



**Together, we are Canada's
voice for birds**

**Remembering Birds Canada In Your Will—
Your Promise To Save Canada's Birds Forever**



Your vital support of Birds Canada makes it possible to conserve more wild birds across Canada. Together with caring and passionate bird lovers like you, we are Canada's voice for birds.

You may be surprised to know that a significant—and crucial—part of our funding comes from legacy gifts, mostly from people remembering Birds Canada in their Wills. The kindness and generosity of Canadians like you provides critical, ongoing funds to save species, protect habitats, research, and monitor bird populations, and support Citizen Science-based conservation projects. We are deeply grateful to the bird lovers who came before you who have protected birds forever with a gift in their Will.

On the following pages, I am pleased to provide you with more information about leaving a gift to Canada's birds in your Will, including some practical details that I hope are helpful as you prepare to speak to your loved ones and your advisors about your plans and wishes.

Would you like to learn more about legacy giving? I'd be happy to have a confidential conversation about how you can make a future gift for Canada's birds. Thank you!

Yours, for Canada's birds,

Kyla Makela
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Common Loon Photo: Mark Peck



Eastern Wood Pewee Photo: Peter Hawrylyshyn

Where Do You Start?

There are two things you need to do before you create your legacy gift and they both usually involve help from financial and legal professionals. The first is to determine approximately how much you might have to give. A financial advisor can help you learn how much you will need to live in comfort. They can also advise on how much you might give to family and loved ones. The second is to consult with a lawyer and either create your first Will or update your current one. This document makes your legacy come alive. When these two steps are taken, you can see how much you might have left for the causes you care most about—like protecting wild birds forever.

Which Type of Gift is Right for You?

Several gift options are available to you during your estate planning. When you are considering a gift to Birds Canada, you may wish to specify whether your gift should be available for our immediate use, where it is needed most, or invest it for the future. I am happy to have a confidential conversation or provide you with more information any time.

The following is a summary of commonly used ways to make a future gift for wild birds. Please note: it is important that you consult a professional advisor to determine the best option for you.

A Bequest in Your Will

There are a number of types of bequests available to you:

Specific Bequest – provides Birds Canada with a specific dollar amount or piece of property.

Residual Bequest – provides Birds Canada with the remainder, or a portion of your estate that remains, after all debts, taxes, expenses and other bequests have been paid.

Contingent Bequest - you make a provision in your Will that your gift only takes effect if your primary intention cannot be met (i.e. if the primary beneficiary and alternate beneficiaries do not live longer than you).

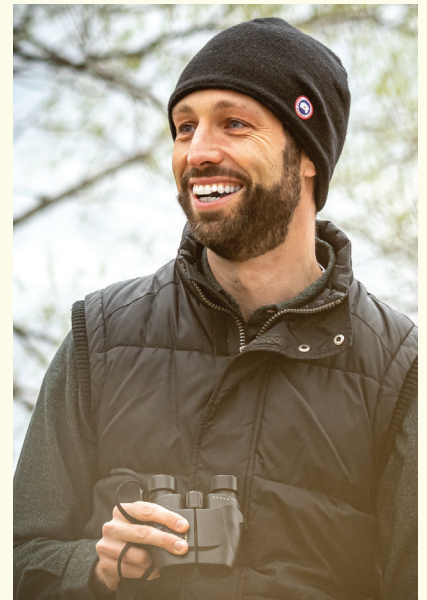
Here is some sample language you can use to start your discussion with your advisors:

“I direct my trustees to give the sum of \$ ____ or ____ % of my Estate (or the residue of my Estate) to Bird Studies Canada, operating as Birds Canada, to be used for its general charitable purposes.”

Other forms of legacy gifts include a life insurance policy, RRSPs or RRIFs, Charitable Remainder Trusts and more. I would be happy to have a confidential conversation with you about how these types of gifts can be put to work for Canada’s birds.

“There was a time, not so long ago, when I avoided thinking about my legacy – because doing so meant uncomfortably pondering the world going on without me. I’ve since changed my perspective entirely. Thinking about my legacy is an opportunity to take a rare pause from life’s hectic pace to reflect on the people and values I hold dearest. I chose a career in the field of conservation because I’m passionate about preserving the beauty and diversity of life on earth. The melodic song of the sparrow, the majestic migration of the curlew – I want to know these will continue forever, long after I’m gone. It is in recognition and celebration of these values that I’ve chosen to include Birds Canada in my Will, and I hope you will consider it too”

- Patrick Nadeau, President



Anne's Story:

Your Will tells people what you love and how you want to be remembered

“As long as I can remember, I’ve been interested in birds. My mother threw crumbs out our kitchen window to feed the sparrows and other birds. She really inspired and nurtured my interest, reminding me that wherever you are, there are birds. I learned that birds are everywhere, even in the city and bird watching became a life long passion for me.

Supporting Birds Canada was very natural to me. Many of us in the family have science backgrounds, and it’s important to me to know that Birds Canada is a science-based organization. When I look to the future, I hope that my gift will be used to protect bird populations and restore those in decline. I’m scared that birds will disappear.



Birds are incredibly important to people. Unlike other animals, birds are all around us, and they really speak to us. We can’t be the generation that says, ‘Oh well, they died out’. We have to protect them.

If I could share a message with anyone else considering joining me by making a gift in their Will, I would say: Go for it! Your Will tells people what you love and how you want to be remembered. Every little bit counts. Every contribution matters.”

- Anne, British Columbia, member, former board member and legacy donor



Canada Jay Photo: Jane Potter



Long-billed Curlew photo: Jay Carlisle

Our Promise To You

- Your Will is an intensely personal document. We respect your privacy.
- We understand and fully support the belief that your loved ones come first.
- Your gift will be used to have the greatest impact on bird conservation. Every single gift, no matter the size, is important and appreciated.
- We will provide you and your loved ones with special opportunities to learn about our work to save Canada's birds.
- We are proud of our effectiveness and efficiency. We will apply both to your gift.
- We would like to know if you have made a gift to Canada's birds in your Will so that we can make conservation plans, and also so we can recognize your generosity in ways that are meaningful to you. Whether you choose to tell us is entirely your decision.
- We will respond immediately to any of your questions, concerns and feedback.



We are here to help! You can contact me for a confidential conversation anytime at kmakela@birdscanada.org or 1-888-448-BIRD (2473) ext. 113

Kyla

Kyla Makela
Vice-President, Public Support



Our Legacy Vision

Thank you for thinking about the future of wild birds in Canada. We'd like to share our vision for birds over the next 50 years.

- We see a world where bird populations stop declining and where certain key species increase in numbers. The success of the whooping crane shows this is possible.
- We hear a world where birdsong echoes in forests, meadows, wetlands and along shorelines.
- We continue to advance our understanding of the miracle and mystery of bird migration harnessing the most recent technology.
- We have more protected areas for birds, and we see legions of dedicated volunteer Citizen Scientists safeguarding bird habitat.
- We are a community of thousands of Canadians of all ages, abilities and backgrounds who are eloquent and passionate advocates for bird conservation.

“In early April, I go down to the beach every day to check for Piping Plovers. I am often the first to spot and identify new arrivals, I check on them 2 or 3 times daily to observe them pairing up and look for signs of nests and eggs. Then as a Plover Guardian I keep watch throughout hatching, chick-rearing, fledging, and departure on their migration south. The plovers have been coming to Wasaga Beach for 13 consecutive years and I have been involved since year one (2008). I have included Birds Canada in my Will to ensure a bright future for the Piping Plovers that I love.”



Fiona with one of her beloved Piping Plover chicks
photoshopped onto her shoulder

- Fiona, Ontario, member, volunteer and legacy donor.