Fundraising without Book Sales

CHARITABLE PLANNED GIVING

NYLA 2019: FRIENDS SECTION
Total Giving 2017 (as reported by Giving USA)

- Individuals: 70%
- Foundations: 16%
- Bequests: 9%
- Corporations: 5%

Individuals 70%
Foundations 16%
Bequests 9%
Corporations 5%
Types of Gifts

- Cash
- Retirement assets
- Securities
- Bequests
- Real estate
- Life insurance
- Trusts
- Annuities
Planned gift vs charitable donation
Planned giving is the process of making a significant charitable gift during a donor’s life or at death that is part of a personal financial or estate plan.
Wood Library’s Legacy Society
a giving tradition since 1897
Planting seeds for the library’s future financial stability and continued excellence
Marla T Bucci
Development Specialist
Wood Library
134 N Main St
Canandaigua, NY 14424
585-394-1393
mbuccil@pls-net.org

Wood Library...where Tradition, Technology and Community Meet
Build a legacy. Include Wood Library in your estate plans.
2019 marks Wood Library's 160th year of service to the Greater Canandaigua community!

Electronic Signature
Thank You!
Your gift to Wood Library funds children's storytimes, teen services, book purchases, technology upgrades, classes, workshops, lectures and more!

Change Agent ............. $ 5,000+
Publisher.................. $ 2,500-4,999
Author ..................... $ 1,000-2,499
Editor ....................... $ 500-999
Illustrator .................. $ 250-499
Printer ..................... $ 100-249
Proofreader .................. $ 50-99

Reader ......................... up to $50
 Advocate ...................... 10 years of ongoing support to the Annual Fund Drive
 Book Circle ................... Recurring monthly donations to Wood Library
 The Legacy Society ....... Recognizes those who have named Wood Library
 in charitable giving plans

Go to woodlibrary.org/donate

Count me in to make a difference!

Name(s) ____________________________
Address ____________________________ Email ____________________________
Phone # ____________________________

Donation Amount $ ____________ □ Check enclosed (payable to Wood Library) □ Monthly donation
Credit card # ____________________________ Exp date ____________ Sec code ____________
Card type □ Visa □ MasterCard □ Discover □ Signature (req'd)

I authorize Wood Library to debit my checking or savings account in the amount of $ ____________ monthly. Recurring donations will be debited on the □ 10th or □ 20th of the month, and run from ___/___/___ to ___/___/___, or until you notify us in writing. □ Checking □ Savings Account # ____________________________
Routing # ____________________________

Signature (req'd) ____________________________ Financial Institution ____________________________

□ Send me the eNewsletter □ Send me information about The Legacy Society □ I wish to remain anonymous
Legacy Society

Info Card
Act now to save on taxes!

The IRA Charitable Rollover tax provision allows individuals age 70 1/2+ to make tax-free gifts that total up to $100,000 from a traditional IRA directly to qualified charities like Wood Library.

Contact Development Specialist Maria Bucci at mbucci@pls-net.org for more information.
Create a legacy.

With gifts for the future that show what you value in life.

Simple ways to make a big difference!

Will Bequests
Beneficiary Designations
Gifts from an IRA
Gifts from a Donor-Advised Fund
Gifts of Appreciated Stock

Want to learn more?
Contact Maria Bucci, Development Specialist, at 585.394.1381 or via email at mbucci@pls-net.org
Secure the library’s future... for another 160 years!

Naming Wood Library in your will is an easy way to help the library meet its future needs.

Your bequest will be directed to the library’s endowment and generate income that can be used to help fund library operations and other special needs.

Want to learn more? Contact me directly and I will send you a folder with all the information you need to get started.

Your support today and in the future helps Wood Library thrive and enrich lives!

Jenny Goodemote, Executive Director
585.394.1381 ext 306
jgoodemote@pls-net.org
Secure Wood Library's future with a legacy gift

2019 marks Wood Library's 160th anniversary! You can help us mark this special occasion by making a gift that will help the library thrive in the future.

Some popular options are: will bequests, gifting a life insurance policy, naming Wood Library as a beneficiary of an IRA or life insurance policy, or making a qualified charitable distribution from an IRA. You could also establish a deferred gift such as a charitable gift annuity or a trust.

Your decision today will make a big difference for our community library in the future!

Please consult with a trusted financial adviser as you consider your options.

Wood Library's Federal Tax ID# is 16-0755896.

Join the Charles A. Loomis Legacy Society

The Charles A. Loomis Legacy Society was established to ensure Wood Library's future financial stability and continued excellence through charitable planned gifts.
Join the Finger Lakes Land Trust and Wood Library for an informative workshop on tax-advantaged ways to build charitable gifts into your financial plan.

Wednesday, June 13, 2018
12 Noon to 1:30PM
Wood Library

Learn how you can leave a legacy from Jim Terwilliger, PhD, CFP, Senior Vice President Wealth Strategies Group at Canandaigua National Bank & Trust.

RSVP by June 4
607.275.9487 or info@fllt.org

A light lunch will be provided.
Is Wood Library in your will?

If Wood Library is in your will or other estate plans and you have yet to inform us, would you please take a moment and call me? I would love to have the opportunity to personally express my gratitude.

Even if you wish for your bequest to remain anonymous, it’s important to let us know so we can ensure that your gift is used exactly as you intend.

Still making estate plans? I can provide you with all the information you need.

Thank you for all you do to support Wood Library!

Jenny Goodemote, Executive Director
585.394.1381 ext 306
jgoodemote@pls-net.org
Thank you.

You are among our most loyal supporters. Your gifts help people learn, connect, and thrive. Thank you.

woodlibrary.org | 585.394.1381
If you are at least 70 1/2 years old—or approaching that age—and have an Individual Retirement Account, you are probably planning your Required Minimum Distributions for 2019 and beyond.

Did you know you can make direct distributions of up to $100,000 per year from your IRA to Wood Library? Your charitable distributions can be counted toward your Required Minimum Distribution, and you won’t need to include the amount as part of your taxable income.

Be sure to consult with a trusted tax advisor to learn more about how this can benefit you and Wood Library!
You've worked hard. Built a nest egg. Use your IRA to do good.

Reduce your tax liability and make a difference by donating a portion or all of your Required Minimum Distribution up to $100,000 a year to a qualified charity like Wood Library.

- Ensure equitable access to books and technology
- Support life-long learning and education
- Fund more digital content
- Improve literacy
- Establish outreach services for the homebound
- Provide a welcoming, comfortable place for people to gather, discuss, and learn from each other
Secure Wood Library's future with a legacy gift.

What will my library be like in 160 years?
2019 marks Wood Library’s 160th anniversary as Canandaigua’s community library.

Secure its future by making a planned charitable gift today.

You have lots of options. The simplest is to include Wood Library in your will. Or, name Wood Library as a beneficiary of an IRA or life insurance policy. You can also gift a life insurance policy; or, direct a qualified charitable distribution from your IRA to Wood Library.

Your choice. Your legacy.

Learn more about Wood Library’s Legacy Society by contacting Library Director Jenny Goodemote at 585.394.1381 or jgoodemote@pls-net.org.
People Making a Difference

Husband and wife duo donate time and talent to Wood Library

Visit Wood Library any day of the week and you will run into at least one member of the Blackwood family.

Peter Blackwood coordinates the rotating art exhibits in the Ewing Family Community Room. He also troubleshoots computer problems for library patrons on Friday afternoons during Open Tech Hours. But, that’s not all. Peter is Treasurer of the Friends of Wood Library, is the library go-to photographer for special events and Portrait Days, and served a term on the library’s Board of Trustees.

Tina Blackwood can be found in the stacks shelving books and pulling holds for patrons. She spends hours sorting and packing thousands of books for the semi-annual book sale, and is a member of two library-sponsored book clubs. Tina also visits Wood Library with her grandsons, often joining them for Storytimes and other children’s programs.

This dedicated duo is well-known to staff and patrons alike for their faithful service to Wood Library. “There is no other organization in the community like Wood Library,” states Peter, who has been using libraries ever since he was a kid. “It’s a place for everyone. No one gets screened out.” Tina has always found solace in books so it feels natural for her to spend a lot of time at Wood Library.

Mystery collection expands with donations in memory of Jean Spencer-Lahr

Jean Spencer-Lahr loved books and mysteries. She was a frequent visitor to Wood Library and often borrowed materials for her book club at Ferris Hills in Canandaigua. After she died, her husband, Paul, approached library staff about a special gift in her memory. That gift, along with others from Jean’s family and friends from around the country, resulted in the purchase of many new mystery books for the library’s collection.

Family and friends of longtime volunteer establish VIP program in her memory

Long-time volunteer Lois Seager dedicated many hours to Wood Library shelving books in the Bill Rayburn Children’s Library. As a former elementary school teacher and reading specialist, she shared her enthusiasm for books and reading with the children she encountered at Wood Library.

After Lois died in June 2017, her family and friends joined forces to establish a special program in her memory. The Very Important Places (VIP) program offers discounts for admission to popular venues across the region. Today, the program includes passes to Rochester Philharmonic Orchestra, Sonnenberg Gardens, Onanda Park, Kershaw Park, the Genesee Country Museum, the New York State Museum, and the Genesee Valley Museum.

Passion for library fuels volunteerism

When Tina Manzer joined the Library Board in 2014, the country was coming out of a recession and Wood Library had just completed a $4 million facelift and construction project. “The library and the Board were transitioning,” she recalls, “from lots of activity around the building project and securing community-based funding to more of a focus on programs and services.”

Manzer is an avid reader and a longtime library patron, but she never fully grasped how vital Wood Library is to people until she became a trustee. “It’s a life line,” she states with conviction. “What I love about our library is that it is a resource for everyone. People come to the library for knowledge, of course. But, they also come in to use the free Wi-Fi, computers, and printers.”

She also values how Wood Library brings people together. “I loved my service on the Board because it helped me feel more connected to my community.”

One of Manzer’s most valuable contributions during her tenure as Trustee was leading the Pursapalooza committee. “When the idea of a purse party was pitched, I got excited. It was different and fun.” She quickly got to work recruiting friends to help. The rest is history.

Manzer’s creative talents combined with a passion for Wood Library proved to be a powerful combination. In 2018, she helped launch the “Wood Library Blues and Brews” event, which has since become a beloved annual event.
Stewardship involves managing gifts as donors intended, acknowledging gifts, and nurturing relationships.
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