

GREENLEGACY

GREENPEACE
FUND



Spring 2012

A Mission to Save the Whales

For over four decades, Greenpeace has been on a mission to save the whales. This has been an ongoing battle and one that we have never—and will never—take lightly. Over the years the mission has evolved and our strategies have evolved along with it. We've made progress, but there is still much to do.

One strategy that we've always followed is finding creative solutions to any problem. This was no more evident than in Greenpeace's involvement in 1988 in saving a trio of whales trapped in the sea ice off the coast of Barrow, Alaska.

CHANGING THE UNCHANGEABLE

The dramatic events leading up to the eventual rescue of these majestic creatures has been dramatized in the Universal Studios film *Big Miracle*, starring Drew Barrymore as a Greenpeace activist. Says Barrymore about her character, Rachel, "She is based on a real woman named Cindy Lowry who is sort of a one-person army heading up Greenpeace in Alaska. She has a lot of will to change what seems unchangeable

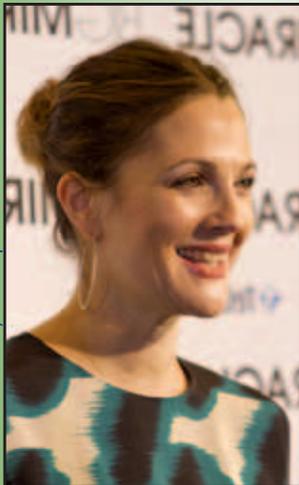
and does whatever it takes to accomplish her mission."

Barrymore further describes her character: "Rachel does her homework and will stay up 24 hours to get something done." That tenacity is not surprising to those activists who work for Greenpeace! It's a quality we all share.

STORY BEHIND THE STORY

Someone else who played a key role in this real-life story is Campbell Plowden, who at the time was the Greenpeace Whale Coordinator and head of the Greenpeace USA Whales Campaign. He was part of the story behind the story—one that continues today.

When Plowden first received word about the whales' predicament he characterized it as a "natural event." He recalls, "We were waging an all-out battle to stop the whaling industry in three countries, with our attention focused on Iceland which was killing endangered fin whales as part of its so-called 'research' whaling program."



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Drew Barrymore, star of the Universal Pictures film, *Big Miracle*, poses on the red carpet during the world premiere of the movie. She portrays Greenpeace campaigner Cindy Lowry, who motivated oil corporations, Ronald Reagan's White House, Native Americans and the Soviet Navy to save whales trapped under sea ice in 1988.

Inside:

- Alternative giving ideas
- Devoting life insurance to life

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Alternative Giving Ideas

PLEASE REMEMBER GREENPEACE IN YOUR WILL

If you are ready to name Greenpeace in your will or other plans, here are a few simple facts to note. Our full legal name is Greenpeace Fund, Inc. and our federal tax ID number is 95-3313195.

OTHER WAYS TO GIVE

- IRAs, 401(k)s
- Other retirement accounts
- Securities, stocks
- Insurance policies

Many people already rely on retirement income from one or more sources, or they plan to do so in the future. These sources might include IRAs, an employer-sponsored retirement plan, annuities with insurance companies and other investments.

If you have accumulated such funds and believe they are more than will be necessary for your retirement, it may be wise from a tax planning standpoint to make your charitable gifts to Greenpeace using a portion of these unneeded funds. Funds contributed to qualified retirement accounts, for example, are not taxed at the time of contribution, and they grow free of income tax. These funds are, however, fully taxable when withdrawn.

GIVING NOW

If you are over the age of 59½, you may wish to use amounts withdrawn from tax-favored retirement accounts to make charitable gifts now. Such amounts are reportable as income when withdrawn, but if you use them to make charitable gifts, you are entitled to an income tax charitable deduction that can eliminate tax on the withdrawn funds.

State tax, Social Security and other factors should be taken into account. Check with your tax advisor if you think this might be a good option for you to consider.

GIVING LATER

You may also wish to include Greenpeace as beneficiary to receive all or a portion of assets remaining in your retirement accounts when you no longer need them.

You simply stipulate whether you wish for the entire balance, a specific amount or a percentage of the account balance to become a charitable gift.

HOW TO PROCEED

To make charitable gifts through your retirement plans today or as part of your future plans, it may be beneficial to consult with the administrator of your plan. This may be a financial institution (such as a bank, life insurance or investment company) or the coordinator of your employer's retirement plan.

Designating a charitable interest such as Greenpeace as the final beneficiary of your retirement plan can be as easy as completing a simple Change of Beneficiary form.

FOR MORE INFORMATION

As always, discuss all matters that can affect your financial future with your professional advisors before changing your plans. They can advise you about different factors that are applicable to you and help you explore the available gift options.

We will be pleased to provide additional information about ways to include us in your plans. You can also go to our website:

www.greenpeacefund.org.

Devoting Life Insurance to Life

When you hear “life insurance,” what comes to mind?

Most people probably think of a way to ensure the economic well-being of surviving family members at the death of a breadwinner. But life insurance is also widely used for “life”—as a savings vehicle to enhance the quality of living.

FOR RETIREMENT, EDUCATION

Life insurance, largely in the form of annuities, is a major part of many people’s retirement security. Life insurance also has provided many a parent with funds to help educate a child.

In fact, each year more dollars are paid out as a result of maturing endowments, annual dividends, annuity and disability payments and cash surrenders than are paid as death benefits.

FOR PHILANTHROPY

As one of the forms your property may take, life insurance can also stretch your charitable giving power. In the same way that life insurance proceeds represent a much larger amount than the premiums paid over the years, life insurance can produce

Do You Own Any of These?

When life insurance policies are no longer needed for their original purposes, you may discover they can be a source from which to carry out philanthropic goals.

Your life insurance may be outdated if you purchased a policy to cover any of the following:

- The mortgage on your home, which may have since been paid off
- Estate taxes, which no longer affect most Americans
- The education of your children, which may now be complete
- A business you no longer own

a larger charitable gift than might otherwise be possible.

Life insurance can be given to Greenpeace in several ways. Giving a paid-up policy no longer needed for the purpose you intended may help you give while leaving cash and other property ready for other uses. Annual dividends from existing policies and new policies can also be excellent gifts.

Different giving methods suit different individuals’ circumstances. Significant gift, income and estate tax savings may be realized through effective planning of retirement plans and life insurance gifts.

Through a forgotten life insurance policy or by a change of beneficiary, you may be able to make the largest gift you’ve ever made and not adversely affect your financial security.





Grey whales breed and give birth in San Ignacio Lagoon, which attracts tourists from around the world who come to observe this unique spectacle.

“I hope that *Big Miracle* can inspire the current generation to overcome their differences and keep working... to protect the oceans and all of Earth’s precious environment.”

—Campbell Plowden

...Save the Whales *continued from Page 1*

Plowden decided to take on the challenge when he was told “a lot of people have been calling asking what Greenpeace is going to do to save the whales trapped in the ice in Alaska.”

He recalls, “I realized we had no choice about whether or not we wanted to accept this incident as a natural event or ignore it as a distraction. Dealing with it had just become our mandate; I had to give it my best shot and try to use the opportunity to also save a lot more whales around Iceland.”

Solving this challenge and saving the whales involved working with the Inuit community in Barrow, the Veeco company, various government agencies, the U.S. military and ultimately the Soviet Union. Not surprisingly, Greenpeace was there every step of the way.

FOLLOWING THE PLAN

The national and international media attention focused on this day-to-day struggle presented the perfect opportunity for Plowden to push forward with Greenpeace’s plan to put a stop to Icelandic whaling.

There was a whaling protest in front of the Icelandic Embassy in Washington and a lawsuit filed against the U.S. government for failing to enforce its own law.

Ultimately, there were victories—some large and some small. “The combined boycott actions in the U.S., Germany and the United Kingdom cost Iceland more than \$50 million in lost fish sales,” says Plowden. “The Icelandic government didn’t stop its research whaling plan mid-stream, but at the end of its three-year run, it did not renew it.

“I hope that *Big Miracle* can inspire the current generation to overcome their differences and keep working for a last peace for the whales and sane policies to protect the oceans and all of Earth’s precious environment.”

Just as these whales were saved through the combined efforts of visionaries working together, devising solutions and taking action, Greenpeace will continue its mission of saving the whales and creating a green and peaceful world.

For More Information...

For more information on how your plans can balance your own personal and financial goals with a desire to help Greenpeace in a substantial way, please contact, without obligation:

GREENPEACE FUND

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Recognized by Charity Navigator as having demonstrated excellent financial efficiency.

Top-rated environmental charity by the American Institute of Philanthropy. Grade A-.



Awarded “Best in America Seal” by Independent Charities of America. Of the one million charities operating in the USA, less than two thousand have been awarded this prestigious seal.



Proud to meet all of the Better Business Bureau’s “Wise Giving Alliance Standards for Charity Accountability.”

*Greenpeace Fund is a nonprofit, tax-exempt organization set up to continue the vital work of Greenpeace by increasing public awareness and understanding of environmental issues through research, the media, and other educational programs. Greenpeace Fund also provides grants to support Greenpeace’s work around the world for activities that are consistent with its mission.