



## Giving for Perpetual Waters

“... just as the River belongs to no one, it belongs to everyone and everyone is held accountable for its health and condition.”

— *Wilma Dykeman*



*Water has a voice.  
It carries a message that  
tells those downstream who we are  
and how we care for the land.*





## A Mighty River. A Mighty Legacy.

This river and the land that surrounds it are dynamic and ever-changing. The need to restore and protect will be ongoing.

Together, our legacy can be to ensure that the French Broad River and its watershed will continue to support native wildlife and the economic vitality of our region through clean water and beautiful, accessible spaces for education and recreation.



Photo Credit: Jake McClean

## Reclaiming the French Broad River

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The French Broad River has always been a life-sustaining resource for our region. After nearly 200 years of using the river—but not always caring for it—in 1985 community leaders including Jean Webb and Karen Cragolin began to imagine a new future, which Karen led as RiverLink’s first Executive Director for the next 30 years.

The organization sought to honor the river’s inherent value as an essential natural resource and promote its natural role in advancing the health and vitality of its human communities.

Today, RiverLink carries forward its original vision, linking arms with people and organizations who recognize the environmental and economic importance of the French Broad River.



## Invitation & Donor Impact

*Experience, Learn, Protect, Conserve, Inspire*

We understand that there will always be challenges and opportunities in our efforts to care for the French Broad. A mighty river and legacy have been entrusted to us, which we are called to protect for future generations. By including RiverLink in your estate plans, you can make a lasting impact on the values that matter most to you.

We invite you to join with others who have made a planned gift and are members of the French Broad River Legacy Circle. Without additional direction, legacy gifts flow into RiverLink's endowment fund to be held in perpetuity at the Community Foundation of Western North Carolina.



## A Legacy of Health and Vitality

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RiverLink welcomes planned gifts through arrangements that enable you to express what's important to you well into the future, while reducing income and estate taxes as you plan for yourself and your loved ones.

Below are some of the most common ways people choose to support RiverLink through a meaningful legacy gift.

### **Wills and Trusts**

It's easy to include a gift when creating your will or trust, or an existing one can be amended with a simple document. You can give a percentage of your estate, a specific amount, or simply what is left after taking care of your loved ones and other obligations.

### **Naming RiverLink as a Beneficiary**

RiverLink can be named as the beneficiary of a new or existing life insurance policy. The organization can also be named as a beneficiary of your IRA, 401(k) or other qualified retirement plan, or Donor Advised Funds or financial accounts.



RiverLink's French Broad River Legacy Circle honors individuals who have chosen to care for the French Broad River and its watershed beyond their lifetime. Membership recognizes those who have included RiverLink in their estate or financial plans to help ensure a healthy, protected river system that supports people and nature for all time.

There is no minimum amount to join. Recognition is always optional. Planned gift intentions are nonbinding and may be changed at any time.

## **Our Promise to You**

1. Your gift is precious, and we pledge to be good stewards of any resources you entrust to us, just as we are stewards of the French Broad River and its watershed.
2. Making a legacy gift is a deeply personal decision to be made in your own way and in your own time.
3. You can notify us of your gift or not. If you do let us know, we would be honored to recognize you as a member of the French Broad River Legacy Circle if this would be meaningful to you.

If you would like to talk about the impact you'd like to have through a planned gift, please contact us at [development@riverlink.org](mailto:development@riverlink.org) or call our offices at (828) 252-8474.

RiverLink promotes the environmental and economic vitality of the French Broad River and its watershed for all. We strive to conserve this invaluable community asset and encourage people to experience the river as a place to live, learn, work and play.

# RIVERLINK



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