

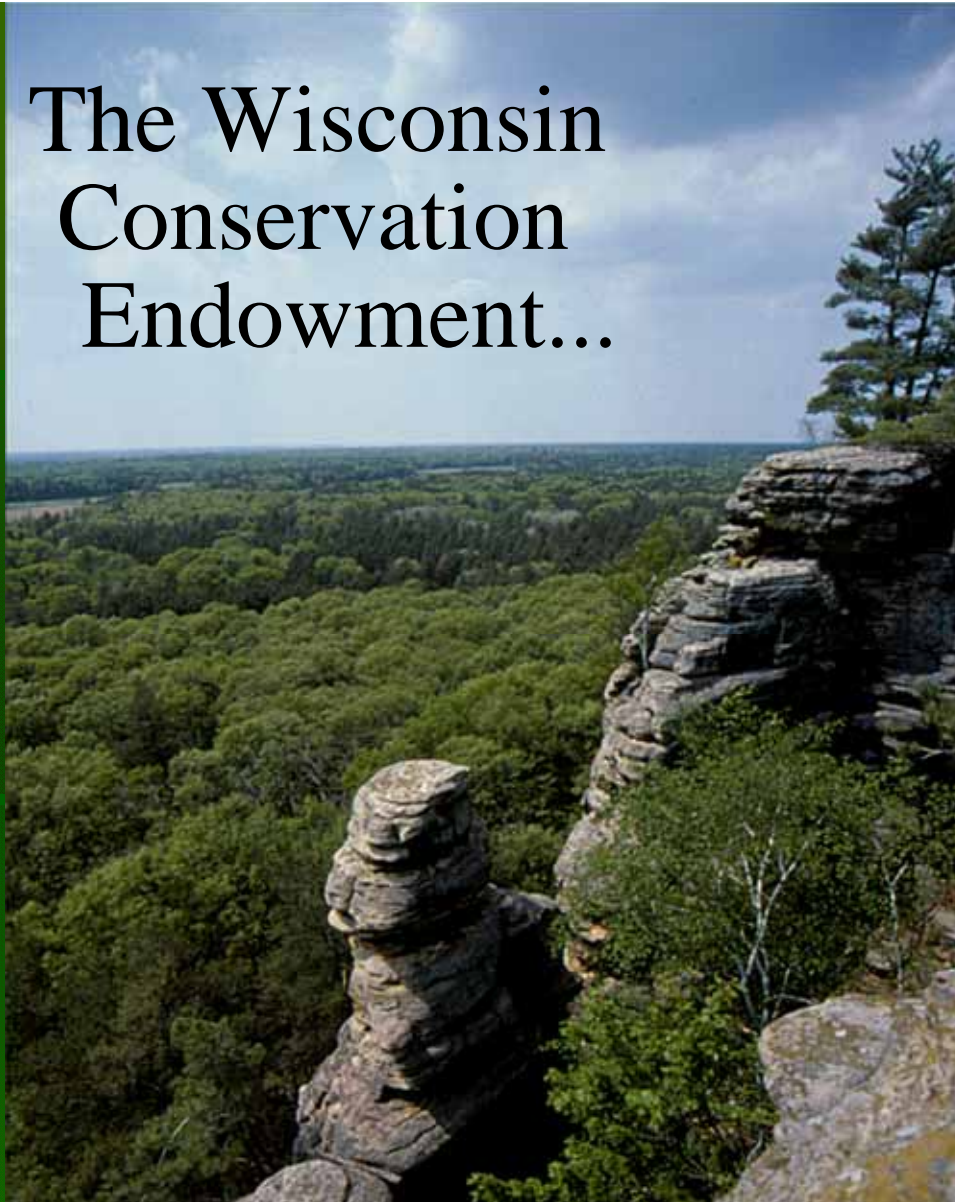


Taking the Long (Fiscal) View: Endowments for Lakes and Lake Associations

Charlie Luthin, Executive Director
Natural Resources Foundation of Wisconsin



The Wisconsin Conservation Endowment...

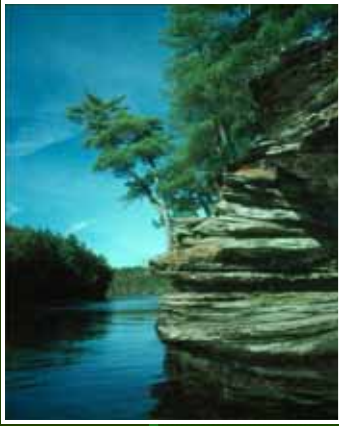


Ensuring the Perpetual Protection
of Wisconsin's Natural Resources

Through the *Wisconsin Conservation Endowment*, the Natural Resources Foundation provides individuals & non-profit groups (e.g., lake associations) who care deeply about conservation of natural resources the opportunity to leave a lasting legacy of sustained support for:

- A specific region, habitat or location
- A wildlife species or program
- Other conservation needs
- **YOUR LAKE!**





What is an Endowment?

- A long-term investment and sustaining source of funding for your lake or special conservation interest
- Created with gifts from individuals and/or organizations
- Outright gifts (cash, stock, property) or through an estate gift
- A permanent fund- principal is never spent and earnings from future growth used to provide annual, ongoing support for your lake's needs.

An endowment offers...



- A **secure, permanent, sustained source of funding** for your lake—annual support you can rely on, budget for and match... forever!
- Opportunities for **additional gifts** to your group from donors who are attracted to the endowment's permanence
- A way to capture significant **“legacy gifts”** for your lake or organization, through bequests in wills and estate plans
- A **competitive rate of return** from endowed assets pooled with the Wisconsin Conservation Endowment long-term investments



How does an endowment differ from other assets held by my lake association?

- Assets are **PERMANENTLY** protected: cannot be spent down by current or future board for other purposes
- Managed professionally for long-term growth and returns vs. money held in CDs, money markets, or saving accounts
- Endowments attract other major gifts and bequests from donors who want to know their investment is secure and that their assets are permanently protected

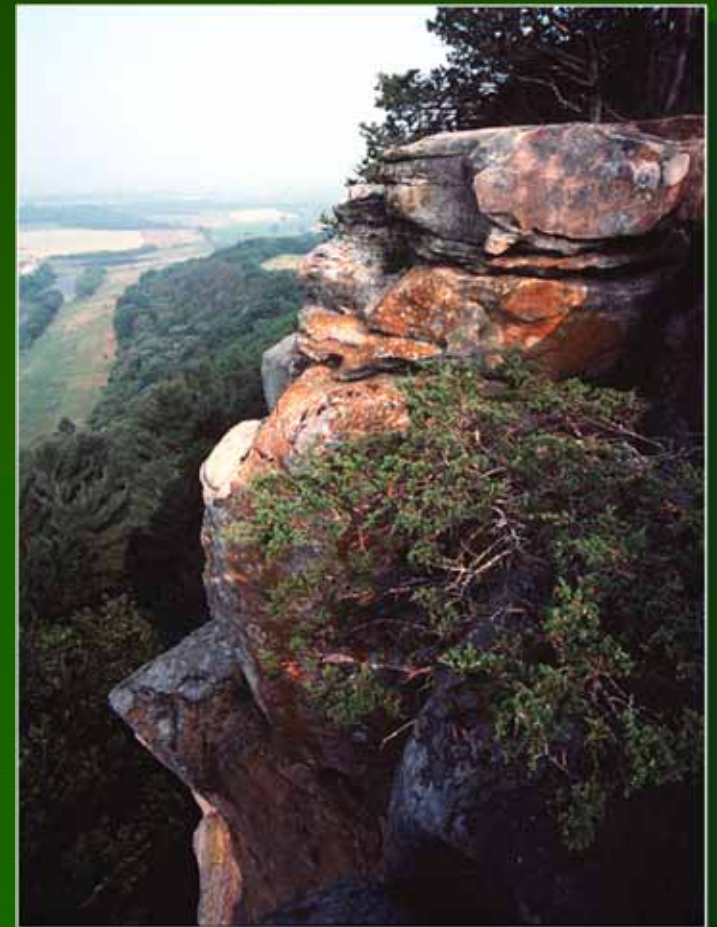


How is the endowment fund managed?

- Funds are established through a Donor Agreement with the Natural Resources Foundation
- Assets from all endowed funds are pooled under the WI Conservation Endowment and managed according to NRF's investment policy
- NRF establishes the payout rate following an annual review of the endowment's long-term performance (currently 5% per year)
- NRF annually assesses each endowed fund an administrative fee of 1%

Types of Endowed Funds

- **Named Fund-** (\$10,000)
Can be designated for a general or specific purpose by the donor
- **Donor-advised Fund-** (\$20,000)
Donor advises NRF on which conservation activities may be supported
- **Agency Fund-** (\$10,000)
A qualified tax-exempt organization or individuals can create a fund to support the organization's operations & programs
- **Acorn Fund-** (\$1,000)
Minimum contributions of \$1,000 per year until threshold for endowed fund is reached





“The Wisconsin Conservation Endowment will enable us, in our state, to create the intellectual and practical foundations for a better world. Never has there been a greater need for private funds to energize a genuine commitment to harmony between men and the land. Were my father alive today, I think he would be pleased with this important initiative.”

- Nina Leopold Bradley



The Wisconsin Conservation Endowment -- Summary

- Almost \$3 million under management
- 54 separate funds, including
 - 28 public and private lands/waters funds (state parks, natural areas, waterways)
 - 9 endangered species funds
 - 9 “agency funds” to support organizations
 - Numerous “specialty” funds



Sample Endowed Funds

- **Friends of Pike Lake Endowment Fund**– the Friends of Pike Lake established this fund to support the Pike Lake Unit of Kettle Moraine State Forest.
- **Hughes Jeffords Chippewa Flowage Conservation Fund** – created by Chris and Patti Jeffords to support the preservation, protection and enhancement of Chippewa Flowage
- **Devils Lake State Park Endowment**- created by Friends of Devils Lake to support projects at Devils Lake State Park
- **Norma & Stanley DeBoer Quiet Trails Fund**-a donor-advised fund created by Carla and Neal Butenhoff in honor and memory of Carla's parents in support of non-motorized public trails in Wisconsin

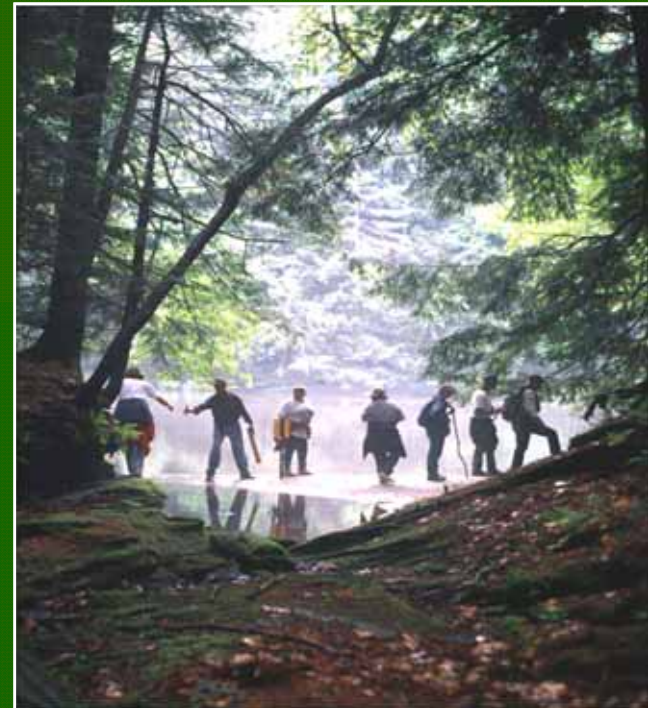


Sample Endowed Funds

- **Lower WI State Riverway Fund-** a fund created by Paul Brandt in support of the Lower WI State Riverway
- **Turtle Flambeau Scenic Waters Area Fund-** a donor-advised fund created by an anonymous donor to support the Turtle Flambeau Flowage
- **Doratheia Buckeridge Drotning Fund-** a named fund created through a gift of real estate by Margery Buckeridge and her family in support of the endangered whooping cranes
- **Lower Chippewa River Basin Conservation Fund** – supports management of state natural areas along this important riverway

Natural Resources Foundation Offers

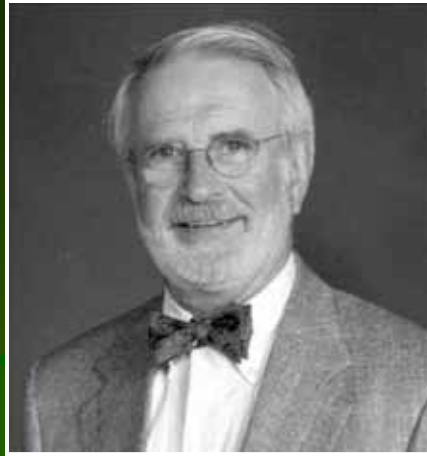
- **Statewide visibility** through publications, website, articles and press releases
- **Presentations** to your board and members on how to create an endowment
- **Guidance, strategies and fundraising advice** for building your endowment
- **Administration and financial management** of your endowment
- **An annual check!**





New! (Sneak Preview) Public Lands & Waters Endowment

- March, 2012 - Governor signs a law that will **establish a public lands endowment** to support management of state-owned lands and waters
- Fund will support— invasive species control, fisheries projects, ecological management in state parks, natural areas, forests wildlife areas
- DNR & NRF are currently developing a Memorandum of Agreement to finalize details
- Endowment will be created with voluntary contributions from citizens when you register your boat or snowmobile, buy a fishing or hunting license, or buy a park sticker
- This Fund will be further built with direct contributions to the Foundation for the Public Lands Endowment (Habitat Heroes??)
- Launch date... January 2013? (To be determined)



“I am personally pleased to support the Wisconsin Conservation Endowment. Through this important initiative, you can designate lasting gifts to protect and enhance that part of the environment you consider most precious. Whether it be in support of an endangered species like the whooping crane, a State Natural Area or a local conservation group, all contributions to the Wisconsin Conservation Endowment stay here in Wisconsin. I hope you will join me in supporting this wonderful effort.”

- Tony Earl, Former Governor of Wisconsin and Emeritus NRF Director



Interested? Next Steps...

- Form an endowment committee to investigate the opportunity further and review endowment materials
- Request a draft agreement from Foundation for your review

- **Contact Us!**

(866) 264-4096

www.wisconservation.org

info@wisconservation.org

- Join our Mailing List to receive Updates and News





The Natural Resources Foundation of Wisconsin

*Protecting Wisconsin's lands, waters and wildlife
Building the Wisconsin Conservation Endowment*

