

POPULATION CONNECTION

*Financial and Gift Planning Ideas
for Our Friends*

2024, VOL. 4

GIVING THROUGH ALL SEASONS

This time of year, Earth's beauty is on full display. Just as natural beauty can uplift your spirits throughout the various seasons, so can the satisfaction of knowing your charitable gifts will help honor your commitment to a sustainable future.

What works best for you?

Whether you prefer to make your charitable gifts throughout the year or at year's end, please know that we are deeply grateful for your thoughtfulness and generosity. Here are a few end of year giving options to consider.

Giving cash

You can make your year-end gifts to Population Connection online or by mailing a check—and don't forget to save your receipts. If you itemize your deductions, you can eliminate tax on up to 60% of your adjusted gross income. And if you reach that limit, you may "carry forward" excess gift amounts for up to five additional years.

Blended gifts

In addition to making your annual gift to Population Connection, have you considered making a legacy gift that will help ensure our work

toward zero population growth continues for years to come? When making your year-end gift, consider including a gift to Population Connection in your estate plans, as well.

Bequests

Charitable gifts made through your will or trust are a meaningful way to continue your support of Population Connection. Your charitable bequest can be fulfilled by a variety of resources, including cash, financial assets, personal property, real estate, and beneficiary designations of retirement funds or insurance policies. A charitable bequest is a high-impact gift that will empower Population Connection's work well into the future.

More details

No matter how you choose to support Population Connection, you're contributing to a more stable and sustainable future for people and our planet. Please return the enclosed card or contact us at legacy@popconnect.org or 202-974-7756 if you'd like additional information about how you can make the most of your giving this year and in the future!

Have you already notified us of your plans? Thank you!
We're grateful and honored to include you in our ZPG Society.

ADDITIONAL OPTIONS FOR GIVING

With the holidays almost upon us—are you prepared? This is traditionally a time when we make an extra effort to be with friends and family. Many people also share gifts to show appreciation for those who mean the most to them, including their favorite charities, such as Population Connection.

'Tis the season for giving securities

Stock markets have reached record highs this year. If you make your year-end gifts with appreciated securities, such as stocks, bonds, or mutual funds you have owned for more than one year, you can claim a deduction for their full value if you itemize. Best of all, you avoid any capital gains tax you'd owe if you sold the assets. By giving appreciated property, you can eliminate tax on up to 30% of your adjusted gross income (AGI). Any unused deductions can be used to lower taxes for up to five future years.

Donor advised funds

If you have established a donor advised fund (DAF) account, consider requesting a distribution to Population Connection. You can also leave a legacy gift by designating Population Connection as the eventual beneficiary of your DAF balance.

IRA giving

If you are 70½ or older, you can make tax-free qualified charitable distributions (QCDs) from your individual retirement account (IRA) directly to Population Connection in any amount up to \$105,000 this year. You can also make Population Connection the beneficiary of your IRA, which is a great way of making a planned gift without having to change your will! A one-time distribution from your IRA could also allow you to set up a charitable gift annuity (CGA). Contact us for more details.

Careful planning is key

Consult with your financial advisors about gift options that are best suited for your situation. If you would like to make meaningful gifts before the end of the year, it's best to make your plans early.

Please return the enclosed card or contact us at legacy@popconnect.org or 202-974-7756 for more information about making gifts of appreciated securities or any of the other types of year-end gifts mentioned.



Population Connection's Global Partner, Stretchers Youth Organization, is a youth-led, community-based grassroots organization that works to improve sexual and reproductive health and rights among adolescents while promoting gender equality in underserved sections of Kenya.

HOW DENSE CAN WE GET?

A self-proclaimed “environmental soldier,” Ed Sweisford has been a climate activist since he was young. “Just like some folks always knew they were going to be musicians, this is what I’ve always wanted to do.” Ed has dedicated his life to conserving nature, noting that his passion stems from his concerns about “everything—loss of habitat, witnessing actions that will make us pay an environmental cost. It’s basically the whole experience.”

While working in his hometown glass factory, Ed recalls writing a letter to the mayor suggesting that there should be mandatory recycling. Unfortunately, the local glass blowers’ union discouraged this practice, as it hindered their business. Ed went on to recycle as much as he could himself, selling it for a penny a pound on Saturdays. He continued his activism by writing letters to the editor and reaching out to his elected representatives to encourage them to preserve the natural environment that was being replaced by human development.

Focusing on conservation

Using his earnings from the glass factory to pay for his education at Penn State, Ed wanted to focus on conservation. However, there wasn’t a major in that field until his senior year. He was able to pivot and earn a degree in environmental education in 1976, one of the first graduates from the program. Ed then began his career working at several environmental education nonprofits so he could be personally involved in conservation efforts, doing the work he was always so passionate about.

Later, Ed moved back to his hometown and got a job at a local hardware store, where he started a recycling program. After enjoying a fulfilling career, moving up from working at the hardware store to providing technical support, Ed retired a year and a half ago. Yet Ed retained his youthful,



energetic spirit, and after a month of retirement, he was going stir-crazy. He now works part time at a retail store.

Ed still finds time to enjoy the natural world that he has so fervently fought to preserve throughout his life. He married into a family that has grown tremendously. He enjoys time with his stepchildren, step-grandchildren, and great-grandchildren. He fondly recounts visits to his family’s cabin in upstate Pennsylvania, where he appreciates being off the grid without cell phone service, enjoying uninterrupted time spent reading, hunting, gardening, and tromping in the woods with his dog.

Preserving the natural world

When asked what drew him to Population Connection, Ed remembers seeing Population Connection’s slogan, “How dense can we get?” and realizing that, for him, “[that’s] the crux of the matter right there.” Those visits upstate remind Ed of how wonderful the natural world

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For other ideas about including Population Connection in your estate plans, visit www.popconnect.org/legacy.

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is and that we should preserve it. And with age, Ed has come to understand that “you can’t be this annoyed, this depressed, this angry all the time—because it’s not going to change a whole lot.” With that realization, Ed decided to become a monthly supporter of Population Connection, and he also included a gift to our organization in his will. Ed’s passion fuels our work; he recognizes that it takes a village. For Ed, “it’s very encouraging to know that other folks think the same way I do and have been doing so for their entire lives as well.”

We’re grateful to Ed for his vision and foresight, and we thank him for continuing his legacy of leadership in environmental conservation by including Population Connection in his estate plan. We’re proud to call him a member of our ZPG Society and invite you to consider joining him in protecting our planet for future generations.



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A Stretchers Youth Organization mentor talks with a participant on the correct use of contraception in a Mombasa County village. Our Global Partner seeks to promote and educate Indigenous youth and women on health rights and gender equality.

SAMPLE BEQUEST LANGUAGE

“After fulfilling all other provisions, I give, devise, and bequeath _____% of the remainder of my estate [or \$_____ if a specific amount] to Population Connection [tax ID # 94-1703155], a charitable corporation currently located at 2120 L Street NW, Suite 500, Washington, DC 20037.”

If you do remember Population Connection in your estate plan, please let us know! We’ll be happy to invite you to join the ranks of other forward-looking members in our ZPG Society.



 **POPULATION CONNECTION**
America’s Voice for Population Stabilization

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Masthead photo: Sunrise in the morning on a snowy country road. © Getty Images