

SECURING THE FUTURE

A LASTING LEGACY

PALOS VERDES PENINSULA
LAND CONSERVANCY





THE PALOS VERDES PENINSULA LAND CONSERVANCY

is grateful to you for considering a gift of major support, and is pleased to recognize principal and estate gifts by providing a list of naming opportunities. In recognition of principal gifts, the Conservancy is pleased to recognize donors as members of the Legacy Circle reflecting their cumulative gifts to the Conservancy.

It is the Conservancy's desire to provide a range of suggestions so that you may find the right way to create a legacy of philanthropy while furthering the Conservancy's mission to preserve land and restore habitat for the education and enjoyment of all.

ENDOWMENT GIFTS

Endowment support enables better planning and fiscal security to the organization in the years ahead by investing the endowment gift in perpetuity with spendable proceeds held at 5%.

Naming opportunities exist in three broad categories for leadership gifts. These gifts will help ensure the Conservancy's continuity and growth in these critical areas.

- PLACES
- POSITIONS
- PROGRAMS

GIFTS MADE THROUGH ESTATE VERSUS CURRENT CASH

Individuals choose to make large gifts as part of an estate plan or through cash transactions. Tax deductions are available for either and require careful planning. Estate plan gifts are recognized through immediate membership in the Golden Poppy Heritage Circle. More information is available on the Golden Poppy Heritage Circle in a separate publication.

LAND IS THE MOST CENTRAL REASON THE CONSERVANCY came into being. Two separate ways of helping with land protection and conservation exist: (1) Naming existing landmarks through endowed gifts and (2) Establishing a fund for future land purchase.

The Conservancy’s first endowment gift was made by Arthur and Jeanne Hadley who recognized the value of ongoing funds to the PVP Land Conservancy. Arthur Hadley believed the predictability of resources lifts an organization into a forward-thinking organization and said *“I’m making my gift as an endowment because such funding allows an organization to plan with greater financial assurance and clarity.”*



Each endowment gift further strengthens the Conservancy’s ability to conduct land restoration, provide excellent nature experiences and serve as a resource for the community.

*“It is damaging for non-profits to live hand-to-mouth on every aspect of their operation.”
Arthur Hadley, 2015*

A wide range of naming opportunities exist, including a choice of naming a trail at \$100,000, a scenic viewpoint at \$250,000, a nursery at \$1,500,000, a preserve at \$2,000,000 or a home for the Conservancy’s offices at \$3,000,000. The entire Palos Verdes Nature Preserve may be named at \$10,000,000. For each opportunity listed below, a detailed explanation is available in a separate publication.

PLACES

Naming of Palos Verdes Nature Preserve	\$10 Million
Future Lands Purchase	\$5 Million
Nature Center	\$1.5 Million
Nursery	\$1.5 Million
Individual Reserve Naming	\$1 Million
Viewpoints (2 available)	\$250,000
Trails (5 available)	\$100,000
Office Building (not currently in process)	\$3 Million

**Future land purchases are not endowment funds.*

NAMED POSITIONS PROVIDE A PERMANENT ENDOWMENT to fund the activities and responsibilities of the position chosen by the donor for his/her endowment gift. Examples include naming the Director of Education, the Director of Conservation or the Executive Director. Each of these positions will forever be referred to by the donor’s designated name, such as the “Susan Smith Director of Education.” In this way, the donor’s philanthropy is recognized and a legacy maintained through the position holder’s work. The Conservancy is pleased to link its work to the names of individuals who are providing for the longevity and success of the organization’s mission.



POSITIONS

Executive Director	\$2 Million
Director of Conservation	\$1.5 Million
Director of Education	\$1.5 Million
Stewardship Manager	\$1 Million
Volunteer Program Manager	\$1 Million
Naturalist	\$500,000
Preserve Steward	\$500,000

NAMING GIFTS PROVIDE A PERMANENT ENDOWMENT TO FUND

programs offered by the Conservancy. Examples include naming the Third Grade Naturalist Education program, lectures at George F Canyon Nature Center or the White Point Nature Center and the annual film/lecture series. Each of these programs may be named the “Susan Smith Third Grade Naturalist Education Program” as the donor chooses. In this way, the donor’s philanthropy is recognized and a legacy maintained each time the program is introduced or offered in the community and publications. The Conservancy is pleased to link its work to the names of individuals who are providing for the longevity and success of the organization’s mission.



PROGRAMS

Third Grade Naturalist Program	\$800,000
Lecture Series (3 available)	\$100,000
Film Series (2 available)	\$100,000

Education “Adopt-A-School” (25 available)	\$75,000
Education “Adopt-A-Class” (50 available)	\$25,000
Volunteer Days “Adopt-A-Volunteer Day” (40 available)	\$15,000

Schools presently participating: Birney, Bonita, Cornerstone, Dapplegray, Eshelman, Hawaiian Avenue, Howard Wood, Leland, Lomita Math and Science Magne, Lunada Bay, Mira Catalina, Montemalaga, Park Western, Pt. Fermin, Point Vicente, Rancho Vista, Seventh St, Silver Spur, Soleado, South Shores, Vista Grande and White Point

THE CONSERVANCY NEEDS YOU

Thirty years ago, our community chose sanctuary over sprawl and open land over bulldozers, and launched the Land Conservancy on a journey to preserve and restore open space on the Peninsula.

Your support is urgently needed and will allow us to strengthen our existing commitments through an endowment that remains forever to do the following:

- Bring back the natural flowering plants across the expanded preserves so that native butterflies, birds and animals on the Peninsula will survive and flourish
- Encourage people to enjoy the land and provide a strong sense of personal commitment to the Preserves
- Energize children of all ages to learn and thrill to nature’s wonders

Dreams are what motivate people to conserve land and inspire children. The Conservancy needs you to help provide a permanent base to support development of knowledge, courage and vision into our future.

THE FUTURE DEPENDS ON YOU.

This is the power that you have – the power to change and to inspire - the power to make our community into champions of the place that we love. Please donate to the Conservancy and be part of this fellowship of visionary funders who are sustaining and enhancing the quality of life on this very special place that we call home – the Palos Verdes Peninsula.

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In the
years
ahead

They'll appreciate you preserved the land for future generations



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Preserving land and restoring habitat for the education and enjoyment of all.