

GREENPEACE

# Gifts in Wills

ARE AT THE HEART OF  
EVERYTHING WE DO

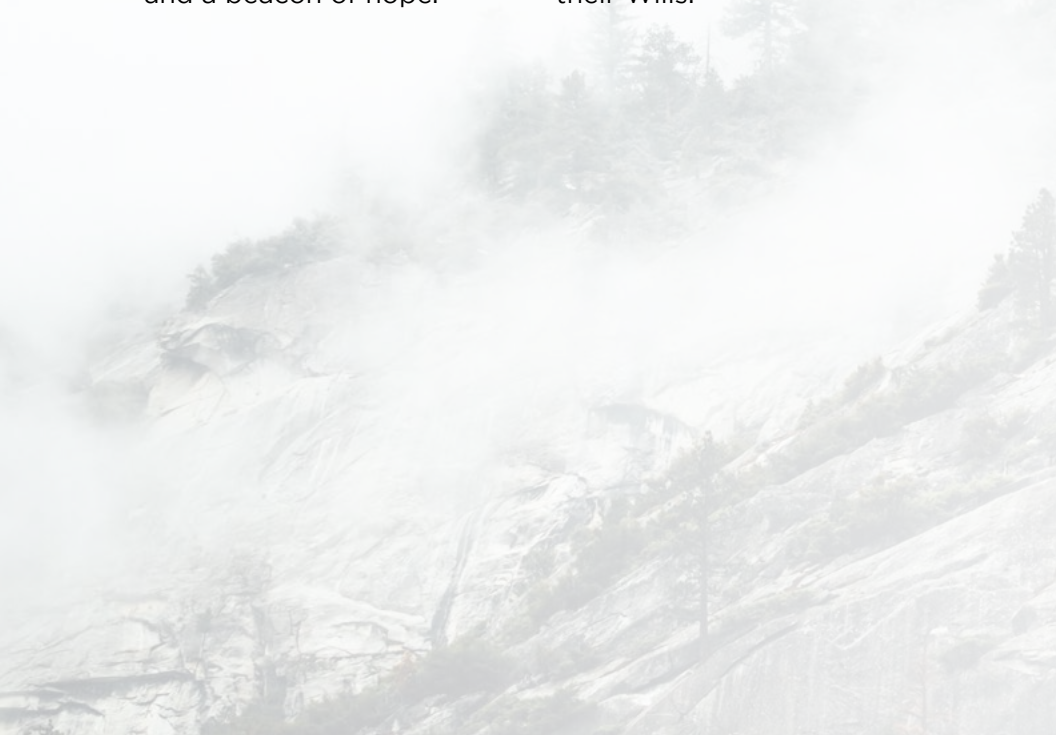



Green Guardians

**From our beginnings as a small group of activists, protesting against nuclear testing off the coast of Alaska, Greenpeace has grown into a global movement for change. Today, we are thousands of scientists, sailors, researchers, lobbyists, lawyers, activists and supporters in 55 countries around the world, doing whatever it takes to protect our planet.**

No one works harder to defend our oceans, protect our rainforests, safeguard the Arctic, and find sustainable solutions to climate change. For the millions of people who believe in a cleaner, greener, more peaceful planet that can sustain us all, we are the world's most effective environmental campaigning organisation, and a beacon of hope.

Leaving a gift in your Will to Greenpeace is a way to put these beliefs into action, long after your lifetime. Any gift that you choose to leave, large or small, will support our work for years to come, making sure your ideals live on. In fact, 1 in 3 of our campaigns is paid for by the extra-special gifts that people leave us in their Wills.





Greenpeace never accepts money from governments, corporations, or political parties. It's this fierce independence that allows us to hold the corrupt and greedy to account, no matter how rich or powerful they are. It also means that we rely entirely on the support of individuals like you to fund our campaigns, investigations and activism around the world.

Having an up-to date Will is, of course, vital to protecting your family's future. But once you've provided for your loved ones and friends, a gift to Greenpeace will help protect the Earth for all future generations.

**If you'd like to speak to someone about including Greenpeace in your legacy plans, please get in touch with:**

**Si vous préférez parler à quelqu'un en français, veuillez contacter:**

**Sydney Smith**

Tel: 647-955-0700

Email: [icanada@greenpeace.org](mailto:icanada@greenpeace.org)


# Gifts in Wills

**ARE CENTRAL TO OUR  
PLANS FOR THE FUTURE**

“I feel I have known Greenpeace my whole life. I love their creativity, courage and focus on a clean, just and renewable planet and future. In addition to the actions we see in the media, they also engage and work with corporations, governments and other civil society organizations to build a strong base for real transformation. They are a smart and effective force for change. Putting Greenpeace in my will is my gift to future generations who will inhabit this planet. I am proud to stand with Greenpeace.”



**Ellen Sprenger**



“I included Greenpeace in my will because of the purity of its purpose. How could anyone resist supporting an organization that exists to promote a green and peaceful planet! I was associated with Greenpeace as an employee and Board member in the 1990’s. I so admired the tenacity, commitment and humility of everyone there. I’m fortunate to have a few assets, humble though they are, and it seems so natural to me to share some of that good fortune with Greenpeace, on my death. I know the money will be very well spent.”



**Trudie Richards**

“I’ve made the decision to leave Greenpeace a gift in my Will. The process is so simple, and it’s a way to apologize for the damage to the planet that my generation is imposing on future generations. My family and I spoke about me leaving this gift together. They all agree to have Greenpeace benefit from it because, for several decades, we have never been disappointed by their choices and actions. So, maybe my modest gift can help Greenpeace reduce deforestation, depletion of fishery resources, global warming, pesticide pollution, or the risk posed by our nuclear power plants. There are definitely grounds for hope - anything is possible if many of us do the same!”



**Philippe Dorléans**

# Gifts in Wills

## ARE AT THE CORE OF OUR SUCCESS

Our story is one of hope. It is the story of the remarkable impact ordinary people can have in the world when they stand together and say “not on my watch.”

In 1971, a handful of concerned individuals set sail from Vancouver in a hired fishing boat for the US atomic test zone of Amchitka, Alaska to protest nuclear weapons tests. This loose band of brave people called themselves Greenpeace, linking their concern for the environment with their desire to see a world unthreatened by nuclear war. The voyage aroused such public outrage that within a year the testing site was closed.

Greenpeace has since grown into the largest

environmental action organization in the world. We have consultative status to the United Nations, operate our own independent science laboratories at the University of Exeter in England, and have been short-listed for the Nobel Peace Prize.

Through a unique combination of scientific research, public education, peaceful direct action, political lobbying, and market pressure, Greenpeace has succeeded in exposing and offering solutions to some of the world's greatest environmental threats.

Greenpeace is a force of hope for the future.



# **How your legacy could influence Greenpeace campaigns**

**In broad terms your legacy gift to Greenpeace would be used to change society's attitudes and behaviour in order to protect the environment and to promote peace.**



**MORE SPECIFICALLY,  
YOUR LEGACY WOULD  
BE USED TO HELP  
GREENPEACE:**

- Push global governments to make a rapid transition to green energy and address the number one threat facing our planet: climate change.
- Defend our oceans by challenging wasteful and destructive fishing, and creating a global network of marine reserves.
- Protect the world's ancient forests and the animals, plants and people that depend on them.
- Promote disarmament and peace by tackling the causes of conflict and calling for the elimination of all nuclear weapons.
- Create a toxic free future by promoting safer alternatives to hazardous chemicals in today's products and manufacturing.
- Campaigning for sustainable agriculture by rejecting genetically engineered organisms, protecting biodiversity and encouraging socially responsible farming.

**\$750**

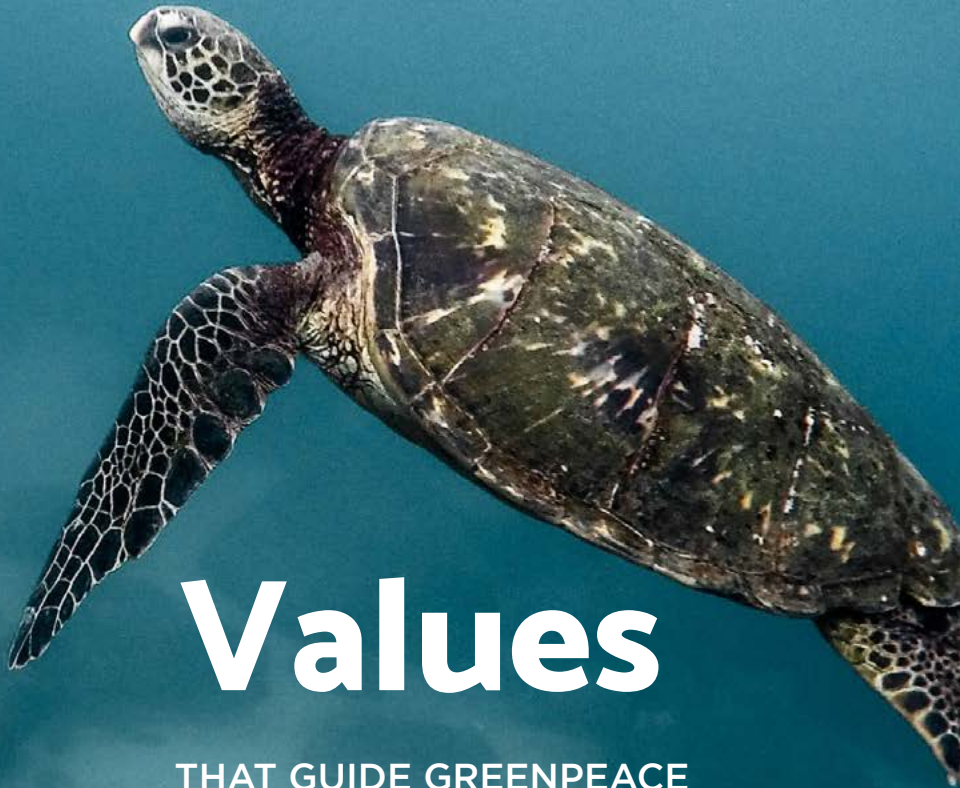
buys one full set of professional grade climbing gear, to be used in actions.

**\$55,000**

funds one year's worth of aerial monitoring by plane and satellite to document illegal logging in the Amazon rainforest.

**\$155,000**

pays for a month-long sea expedition, e.g. in a campaign against illegal fishing.



# Values

THAT GUIDE GREENPEACE

**Greenpeace's cornerstone principles are reflected in all of our environmental campaigns worldwide. Your bequest gift would be governed by the following values:**

We bear witness to environmental destruction in a peaceful manner.

We use peaceful confrontation to raise the level and quality of public debate.

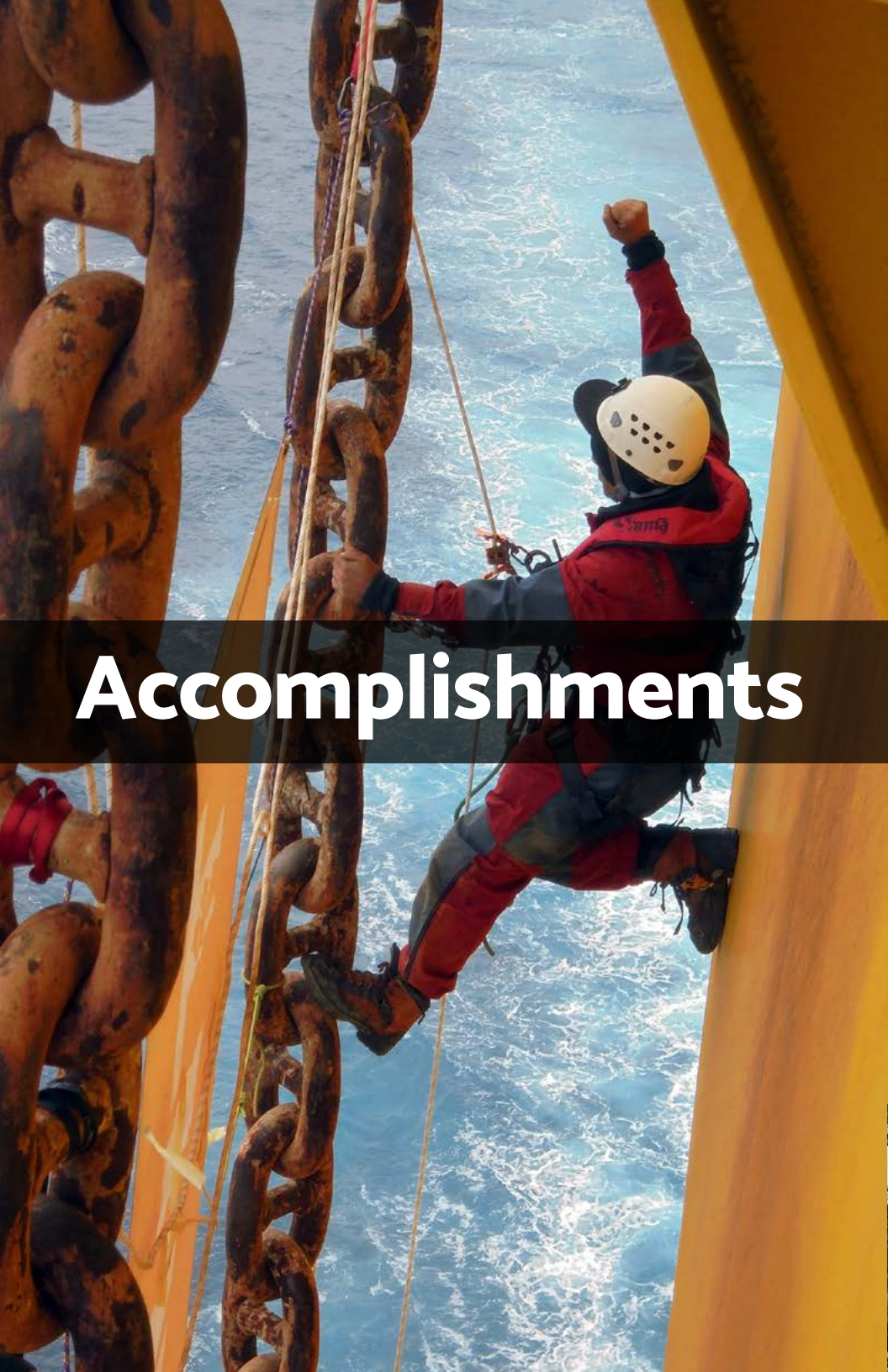
We are committed to collaborating and consulting with the Indigenous Peoples of Canada to ensure our campaigns and positions respect traditional rights and treaties.

In exposing threats to the environment and finding solutions we have no permanent allies or adversaries.

We ensure our financial independence from political or commercial interests.

We seek solutions for, and promote open, informed debate about society's environmental choices.

In developing our campaign strategies and policies we take great care to reflect our fundamental respect for democratic principles and to seek solutions that will promote global social equity.



# Accomplishments



**Below are just some of the positive environmental changes that Greenpeace has directly helped to bring about since we began campaigning in 1971.**

**GREENPEACE PLAYED A PIVOTAL ROLE IN THE ADOPTION OF:**

- A conservation plan to protect the largest intact coastal temperate rainforest on the planet - the Great Bear Rainforest in Canada.
- A ban on toxic waste exports to less developed countries.
- A moratorium on commercial whaling.
- A United Nations convention providing guidelines for better management of world fisheries.
- An Antarctic Ocean Whale Sanctuary.
- A 50-year moratorium on mineral exploitation in Antarctica.
- Bans on the dumping at sea of radioactive and industrial waste and disused oil installations.
- An end to high-sea, large-scale driftnet fishing.
- A ban on all nuclear weapons testing - our first ever campaign.



To learn more about Greenpeace campaign highlights please visit our website at [www.greenpeace.org/canada/en/victory/](http://www.greenpeace.org/canada/en/victory/)

Greenpeace has endorsed the Accountability Charter for International Non-Governmental Organizations. The charter sets out core values and operating principles for International Non Governmental Organizations (INGOs). The Charter covers the areas of good governance and management; fundraising as well as multi-stakeholder engagement. It also makes specific reference to respect for universal principles (such as the Universal Declaration of Human Rights), independence, responsible advocacy, effective programs, non-discrimination, transparency and ethical fundraising.

You can view Greenpeace's annual Impact Reports online at [www.greenpeace.ca](http://www.greenpeace.ca). You can also request a copy of our full audited financial statements by contacting us at:

**1.800.320.7183**

## **GREENPEACE CANADA'S LEGAL NAME AND DETAILS**

Greenpeace's correct legal name is Greenpeace Canada. A gift to Greenpeace Canada, which is not a charity due to restrictions on political campaigning by charities, will support our ability to expose and tackle environmental injustices.

## **GREENPEACE CANADA'S MAIN OFFICE ADDRESS:**

Greenpeace Canada  
33 Cecil Street  
Toronto, ON  
M5T 1N1



**Ways of making  
a bequest to  
Greenpeace**

**There are several ways to remember Greenpeace in your Will. You may designate Greenpeace to receive:**

**1**

The residue of your estate. This is a gift of whatever is left over after other bequests have been fulfilled.

**2**

A fixed amount.

**3**

A percentage of your estate. This is a flexible way to give, the gift automatically changes with the size of your estate.



# Sample Bequest Wording

## RESIDUAL BEQUEST

“I give to Greenpeace Canada, currently of 33 Cecil Street, Toronto, Ontario M5T 1N1 the rest and residue of my estate to be used in such a manner as the Board of Directors of Greenpeace Canada shall, in its sole discretion, determine.”

## FIXED AMOUNT

“I give to Greenpeace Canada, currently of 33 Cecil Street, Toronto, Ontario M5T 1N1 the sum of \$\_\_\_\_\_ be used in such a manner as the Board of Directors of Greenpeace Canada shall, in its sole discretion, determine.”

## PERCENTAGE OF ESTATE

“I give to Greenpeace Canada, currently of 33 Cecil Street, Toronto, Ontario M5T 1N1, \_\_\_\_\_% of my estate to be used in such a manner as the Board of Directors of Greenpeace Canada shall, in its sole discretion, determine.”



## DESIGNATED BEQUEST

If you would like to designate a gift to a particular area or activity that Greenpeace works on please speak with our [Legacy Advisor](#). In general, Greenpeace does not encourage designated bequests to specific campaigns because priorities can change over the years and certain campaign goals will have been accomplished.

## PREPARING YOUR WILL

A Will is a legal instrument custom made for your personal circumstances. Ideally a lawyer should help you in preparing your Will to ensure it is properly drawn, signed and witnessed.

We are pleased to offer our supporters the opportunity to have your Will written by a lawyer for free through the Canadian Free Wills Network.

For more information please contact Sydney Smith at [icanada@greenpeace.org](mailto:icanada@greenpeace.org).



**A gift in your Will to Greenpeace, whether it's large or small, will make a vital difference to our world in the years ahead. We promise to use your gift where it will do most good and have the greatest impact on our work to protect the planet.**

## **CONFIDENTIAL REPLY**

For more information or to inform us that you've left a Gift to Greenpeace in your Will, please fill out the form below and mail to:

**Greenpeace Canada  
33 Cecil Street, Toronto, ON M5T 1N1**

The information you give is an important personal choice and we will treat it with the utmost confidence. You do not have to tell us if you have left a gift in your Will (and even if you do tell us, you can change your mind at any time by changing your Will). It would be very helpful, however, if you could let us know your intentions. This would enable us to thank you for your support and keep you up-to-date with Greenpeace's activities and special events in Canada and around the world.

NAME:

ADDRESS:

CITY:

PROVINCE /  
TERRITORY:

POSTAL  
CODE:

TELEPHONE:

EMAIL:

- I am considering leaving a legacy gift to Greenpeace, please contact me to provide me with further information
- I am considering leaving a legacy gift to Greenpeace, please contact me to with more information about how I can get a Will prepared for free by the Canadian Free Wills Network
- I have included a gift in my Will to Greenpeace Canada

**Please contact me to discuss this further via:**

*PLEASE CIRCLE ONE*



**Telephone**



**Email**



**Mail**

## ANY QUESTIONS?

Get in touch with us by phone or email to learn more about leaving a legacy gift.

Ou pour plus d'informations en français, veuillez contacter



**Sydney Smith**

**647-955-0700**

**[icanada@greenpeace.org](mailto:icanada@greenpeace.org)**

We are custodians of our planet for but a moment.

We inherit the Earth from our ancestors and hand it on to future generations.

Greenpeace exists because this fragile Earth deserves a voice. It needs solutions. It needs change. It needs action.

**What will your legacy be?**

*GREENPEACE*

**Thank You**



Green Guardians