



LINCOLN PARK ZOO®  
Heritage Society



FALL  
2020

# Newsletter

Oriente Knight Anole  
PHOTO BY: BRYAN SUMMERFORD

## ALL IN THE FAMILY

This past June marked Heritage Society member Clarice Norin's 36th year as a zoo member and her 35th anniversary as a Lincoln Park Zoo volunteer—a milestone few have achieved. Clarice has volunteered all across the zoo, from churning butter at Farm-in-the-Zoo in the '80s to educating visitors about birds of prey. These days, she spends most of her time providing a warm welcome to guests as a Zoo Ambassador.

While volunteering at the zoo started as a hobby she could continue into retirement, it has turned into a lifelong passion. Through her decades of service to the zoo, Clarice has met a group of similar, animal-loving, conservation-minded people that she now considers her "zoo family."

Clarice decided to include Lincoln Park Zoo in her estate plan, alongside her family, to help ensure that the people—and the animals—closest to her heart are provided for.

"Even if I live to be 110, I will help the zoo. This is my little way to continue to help with conservation, to help my little animal friends," says Clarice.

Clarice has already had a deep impact at the zoo through the animals and people whose lives she has touched during her long tenure as part of the zoo family. Through her future estate gift, she will continue her legacy by supporting the zoo's work



Clarice Norin

to improve animal welfare and save species while keeping the zoo she loves free for future generations to enjoy.

Clarice also encourages others to consider their own impact. "People always think that one individual can't make a difference, but just look at the zoo's buildings, the high quality of its animal welfare, and its fantastic conservation department—it's obvious that many individuals can come together to make a huge difference."

You can join Clarice in supporting the zoo's future with a gift in your estate plan. To learn how, contact Sarah Rutledge, director of planned giving, at 312-742-9570.

# A GIFT IN UNCERTAIN TIMES

## Percentage Giving Can Make a Difference

Times of downturn can have a profound effect on how we think about the future for ourselves and our loved ones. It can be difficult to consider charitable gifts when you aren't sure what your financial future looks like.

We understand your passion for Lincoln Park Zoo runs deep, and we want you to know that you can make a difference without giving up peace of mind. How?

Consider percentage giving. By leaving a portion of your estate to us, you ensure the future for the zoo but aren't obligated to give up any assets now. Percentage giving is simple and flexible, allowing you to provide for loved ones and your favorite nonprofit organizations.

### Smart Ways to Give

#### YOUR WILL

- Specify a percentage of your total estate to be left to Lincoln Park Zoo.
- Leave a remainder percentage of your estate to us. This is the amount left over after all other gifts, claims, and considerations are settled.

#### YOUR RETIREMENT PLAN

- Use part or all of your retirement plan assets to provide for the zoo's future.
- Name Lincoln Park Zoo as primary or contingent beneficiary.

#### YOUR LIFE INSURANCE POLICY

- Designate a percentage of your life insurance policy be transferred to Lincoln Park Zoo after your lifetime.
  - Name us as primary or contingent beneficiary.

No matter the size of your gift, whether 1% or 100%, you can ensure the zoo remains free and accessible to all for generations to come. Please contact us to learn more.



Asian  
Small-clawed  
Otters



The zebras and giraffes roam their outdoor exhibit at Regenstein African Journey.

## UPDATING YOUR WILL: A Small Step That Goes a Long Way

If you have a will, you've already completed one of the most important steps in organizing your estate. But when was the last time you looked at it?

An estate plan requires routine maintenance. Don't just set it and forget it. You should revisit your will every three to five years, or at any point the following changes apply to you:

- *Life changes*: marital status, birth, death, health challenges, relocation, or retirement
- *Asset changes*: property, inheritance, insurance proceeds, retirement accounts, businesses, or overall changes in your estate's value

- *Appointee changes*: executors, personal representatives, guardians, attorneys-in-fact, trustees, or health proxies/agents
- *Legal changes*: federal or state tax rates and regulations, trust or property laws
- *Gift changes*: charitable support for causes and organizations that are important to you

### Your Will, Your Way

If you want to have a positive, lasting impact, remember Lincoln Park Zoo in your will or estate plan. Contact Sarah Rutledge at 312-742-9570 or [heritagesociety@lpzoo.org](mailto:heritagesociety@lpzoo.org) to learn how.

### Who Gets the Passwords?

They may not seem like the most valuable assets to inherit, but passwords are the keys to your digital life. Determine who should be your "data beneficiary"—a trusted friend or family member who can access your information—and follow these steps to secure your online accounts.

- 1. Create a list of your digital assets and passwords.** Use an online platform with encryption or save them on a

flash drive for security. Also, be sure to update your list whenever you change a password. (Don't forget the passcode for your phone!)

- 2. Find a safe place to store this list.** If keeping a hard copy, choose a secure location that will be accessible to your data beneficiary.
- 3. Make a plan.** Determine what you want to happen with each account and outline the details.

# YOUR GIFT MATTERS

**One person** can make a difference for the zoo's animals, worldwide conservation efforts, and state-of-the-art learning programs. Your gift will support:



food for every zoo animal, including **2,000+** pounds of hay, fish, romaine lettuce, insects, and peanut butter



**250** species studied in the wild, from Chicago to the Republic of Congo



**170+** animal species and **330** plant species in the zoo's care



**492,000** guests attending chats and other facilitated learning programs

To learn more about how your gift can make an impact at the zoo—or to start planning your gift—please contact us.



**LINCOLN PARK ZOO.**  
Heritage Society

Make a difference.

Your gift to the zoo will help us continue to advance animal care, education, science, and conservation—and ensure future Chicagoans enjoy an exceptional, free zoo experience. Please contact us today.



Sarah Rutledge  
Director of Planned Giving  
312-742-9570

Tax ID# 36-2512404

2001 North Clark Street, Chicago, IL 60614 [heritagesociety@lpzoo.org](mailto:heritagesociety@lpzoo.org) [lpzoo.org](http://lpzoo.org)

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