



MIRAMICHI SALMON ASSOCIATION

**The MSA Trust**

*A thoughtful approach to giving*

## THE MIRAMICHI SALMON – an iconic treasure

From time immemorial, the Miramichi River and its wild Atlantic salmon resource have existed as wonders of nature, and their protection and preservation is an everlasting challenge to all who value our natural environment, of which the river and the fish are symbols. Like the canary in the coal mine, the state of the Miramichi Salmon will always be a harbinger for sustaining the environmental quality of our lives in New Brunswick and beyond.



The salmon has been a symbol throughout history. Etchings of this fish appeared among the 20,000-year-old artifacts of Cro-Magnon man. It was prized by the Gauls, then by the Romans, was an abundant commercial fish in the British Isles, mentioned in the Magna Carta, and today is at the crest of the New Brunswick coat of arms. Revered by conservationists and sportsmen, and esteemed by gourmets, the salmon's importance to man is truly unique and unmatched by almost any other species.

## PLANNED GIVING – defining your conservation legacy

People from all walks of life support the Miramichi Salmon Association. Among them is a very special group of committed conservationist - people who have chosen to make a planned gift today in order to ensure that their lifetime of support and passion for the wild Atlantic salmon, for the Miramichi River that is their home, and for the vital work being done by the MSA to protect and conserve both, will live on and be sustained long into the future.

Planned giving is a conscientious process whereby caring individuals and donors achieve their philanthropic giving objectives through a means or platform that allows them to maximize the financial and taxable benefits associated with charitable giving. Planned gifts are often deferred, meaning they don't materialize until the donor's passing, while others are current gifts thus generating significant tax savings today!

Generally speaking, planned giving allows donors to establish and or leave a significant legacy gift while still insuring that their personal and or family's financial needs have been considered and looked after.

## THE MSA TRUST – a special group of people

When you include the MSA in your financial and or estate planning, you'll become a part of the MSA Trust. In doing so, you'll be joining a very distinct and generous group of dedicated and passionate salmon conservationists who have similarly chosen to 'pass it forward' by way of making their own planned giving commitment to the MSA.

As a member of the MSA Trust, you'll be recognized as a lifetime supporter of the MSA. In addition, you'll receive a distinctive MSA Trust lapel pin and your name will be recorded as an MSA Trust member in perpetuity. The MSA will also keep you advised of its ongoing conservation activities through special events and communications.



## CHOOSING THE RIGHT PLANNED GIFT

To fully understand all of the taxable benefits and legal implications associated with how a particular charitable planned gift can help you maximize your financial and or estate planning goals, it is strongly recommended that you consult with your financial and legal advisors.

## Will Bequest

Leaving a gift in your will or estate plan is perhaps the simplest form of planned giving. Such gifts can include a lump sum of money, a defined portion of the residue of a donor's estate (i.e. the amount left after expenses, taxes, and other bequests have been paid) or gifts of securities, real estate or personal property.

A donation receipt may be issued to the donor's estate for the fair market value of such a gift, resulting in a tax credit on the donor's final income tax return. In the year of death, charitable gifts can reduce the taxes owed by the donor's estate by up to 100% of the donor's net income. Contributions exceeding that limit may be carried back to the preceding year to reduce taxes paid in that year, subject to the same limits.

## Gifts of Stock or Securities

When you gift publically traded securities (such as stocks, bonds, shares, income trust and/or mutual fund units) to a charitable organization like the MSA, you receive a donation receipt for the full market value of the securities at the time of the donation, plus you avoid having to pay any capital gains tax that might be earned and owing on the securities. Depending upon how much the securities have appreciated, your tax savings may in fact be worth more than the original acquisition costs of the securities themselves.

## Gifts of Life Insurance

Life Insurance is a relatively low cost way to make a substantial planned gift to the MSA. There are three basic scenarios; 1) donate an existing Life Insurance policy (i.e. transfer ownership of policy to MSA) and receive a donation receipt for the cash surrender value of that policy. You can also receive a donation receipt for any future premiums that you pay on that policy; 2) you could gift a new Life Insurance policy to the MSA and receive donation receipts for the premiums that you pay on the policy; 3) you could name the MSA as (one of) the beneficiaries of an existing policy, with your estate receiving a donation receipt for the amount the MSA receives when the beneficiary payment is paid out and received.

## RRSPs or RRIFs

Simply deciding today to leave a portion (or all) of your remaining RRSP or RRIF assets to the MSA can save significant taxation on your estate tomorrow - all while you maintain the same level of retirement income and lifestyle you enjoy today. This can be achieved as your estate will receive a donation receipt for the value of your RRSP/RRIF donation, which your estate can then use to reduce taxation on any remaining balance in your RRSP/RRIF funds, as these holdings are subject to income taxation on your final tax return.

## Charitable Annuities/Trusts

A Charitable Gift Annuity provides donors an opportunity to make a substantial gift to the MSA while at the same time receiving a guaranteed fix (annuity) income. In addition, a portion of the gift is eligible for a gift receipt, and depending on the age and income of the donor, the annuity payments may be largely tax free. In setting up a Charitable Gift Annuity, a major portion of the gift is used to purchase an annuity from a commercial insurance company, who in turn administers the plan and issues the annuity payments to the donor(s). The balance of the gift would then be used by the MSA to further its conservation mission, and as such that amount is eligible to be receipted as a donation. The MSA would be the Annuity's beneficiary.

A Charitable Remainder Trust is where the donor retains a life interest in the gift (via a Trust) but makes an irrevocable gift of the residual interest of the Trust to the MSA. A donation receipt will be issued for the fair market value of the residual interest of the Trust at the time the residual interest actually vests to the MSA.

## **MSA TRUST – MEMBERS**

(as of March 31, 2015)

J.W. Bud Bird  
Bruno Bobak\*  
Otto Burt\*  
Kevin Harris  
Anthony (Tony) Little

Eric LeDrew\*  
Brian & Susan Moore  
Gary Spicer  
Stephen Tonning  
Dr. Martyn Vickers

\*Deceased



If you'd like to learn more and or just have an exploratory (confidential) conversation about how you might be able to support the MSA Trust, please contact the MSA Development Office at 506-457-2220 or email [stephen@miramichisalmon.ca](mailto:stephen@miramichisalmon.ca).

## **MIRAMICHI SALMON ASSOCIATION**

*Leading River Conservation Since 1953*

Miramichi Office - 485 Route 420, South Esk, NB E1V 4L9 Tel: 506-622-4000

Development Office - 40 Blizzard Street, Suite 100, Fredericton NB E3B 8K2 Tel: 506-457-2220

U.S. Office - c/o Guild Associates, 389 Main Street, Suite 202, Malden, MA Tel: 397-781-8870

A photograph of a person standing on a rocky shore, looking out at a misty river. The person is wearing a light-colored jacket and a hat. The river is wide and has a white, foamy appearance. The background is a dense forest of evergreen trees, partially obscured by mist. A large tree trunk is visible on the left side of the frame.

# **The MSA Trust**

*Plan today what your conservation legacy will be tomorrow*