

# HERITAGE LEGACY SOCIETY

*"Without a Heritage, Every Generation Starts Over."*

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Mark Hurley





# Winning the Future

By Kevin Roberts

## THIS YEAR, HERITAGE

marks our 50th anniversary, and it is a moment worth celebrating. For half a century, we've been your outpost in the nation's capital, fighting for your values and beliefs in a city that is often hostile to both.

But my thoughts today are about the future, not the past. How can we reclaim this nation and restore self-governance and human flourishing? How can we pass on the legacy of freedom to our children and our grandchildren?

The stakes have never been higher. The Left is shredding the fabric of the nation. Our children are being taught to hate America. Inflation is robbing our wealth. Crime is running rampant. Big Tech is censoring our voices. Communist China is increasingly hostile to our future.

That's why we are redoubling our efforts. Under my leadership,

Heritage will never back down from a fight.

There's another urgent question: How can you make sure that your legacy is protected? How can you avoid ceding control of your hard-earned money to the Left? It happens all too often, and it's always a tragedy. So, we talked to experts in the field and shared their advice and tips on how you can safeguard your wealth and our country for generations to come.

I hope you find it useful. In the meantime, thank you for your generous support and for all you do for America.

Sincerely yours,

Kevin D. Roberts, PhD.  
President  
The Heritage Foundation

# Protect your Legacy

Conservatives need to be extra vigilant when it comes to estate planning. Relying on financial institutions that promote leftist policies or allowing administrators too much control over your assets is counterproductive to preserving America's first principles. Even family members can sometimes challenge our core values, from reckless spending to detrimental behaviors that don't align with our values. Here are a few things to watch out for:

## Dynasty trusts and similar multi-generational plans

Wealth management companies often promote trusts spanning an almost limitless number of years under the banner of wealth preservation and tax avoidance. For parents who have a legitimate fear of spendthrift heirs, the idea of exercising control over assets many years after their passing can seem attractive. Others may naively view it as a method of ensuring family cohesiveness.

Unfortunately, these types of far-reaching plans can mean steep fees paid in perpetuity and corporate-appointed trustees capable of exerting unreasonable control over future distributions. These plans also don't acknowledge that even within the same generation,

children can have vastly different lifestyles, careers, families, and financial needs. They also fail to address the psychological harm that entitlement can create. So problematic are dynastic trusts that many states have banned them, and some legal firms specialize in the litigation that ensues when trustees or family relationships have gone bad. Alternatively, creating a charitable trust with an organization like Heritage can also provide income to loved ones, reduce your taxable estate, and leave a conservative legacy that benefits America, not left-leaning financial institutions.

## What your Last Will and Testament doesn't say can be an issue

When it comes to designating individual heirs, it may not be enough to simply name those you wish to benefit. Give careful thought to those who aren't included and who could potentially contest your plans. For example, if some close family members are named but not others, your plans should be clear the omission was intentional.

Be upfront with your estate planning attorney when it comes to problematic family dynamics. In many cases, he

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or she can include language that deliberately acknowledges certain individuals’ exclusion or provides added protection in other forms. This can go a long way toward protecting your intent down the road.

### Don’t let your DAF go woke

As required by IRS regulations, Donor Advised Fund custodians—not donors—retain ultimate control over the beneficiaries that donors may direct gifts to. This arrangement may be tolerable as long as you are still living and custodians have incentive to remain in your good graces. What about after your passing?

Like the dynastic trusts mentioned above, conservatives should guard against giving almost unlimited control of their assets to bureaucrats in perpetuity. Designating your DAF’s remainder to trusted charities upon your passing can prevent this from happening. Given current attempts to cancel conservative and faith-based voices, donors who care about the leftist assault on America should be wary about giving financial institutions the power to decide what happens to their assets in the future.



*“The intimidation of people with conservative viewpoints grows bolder. It’s time to start hitting hard, and conservatives need to stop being so polite. **We are delighted to see that Heritage is taking a more aggressive approach, going after the people and agendas that are destroying our country from within.**”*

*—Heritage Legacy Society members Gordon and Sharon Hassing*

**For more information about remembering Heritage in your will or trust, please return the attached reply form, call us toll-free at (800) 409-2003, or email us at [legacy@Heritage.org](mailto:legacy@Heritage.org).**

Disclaimer: The Heritage Foundation does not provide legal or tax advice; all material is presented solely as educational information. Examples of tax benefits are based on assumptions that might not apply to your individual circumstances. We recommend that you seek the advice of your attorney, tax advisor, and financial planner in connection with all gift and estate planning matters.

# Thank You.

The Heritage Foundation thanks the newest members of the Heritage Legacy Society, listed below, for their leadership in creating a better America and leaving a legacy of freedom for future generations. Their commitment through their estate or other planned gift ensures that there will always be a strong voice for conservative principles in the nation’s capital.

## New Heritage Legacy Society Members

Mr. Ronald R. Adams	Ms. Mary E. Gottler	Mr. and Mrs. Phil Neiman
Mr. Charles G. Amboy	Mr. Mike Grampo	Mr. and Mrs. Peter I. Pavel
Ms. Cindy Andrews	Mr. and Mrs. Neal Greenfield	Mr. and Mrs. Donald Pemberton
Mr. Robert C. Armour	Mr. and Mrs. Richard G. Gross	Ms. Cynthia Pfaff
Mr. Charles D. Becher	Mr. Frank Gugino	Mr. and Mrs. Steven C. Pinard
Mr. Gene Bengtson	Ms. Nancy Hadley	Mr. Robert Powell
Mr. Marshall G. Berol	Ms. Elrene Hamann	Ms. Shauvon Powell
Mr. Estaban M. Beruvides	Ms. Annie M. Harris	Mr. Joseph F. Regan
Ms. Lisa Binse	Mr. James R. Harris	Mr. Fred D. Reynolds
Mr. Gary Boe	Ms. Joan B. Harry	Dr. Jeffrey Rothstein
Mr. and Mrs. Bayard Boyle Jr.	Mr. Peter J. Hecker	Mr. Steven A. Ruether
Mr. David Brown	Mr. Alvin R. Herr Jr.	Mr. Christophe Salvo
Mr. Tai-Hua Busche	Mr. Michael Hood	Ms. Gretchen G. Schade
Mr. Barry Campbell	Mr. Bryon Hotzler	Ms. Linda Scott
Ms. Mary D. Carnegie	Mrs. Michelina D. Hurd	Mr. Michael A. Serluco
Mr. Luke Cates	Mr. Arthur Johnson	Mr. David M. Shafto
Mr. and Mrs. Robert Chamberlin	Mr. John D. Johnson	Ms. Victoria Smith
Mr. Doug Chapman	Mr. Allan F. Jones	Mr. Michael Snater
Mr. David B. Coblitz	Mr. Richard Kachel	Mr. Charles Stickels
Mr. Douglas Comstock	Mr. Oleta Kadleck	Mrs. Joan Sullivan
Mr. Harry Cruzado	Mr. and Mrs. Charles Keen	Mr. and Mrs. Joseph S. Tagliavia
Mr. David Dennis	Mr. and Mrs. William A. Klien	Mr. William Teran
Mr. and Mrs. Richard C. Depew	Mr. Sven F. Kraemer	Dr. John A. Thomas
Mr. Bernard Depinto	Mr. David Krajewski	Mr. Bobby Turner
Mr. Ben Ditosti	Mr. and Mrs. Clint C. Kyme	Mr. and Mrs. William Voigt
Mr. James Dyer	Mr. Charles Larimore	Mr. Frank H. Walker
Mrs. Eilene Ehrhardt	Mr. Raymond H. Laub	Dr. Jan Weber
Mr. Mark Friedman	Mr. Steve Levy	Mr. Richard J. Weinmann
Ms. Geneva Garber	Ms. Patricia J. McWethy	Mr. James Westby
Mr. and Mrs. Glenn Gehring	Mrs. Greg Montgomery	Ms. Audrey T. Winfrey
Mr. Robert Gold	Mr. Ted Morbach	Mr. Craig Woody
Mr. John Goodrich	Ms. Margaret Murguia	Mr. Paul Yarmey
	Mr. and Mrs. Larry H. Nebel	



# Meet the Team

Mark Hurley, Planned Giving Advisor



*We recently sat down with Heritage Planned Giving Advisor Mark Hurley to hear what he's learned from meeting some of Heritage's most loyal supporters and helping them create meaningful legacies.*

**Heritage:** You've had a lot of experience in the nonprofit world working for organizations like the American Cancer Society. What surprised you most when you first started at Heritage?

**Mark:** I already knew Heritage was a best-in-class organization. What I couldn't have imagined was the full scope of Heritage's work and the energy it brings to every single step needed to make conservative ideas a reality. The level of strategic planning that goes on at Heritage is nothing short of extraordinary. It's so satisfying to meet with members in person and see their eyes light up when I give them the inside

scoop on something Heritage is doing. Heritage's ability to impact so many areas of society is truly unique for a nonprofit organization.

**Heritage:** You spend a lot of time speaking with Heritage members about their charitable estate plans. What are some of the common themes you've run across?

**Mark:** The concern I hear most often is children who don't see eye-to-eye with their parents' conservative beliefs. Our members' feelings run the gamut of not wanting to anger children by leaning into their charitable giving to fearing how an inheritance might negatively affect their children's work ethic.

I think it helps to break things down to core values. Did hard work, self-sufficiency, and responsible spending have a positive impact on who you are today? If the answer is yes, own it proudly and don't inadvertently create obstacles that keep loved ones from doing the same. Do you want your children to grow up to be selfless, charitable people? If so, boldly model charitable behavior. Children may not always agree with your charitable choices, but unwavering conviction tends to

invite respect. Sharing what's important to you can help break down barriers.

**Heritage:** Speaking of common themes, we've heard from numerous Heritage members who are pulling out of estate commitments they've made to their increasingly left-leaning alma maters. Some have even redirected their support to Heritage. What are you hearing from members in similar situations?

**Mark:** First, I want to say good for them! They have reason to be

alarmed. Campuses have become hotbeds of leftist indoctrination and identity politics, and conservatives want no part of it. I'm always happy to help members explore their options. If intellectual integrity and the education of future generations is important to you, Heritage is committed to going about it the right way.

**If you have questions about creating a conservative legacy for America, give Mark a call. He can be reached toll-free at (800) 409-2003 or by email at [legacy@heritage.org](mailto:legacy@heritage.org).** 📞

## Create a Lasting Legacy for America

One of the most common ways to remember Heritage in your plans is to include a provision in your will or living trust. If your plans have already been drafted, you can easily add a codicil to your existing will making Heritage a charitable beneficiary. Your legal advisor may use the following language as a suggested guideline:

*"I give, devise, and bequeath to The Heritage Foundation, 214 Massachusetts Avenue, NE Washington, D.C. 20002 (insert dollar amount, percentage, or describe property) to be used for its charitable purposes. The Heritage Foundation's federal tax identification number is 23-7327730."*

A provision in your will is not the only way to leave a gift in support of America. Certain types of beneficiary accounts such as IRAs, 401ks, insurance policies, brokerage accounts, commercial annuities, and Certificates of Deposit can all be designated to Heritage upon your passing without having to revise your existing will or trust. Simply request a "Change of Beneficiary" of "Transfer on Death" from your account custodian and name The Heritage Foundation a charitable beneficiary in whole, part, or on a contingency basis. 📞