



LINCOLN PARK ZOO
Heritage Society



SUMMER
2020

Newsletter

CARE CONTINUES

Lincoln Park Zoo has been a Chicago institution for 152 years, welcoming visitors, admission free, from across the city and around the globe to connect with wildlife. On March 13, 2020, we closed to the public for the first prolonged period in our history. This difficult decision was made to protect the animals in our care, as well as our staff and community, in light of the COVID-19 crisis.

While our gates are closed, our work has not stopped. Our Animal Care team has continued providing expert care, nutrition, and enrichment to the nearly 200 species that call the zoo home. Our Learning team is coming up with creative ways to bring science and nature to Chicago's youth, even while practicing social distancing. And our scientists continue to lead cutting-edge conservation initiatives to save wildlife.

We are grateful for friends of the zoo, like you, for ensuring Lincoln Park Zoo remains a free, world-class institution for all to experience the wonders of wildlife.

Now, more than ever, your generosity enables us to continue our critical work and ensures the zoo remains a place of inspiration and awe for the future. Thank you for supporting the animals in our care and our shared community.



Construction has proceeded at an accelerated rate on Pepper Family Wildlife Center, which is expected to open in late 2021.



A Henkel's leaf-tailed gecko hatched at Regenstein Small Mammal-Reptile House.



The Japanese macaque troop welcomed two infants this spring.



Navigating the CARES Act

The new CARES (Coronavirus Aid, Relief, and Economic Security) Act is designed to help individuals, businesses and nonprofits facing economic hardship during the coronavirus pandemic.

Here are a few key provisions of the CARES Act that may affect you and your charitable goals:

Required Minimum Distributions Suspended

The new law temporarily suspends required minimum distributions (RMD) for the 2020 tax year. Many of our donors use their RMD to make a gift from their IRA. Despite the RMD suspension, remember that if you are 70½ or older, you can still make a gift from your IRA or name us as a beneficiary.

Why a Gift From Your IRA May Still Be a Good Idea

- Your gift will be put to use today, allowing you to see the difference your donation is making.
- You pay no income taxes on the gift. The gift does not count as taxable income, so you benefit even if you do not itemize your deductions.
- Since the gift doesn't count as income, it can reduce your annual income level. This may help lower your Medicare premiums and decrease the amount of Social Security that is subject to tax.

New Tax Incentives

The CARES Act allows taxpayers to take a charitable deduction of up to \$300 per individual for those who take the standard deduction. You might think that this is a small amount and would not make a difference. But what if all of our donors gave “just” \$300? Such support would have a huge impact.

For those who do itemize their deductions, the new law allows for cash contributions to qualified charities, such as Lincoln Park Zoo, to be deducted up to 100% of your adjusted gross income for the 2020 calendar year.

Your Charitable Goals

We are deeply grateful for your continued kindness and support during this difficult time. Please contact us at heritagesociety@lpzoo.org or 312-742-9570 to discuss how your gift can help further our mission.



The Time Is Now

If there were ever a time to be inspired to take action, now is that time. Your generous contributions have allowed us to continue essential operations during these uncertain financial times. Thanks to gifts from supporters like you, we have been able to provide expert care, nutrition, and enrichment to the animals in our care while the zoo remained closed to the public.

How to Continue Your Support

When the economy is uncertain, everybody must stretch their finances, and it is precisely at this time that your gift has the biggest impact. Remember, it doesn't take much—in fact, just a little—to help a lot. And that's what your charitable donation will do now.

With your help, Lincoln Park Zoo can continue to care for the nearly 800 animals who call the zoo home, bring the wonders of nature to Chicago-area youth, lead world-wide conservation initiatives, and keep the zoo free in the future.

Tough Times Call for Smarter Giving

Here are five savvy charitable gifts that can support our mission today or tomorrow. During these financially unsteady times, we hope you'll consider these options that help you while you help others. Depending on which gift you decide to make, you could minimize

your taxes, reduce the tax burden for your heirs, earn lifetime income, and fund important programs that help us continue our mission.

1. Make a gift in your will or revocable living trust
2. Establish a charitable gift annuity
3. Give using your donor-advised fund
4. Name us as a beneficiary of a life insurance policy
5. Name us as a beneficiary of your retirement plan assets

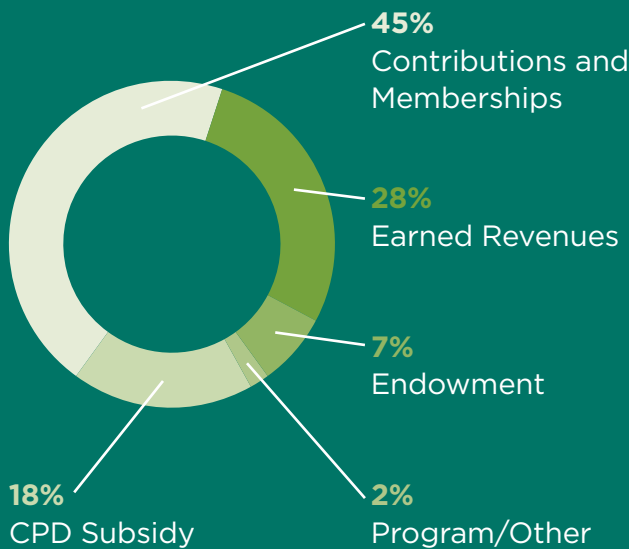
Please call Sarah Rutledge, director of planned giving, at 312-742-9570 to learn more about supporting our mission today and far into the future.



Thank You for Keeping the Zoo Free!

It costs \$84,619 a day to run the zoo—that's more than \$30 million a year! More than 70% of our annual operating budget comes from visitors and donors like you. Your continued commitment has allowed us to advance animal care and wildlife conservation around the world, and connect people from across Chicago with nature—all while keeping the zoo free. **Thank you.**

Operating Budget Revenue
\$31,295,474



Be Extraordinary

All of our supporters have one thing in common: They are all trying to make the world a better place. You have the ability to do the extraordinary by including Lincoln Park Zoo in your future plans.

As a member of the Heritage Society, you are ensuring Lincoln Park Zoo remains a place for wildlife, for all. With your support, we can continue to connect residents of Chicago and beyond with wildlife in our rapidly urbanizing world. Thank you.



Next Steps

- 1 Complete and return the enclosed reply card to request sample bequest language to include a gift to the zoo in your will or trust.
- 2 Visit lpzoo.plannedgiving.org to learn more about the many ways you can give a gift that impacts the zoo's future and leaves a legacy.
- 3 Contact Sarah Rutledge at 312-742-9570 or heritagesociety@lpzoo.org if you'd like to discuss how your gift can make a difference at Lincoln Park Zoo.



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.



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