneficiary of a life insurance policy.
- I have named Born Free USA as a beneficiary of my retirement policy.
- Other: \_\_\_\_\_
- Yes, please recognize me as a Member of Elsa's Legacy Circle
- No, while I'm delighted to support your work, I do not wish to be recognized.

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_

STATE & ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_

Mail completed form to:

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