

# Planned Giving

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*What you can do today  
to protect tomorrow.*

A publication by



**NATURE TRUST**  
of NEW BRUNSWICK

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Fondation pour la  
**PROTECTION DES  
SITES NATURELS**  
du NOUVEAU-BRUNSWICK



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# What is the Nature Trust of New Brunswick?

The Nature Trust is an incorporated, charitable land trust, founded in 1987. Since its early days, the Nature Trust's main goals have been to protect those areas in New Brunswick that are ecologically significant, and to educate New Brunswickers about the importance of land conservation and the province's natural heritage. Our focus is on acquiring private lands.

The Nature Trust has helped preserve thousands of acres of land throughout the province for conservation, stewardship and education. Everything from marsh lands and Bay of Fundy islands to areas that have seen very little to no human activity, have been set aside by the hard work and determination of Nature Trust staff, trustees, volunteers and members.



James C. Verxa Nature Preserve

*Photo by NTN*





## What makes a planned gift to the Nature Trust important?

At the Nature Trust, we understand that family comes first. Once you know that your family will be taken care of, it is then time for you to consider how you will leave your legacy on earth.

Think back to your childhood and the places you learned about the natural world. How many are still there today? With growing population and urban sprawl, some children will never know what wilderness is, unless we take steps to protect the special places we have now. This is where planned giving and you come in.

By making a planned gift to the Nature Trust, you are providing future citizens of New Brunswick, perhaps your own grandchildren, with the opportunity to discover untouched land, see flora and fauna in their natural settings and to be inspired by nature in all its glory.



# What is planned giving?

A planned gift is a type of donation that requires some thought before it is made. In most cases, it is a contribution that you make arrangements for now to give at some point in the future.

Planned giving is also a flexible way to make a donation that best suits your needs. It can be a bequest in your will that allows you to continue to enjoy your financial freedom during your lifetime. It can also be a gift of a life insurance policy for which you may receive an immediate tax benefit. The possibilities are endless.

This guide outlines a few of the many planned giving options that are available to you. As with any type of financial planning, we strongly recommend that you speak with your financial or legal advisor regarding your options, so that you can make a decision that takes into account your financial needs.



Caughy-Taylor Nature Preserve  
Photo by Sara Bakker

## Bequests

A bequest is a simple, effective, and popular way to make a planned gift. A bequest can be a sum of money, stocks, bonds, or a portion of your estate; you can also bequeath land in your will. Bequests provide you with the opportunity to express your values, while making a generous gift and maintaining your financial security.

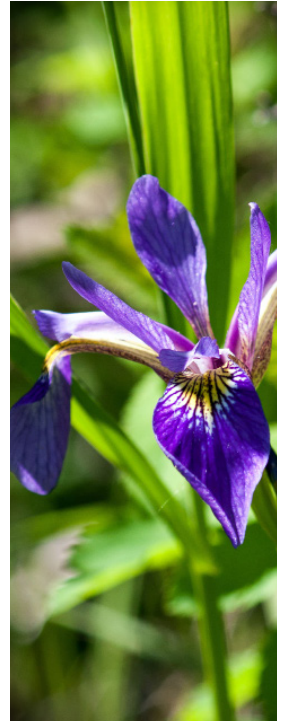
A bequest is easy. Simply call your lawyer and notify him or her that you would like to make the Nature Trust a beneficiary in your will. Your lawyer will then make the required changes.

By arranging a bequest to the Nature Trust, your estate may receive a substantial tax benefit, depending on the size of the gift, as charitable donations generate tax credits.

## Pledges

A planned gift can be as easy as making a pledge or written commitment to the Nature Trust. This allows you the opportunity to make a larger gift over a period of time. Pledging provides the Nature Trust with a reliable source of funds to help with our conservation efforts.

By making a pledge to the Nature Trust, you will have the flexibility to change or cancel your support at any time. You will receive a charitable tax receipt at the beginning of each year for the total amount you contributed the previous year. Please contact us for more information on making a pledge.





## Life insurance

A gift of a life insurance policy is a great option if you wish to make a larger contribution than you would otherwise be able to make. It is also very easy to arrange. Simply donate an existing life insurance policy and name 'The Nature Trust of New Brunswick, Inc.' as the owner and beneficiary of the policy. You can then make arrangements with the Nature Trust as to how the payments will be made.

Many people choose to make a donation, which the charity will use to pay the premiums. There are two benefits to this option. You receive a tax receipt for the fair market value of the policy. You also receive a tax receipt for any premiums you continue to pay on the policy.

To arrange a gift of life insurance, call your insurance provider and he or she will walk you through each step. The provider will also advise you on which type of arrangement will best benefit you and your family. If you donate an existing policy, your gift can be arranged without much delay.



## Publicly listed securities

If you are interested in making a donation that will allow you to make a gift now, but provides you with the advantage of making the most of your tax credits, then a donation of appreciated stocks, bonds or mutual funds may be your best option. Normally when you sell securities, you are taxed on 50 per cent of your capital gain, whereas when you donate your securities to any charitable organization, you will not be taxed on those profits. To receive the full tax benefit, the securities must be transferred to the charity of your choice. They cannot be sold first.

Upon completion of the gift, you will receive a tax receipt for the total fair market value of the securities. Depending on the market value of the security, your tax benefit could be thousands of dollars.

All you need to do is provide your financial advisor with the Nature Trust's account information, as well as which shares and how many of them you would like to donate. It only takes these few simple steps to complete the transfer.



Hyla Park Nature Preserve  
Photo by Sara Bakker

# Registered Savings Plan (RRSP, RRIF, LIRA & LIF)

Making a gift to the Nature Trust through your Registered Retirement Savings Plan (RRSP), Registered Retirement Income Fund (RRIF), Locked in Retirement Account (LIRA) or Life Income Fund (LIF) is a meaningful way for you to leave a legacy while taking advantage of some great tax benefits.

The money from your registered savings goes into your estate as taxable income. To eliminate the taxes that will be owed on this income, you can make a donation to the Nature Trust up to the total amount of your registered savings. Your estate will receive a charitable tax receipt for the amount given, which will then be used to eliminate the taxes owed by your estate on the income from your registered savings.

If you have family that you wish to provide for, you can replace all or part of the donated amount from your registered plan with a life insurance policy. By naming your family as the beneficiaries of the policy, it will provide them with a tax-free inheritance.

This type of gift is easy to arrange. Simply contact your lawyer and request that he or she make 'The Nature Trust of New Brunswick, Inc.' the beneficiary of your registered savings.



Connors Bros. Nature Preserve at Pea Point as an outdoor classroom

Photo by NTNB



## Land donation

Besides the normal planned giving options of cash, bequests, life insurance and securities, we also accept various types of land donations.

You can give a gift of land that is ecologically important knowing that it will be protected forever. You may also choose to donate a property that can be sold by the Nature Trust, so that the proceeds of that sale can help purchase more ecologically significant natural areas. Another option is to leave land to the Nature Trust in your will. In this way, you can continue to enjoy it during your lifetime with the assurance that it will continue to be protected for future generations.

The Nature Trust carefully considers the future costs of owning land. For this reason, the Nature Trust asks that when you are thinking about making a land donation, you also seriously consider investing funds into the long-term management and protection of the property.

If you are currently considering donating land or are thinking of your conservation options, please contact the Nature Trust's office. That way, we can discuss your options and advise you on whether or how we can accept your donation.

For further information on conservation options, please contact the Nature Trust for a booklet entitled *Conservation Options for New Brunswick Landowners*.



# Sample wording for a will

## **Suggested will clause wording for an unconditional gift of a specific amount:**

I give the sum of ..... dollars to the Nature Trust of New Brunswick, Inc. to be used for its general purposes as the Nature Trust of New Brunswick, Inc. sees fit.

## **Suggested will clause wording for an unconditional gift of what remains of your estate after taxes, expenses and heirs are paid:**

I give the residue (OR.....% of the residue) of my estate to the Nature Trust of New Brunswick, Inc. to be used for its general purposes as the Nature Trust of New Brunswick, Inc. sees fit.

## **Suggested will clause wording for a conditional gift of a specific amount:**

I give the sum of ..... dollars to the Nature Trust of New Brunswick, Inc. to be used for ..... If unforeseen or changed circumstances make the specified use of this gift no longer practical or desirable as determined by the board of trustees of the Nature Trust of New Brunswick, Inc., the board of trustees of the Nature Trust of New Brunswick, Inc. may change the terms of the specified use, such change to be in keeping as much as possible with the general intent of this gift.

***The Nature Trust can make available further examples of will clause wording for your perusal.***



Volunteers at Blueberry Hill Nature Preserve  
Photo by Ray Riddell

## Example of donating securities

Mr. Smith first visited New Brunswick with his family as a child. They would vacation every summer in beautiful Charlotte County. He had fond memories of roaming on the beaches during the low tide and visiting the many islands in the area.

Mr. Smith wanted to help conserve the stunning coast of Charlotte County that he had explored as a child. After consulting with his financial advisor, he decides to make a donation of shares.

Mr. Smith initially purchased his 100 shares in ABC Company in 1998 for \$5.00 each. His initial investment was \$500.00 (100 shares x \$5). When he decides to donate his shares in 2008 to the Nature Trust, the fair market value at the time of the transfer is \$20.00 per share; that is a total donation of \$2,000.00 (100 shares x \$20). This means that Mr. Smith is able to make a \$2,000.00 donation by only spending \$500.00 (the amount of his initial investment), plus he receives a charitable tax receipt for the full \$2,000.00.

To take full advantage of this type of donation, Mr. Smith had to transfer the shares to the Nature Trust. If he had sold them first and then donated the cash, he would not have realized the same tax benefits.



## Example of an investment land donation bequeathed in a will

Mrs. Johnson always enjoyed walking along the shores of the St. John River and hiking through forests near her home. Because of this love of nature, Mrs. Johnston wanted to leave a legacy by making a gift to the Nature Trust. By doing so, she knew that the riverbanks she played on as a child and the trails she hiked throughout her life would be protected and enjoyed by her great-grandchildren.

Mrs. Johnson decided the best way to arrange her legacy was by leaving investment land (her cottage property) to the Nature Trust in her will. She planned this gift by simply calling her lawyer and making him aware of the bequest that she wanted to add to her will—it was that easy. Her lawyer then made the Nature Trust the beneficiary of her cottage property, so that it could be sold and the profits from the sale would be used towards other major projects.

Mrs. Johnson's gift provided \$45,000 to the Nature Trust, an amount that she could never have afforded during her lifetime. Her generous contribution was used to fund two major land securement projects. She now has a legacy that will live on forever.



Caughey Taylor Nature Preserve

Photo by Nadia El-Khoury



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## For more information

The Nature Trust will be pleased to assist any landowner to plan for the permanent protection of natural lands in New Brunswick. Should the Nature Trust be unable to accept responsibility for your land, we will endeavor to find a suitable organization that may do so or help you seek suitable protection using different methods.

There are other educational materials that could be helpful to guide your donation of land, including the Conservation Easement and Conservation Options booklets.

For more information about the Nature Trust of New Brunswick, please contact our Fredericton office:

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E3B 5A6

**Physical Address:**

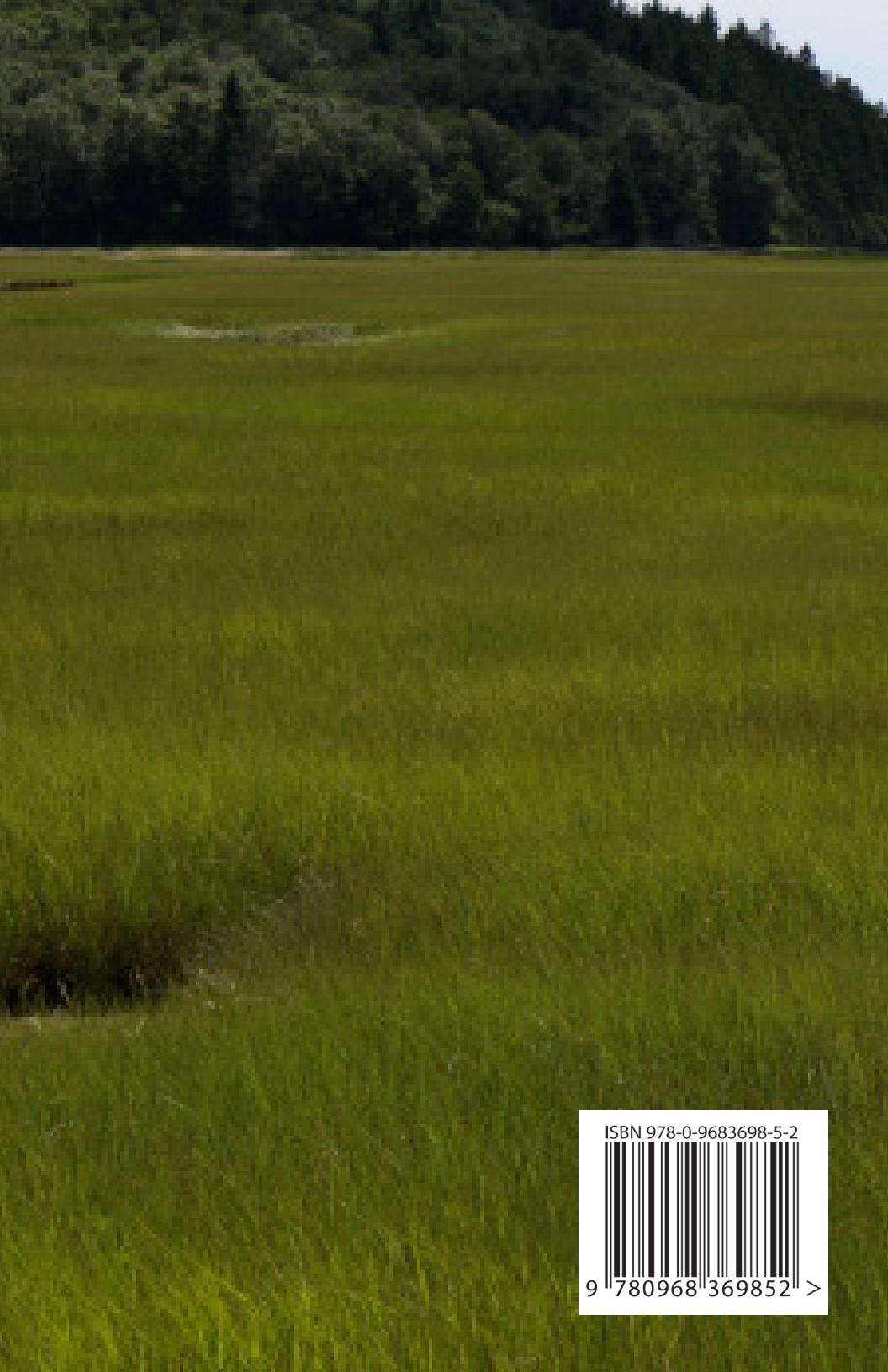
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