

North Shore Animal League America
Bequest Mailing

Dear Friend,

Above all, thank you. Your kindness to defenseless pets is on my mind as I write today.

Every day, with your help, the League shelters hundreds of dogs and cats who were abandoned to die in our cities and on country roads. Thanks to you, we can rescue kittens and puppies facing death in crowded shelters. They will live because you support North Shore Animal League America.

These beautiful, innocent pets will get world-class health care and nutritious food. Our staff will place the vast majority of them in loving, carefully selected homes. Those who cannot be placed will live out their lives at the League with attention and affection ... all of this due to your generosity.

Over the past 62 years, the League has assumed national and *international* leadership in the cause of abused, abandoned and neglected pets. But this letter isn't about a large, successful organization. It's about the animals who come here, counting on you and me. It's about nearly a million dogs and cats, puppies and kittens who found homes, thanks to human kindness expressed through the League.

And these words are about *you*. The League did not become America's largest, most sophisticated, no-kill animal shelter based solely on the skills of our dedicated staff. *You've* been an essential partner. The League's mission and progress are *your* mission and *your* progress.

That's the idea behind the photo on the cover of the brochure I enclosed – *Footprints Forever*. Alongside your footprints are the paw prints of animals you help save. It's a simple graphic idea, but I've been talking about its deep meaning with some people who share your enduring concern for animals. These people made an enduring commitment to the animals.

After taking care of the needs of their families and close friends, they included the League in their estate plans ... thereby attaining recognition as members our Safe Haven Society. I enclosed the *Footprints Forever* brochure because I hope you'll do what they've done, including the League in your will, trust or other estate plans.

Because everyone needs a will – and very many people would benefit from having a living trust – the *Footprints Forever* brochure focuses on these documents. Of course, there are other ways you can make a “planned gift” to the League, qualifying for the Safe Haven Society. Charitable gift annuities, life insurance policies, and other kinds of trusts are just a few; the list goes on.

To request additional information about planning your estate, please return either of two forms you'll find enclosed. One is loose in the envelope. The other is in the back of the brochure. A warm, friendly member of our staff will call, answering all of your questions without making you feel any obligation whatever. The decision in a matter such as this is yours ... and must be yours alone.

Also, if you've already included the League in your will, trust or other estate plans, please use the form to let us know. We want to include your name in the prestigious ranks of the Safe Haven Society, and send you a certificate suitable for framing. As a member, you will be listed in our Annual Report. (Of course, just let us know if you wish to remain an anonymous member of the society.)

Over, please ...

It's sometimes hard to think about, but all of us should plan for the future. We must reflect on the needs of our families ... consider the future of causes that are close to our hearts ... and think of what will happen to the animals. There will be a day when you and I are no longer here.

But the *Footprints Forever* picture represents the idea that you and I can continue to walk with the animals, even when we're no longer available to hold the leash ourselves. This isn't a dream, this is real.

And with planned giving – through your will, a living trust, or perhaps a charitable gift annuity – you may be able to do far more for the animals than you ever dreamed possible.

Yes, this is something I've done for the dogs and cats, puppies and kittens, who won my heart at the League. And I hope you'll join me after you talk the matter over not only with our Planned Giving Staff, but with your attorney and financial advisor.

I also hope you'll remember that the League, like you, needs to think about the future and the needs the animals will face. We must plan ahead, and the members of the Safe Haven Society make it possible to do just that.

Simply put, we know there's a base of funding the animals can count on in the years and decades ahead. This is an incredibly important reason to let us know if you've included us in your estate plans, or if you're thinking about this kind of support of the League.

In addition, when you become a member of the Safe Haven Society, you set an example for others to follow. This is crucial. This multiplies the significance of your impact on the lives of the animals.

Please think of this: The image on the front of the brochure – *Footprints Forever* – represents your legacy to helpless animals.

Please read the brochure and return the response form, telling us your plans or letting us know how we can be of assistance to you. Remember, there's absolutely no obligation in contacting the League, and your request will be treated with confidentiality and the utmost respect.

Looking to the Future
... With You!

A handwritten signature in cursive script that reads "John Stevenson". The signature is written in black ink and is positioned above the printed name.

John Stevenson, President

P.S. It's easy to put off tasks like making a will. Often we just aren't sure where to start. But once our questions are answered, it's like a barrier is removed, freeing us to act. That's why I sent the brochure, asking you to contact us with the enclosed form.