



Beginnings

Visionary Generosity Keeps Morrison Planetarium Ahead of Its Time

In the 1950s, a generous bequest inspired the Academy to create the world's most innovative planetarium. Today, visionary gifts are opening a 21st-century window into the wonders of space—and the mysteries of Earth.

If you've seen *Fragile Planet* in the new Morrison Planetarium, you've already experienced the transformative impact of immersive video technology—flying through space, enjoying an astronaut's view of Earth and the moon, searching for life beyond Mars.

The innovation that is the Morrison Planetarium began with a bequest from May Treat Morrison in honor of her late husband. As other philanthropists added support, the Academy created a standard-setting planetarium with one of the most beautiful star fields anywhere.

The planetarium continues to set the standard for Earth-based star experiences with the largest all-digital dome in the world, a 75-foot diameter screen tilted at a 30-degree angle, and live NASA data feeds. Thanks to Academy friends like Dr. Ann Johnson, space is just the beginning. Ann has made a gift that will bring the latest seismological research to life through an unprecedented earthquake program coming to the planetarium in 2011.



Emma Yamaguchi and Ryan Wyatt, Director of the Morrison Planetarium and Science Visualization, examine a 14-pound slab cut from the Gibeon iron meteorite, discovered in Namibia in 1836.

“Like Ann Johnson, Academy donors can be more than financial supporters,” says Morrison Planetarium Director Ryan Wyatt. “By sharing their ideas, they can become true creative partners.”

With her passion for science education, Ann sees the Academy as essential to fulfilling her personal mission. “The Morrison Planetarium is a unique learning setting,” she says. “I’m proud to support projects that take advantage of it and advance the Academy’s education mission—now and in the future.”

To learn more about planned giving and the Eastwood Associates, please contact:
Louise Gregory
415.379.5407
lgregory@calacademy.org

Ask an Expert

Charitable Gifts From Your IRA

Academy planned giving expert Louise Gregory explains why now is the right time to think about the difference you can make by using your IRA as a source of charitable support for beloved institutions like the Academy.

Q I have an IRA, but I hadn't considered it as an option for making a charitable gift. I had always thought of leaving those funds to family members and loved ones. Is there a better idea?

A Yes. Your IRA is one of those tricky assets for which you should plan carefully. Like all assets, IRAs are subject to taxation upon your death. When you leave your IRA to loved ones, distributions will be subject to income and potentially estate taxes, leaving much less of an inheritance than you had planned. A better alternative is to leave income tax-free assets, such as real estate, cash, and life insurance, to your heirs. Then your IRA assets can be used to help your favorite charitable causes.

Here's a look at how to make a gift from your IRA:

If you are married...	You can arrange to fully transfer your IRA assets to your spouse and defer any estate taxes until after his/her death. However, any distributions taken by your spouse are income-taxable.
If you are not married...	You can leave your IRA assets to someone else. However, the funds will be subject to estate and income taxes at the federal level, which could take up to <i>65 percent of their value</i> .
If you want to make a charitable gift to the Academy...	You can make a charitable estate gift, designating the Academy as the beneficiary of your IRA assets. The <i>full value</i> of those funds will then go to support our mission. (Neither estate nor income taxes will erode their value). Simply complete a beneficiary designation form, naming us as beneficiary. This designation is completely revocable during your lifetime, and your estate will receive an estate tax charitable deduction.
If you want to provide for loved ones and make a charitable gift to the Academy...	You can use your IRA assets to establish a charitable remainder trust upon your death. The trust can be set up to make payments to your heirs for their lifetimes or for a fixed period of time, after which the trust balance will transfer to the Academy to help support our mission.

2 Smart Solutions For Your IRA

1. Charitable estate gift. You can designate the Academy as the beneficiary of all or a portion of your IRA. We will pay no income tax, and the assets will pass to us free of estate tax.

2. Charitable remainder trust. This trust benefits the Academy and other beneficiaries. It can make payments to one or more loved ones for life or for a term of years. Then, upon the trust's termination, the balance goes toward the Academy's mission.

Eastwood Traditions

A Passion for Sharing the Stars Inspires a Legacy

By the time he was 16, Michael Bennett had gotten his first telescope, joined the Junior Academy, and started ushering at the Morrison Planetarium. “Imagine fulfilling your lifetime ambition at 16!” he says. Now Michael is perpetuating his passion for the stars through a planned gift.



“People say that viewing the stars can light the spark of wonder and curiosity. More often, that spark jumps from person to person—and the Academy is great at catalyzing that exchange.”

– Michael Bennett, Eastwood Associate

Those early experiences cemented Bennett’s connection to the Academy. All through college and graduate school, he presented planetarium shows and even helped write and produce them. Later he worked in other planetariums and for a company that builds planetariums. After a stint in high-tech marketing, Bennett returned to astronomy education, primarily working on professional development programs for educators.

“It was the Academy that set me on my path,” Bennett says. “I grew up there, made lifelong friends there, and began a lifelong career there.” Of the thousands of planetarium shows he narrated, which stands out? “My personal favorite was ‘Puzzles at the Edge of the Universe,’ about quasars,” he says.

Today, Bennett and his wife, Leslie Larson, are Eastwood Associates, ensuring the future of the Academy through a planned gift from their estate. “When we asked ourselves how we wanted to share our resources with the next generation, the answer was a no-brainer:

The Academy helped form me, and it has an incredible impact on the world,” he says.

Bennett is pleased that today’s Morrison Planetarium transcends pure astronomy to connect with the Academy’s sustainability mission — shedding light on our impact on this planet as well as the origins and future of the universe. But mostly, for Bennett, it’s about the kids. “I like to think of science education as an escalator. The trick is to get more kids onto the first step — and that’s where the Academy excels.” he says. Some, like Bennett, will ride that escalator all the way to the top, to a career in science that sparks the curiosity of others.

Charitable Bequest To-Do List

The simplest way to create a legacy is to remember the Academy in your will or trust—just follow these steps:

- Consider the difference you’d like to make with your gift. To support the overall mission of the Academy, simply make an unrestricted gift. Or you can choose to support a specific Academy program.
- Work with your attorney to update your estate plan.
- Let the Academy know if you’ve made a bequest so that we can say thank you and include you in the Eastwood Associates today.

Get Even Closer to the Academy

Join the Eastwood Associates

Chances are you're already a member of the Academy, or a friend—supporting our mission with an annual gift. But did you know you can get even closer to the Academy through a legacy gift you plan today—and that makes a difference beyond your lifetime?

Experience the Benefits

Learn how you can take advantage of planning what happens to your retirement assets by sending for our FREE guide, ***A New Use for Your Retirement Plan Assets***. Simply return the enclosed reply card.

Legacy gifts enable you to retain control of your resources today, plan for the future of loved ones and beloved charitable institutions, and make the most of assets you worked so hard to build. Depending on the type of gift you choose, you may also be able to realize immediate personal financial benefits—retaining or increasing your income, deducting part of your gift as an immediate charitable contribution, or avoiding or reducing capital gains taxes.

Everyone who makes a planned gift becomes a lifetime member of the Eastwood Associates and a valued, visionary partner in the Academy's mission to explore, explain, and protect the natural world. Each year, Eastwood Associates experience special opportunities to explore the Academy—behind the scenes and after hours—and engage with Academy scientists involved in cutting-edge biodiversity research.

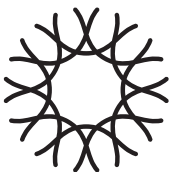
It's never too soon to plan your legacy gift and enjoy the benefits of becoming an



"The Academy is an awe-inspiring place. It empowers me to participate in the protection of our natural environment and its wild species and places. The Academy has aroused my curiosity about the natural world since childhood, and so I am proud to be able to help support its resources by ensuring a planned gift for the future."

—Barb Andrews, paralegal, Steinhart Aquarium registrar, and Eastwood Associate

Eastwood Associate. To find out more about upcoming Eastwood opportunities or to learn more about making a planned gift to the Academy, please call us at 415.379.5407.



CALIFORNIA
ACADEMY OF
SCIENCES

Golden Gate Park
55 Music Concourse Drive
San Francisco, CA 94118
415.379.5407
calacademy.org



"Thanking Eastwood Associates is the best part of my job here at the Academy. I welcome the chance to meet you and tell you more about the benefits of becoming an Eastwood Associate."

—Louise Gregory

Director of Individual and Leadership Giving