

Brandywine Zoo Capital Campaign

Ways of Giving



Gifts to the Campaign may take the following forms:

1. Gifts of Cash

Pledges with payments over a three to five year period are encouraged as the easiest way to support the campaign. Contributions to the campaign are tax deductible to extent allowable by law. Payments may be made annually or at a more frequent interval.

2. Gifts of Assets

A donation of assets that have appreciated in value enables the donor to maximize their support while taking advantage of a potential tax deduction for the full fair market value of the gift at the time of the donation. Assets must be readily liquid at the time they are received and will be sold as soon as possible. (Stocks, Bonds and Retirement Plan Gifts). Gift letters will be mailed to donors with their tax deductible information after the assets are converted to cash.

For gifts that are not readily liquid the campaign committee will seek the approval of the Executive committee prior to the acceptance of the gift. (Life Insurance, Real Estate, Jewelry, etc.)

3. Matching Gifts

Many companies have matching gift programs for donations and volunteer efforts. Please check with your human resources department to determine if your support of the Delaware Zoological Society qualifies for a matching gift.

NOTE: Gifts for the Long Term Legacy of the Zoo will support the future of the Zoo but not count towards the capital campaign. (Endowment or Eagle Legacy Society)

1. Planned Gifts

Designating the Delaware Zoological Society as a beneficiary of a retirement plan such as an IRA, Keogh or 401(k) can present tax advantages that may be ideal for you.

Bequests and other deferred giving vehicles such as Charitable Remainder Trusts enable you to support the campaign and provide for the Zoo while potentially providing tax benefits to you now.

2. Life Insurance

Premium payments can potentially be tax deductible for life insurance policies designating Delaware Zoological Society as the beneficiary. Potential tax benefits are also associated with a gift of paid-up life insurance.

The Delaware Zoological Society's Board members and/or campaign volunteers would be pleased to explore these options with you to help determine which best suits your needs and preferences. Of course, we also encourage you to consult your own financial advisor in order to explore ways to maximize your ability to support the Brandywine Zoo.



Delaware Zoological Society
supporting the BRANDYWINE ZOO

