

**We give because the GCV enriches our lives
and the lives of Virginians. We are:**

- members of Virginia's oldest environmental organization;
- preserving Virginia's historic landscapes and natural treasures;
- supporting the economy and well-being of the Commonwealth;
- being heard in the legislature and larger arenas on important environmental issues facing Virginia;
- offering public programming like the Conservation Forum and 3 nationally recognized Flower Shows;
- participating in major GCV educational programs – the GCV Symposium, the Conservation Workshop, Horticultural Field Day, Legislative Day, and Flower Arranging Workshops.

Contacts and Facts

- The GCV is a 501c3 organization, and gifts are tax deductible.
- 30% of GCV members made gifts last year.
- Planned gifts are welcome. Contact Karmen Gustin if you would like to know more about making a planned gift. (*Contact information below.*)
- Annual Fund gifts can be made anytime year-round. Our 2012-13 campaign ends June 30, 2013.
- Contribute by credit card on the GCV website. Click "Contribute" on the left menu of the homepage.
- A gift of appreciated stock saves donors capital gains taxes. If you wish to make a gift of stock, contact Karmen for important instructions.



GARDEN CLUB
OF VIRGINIA

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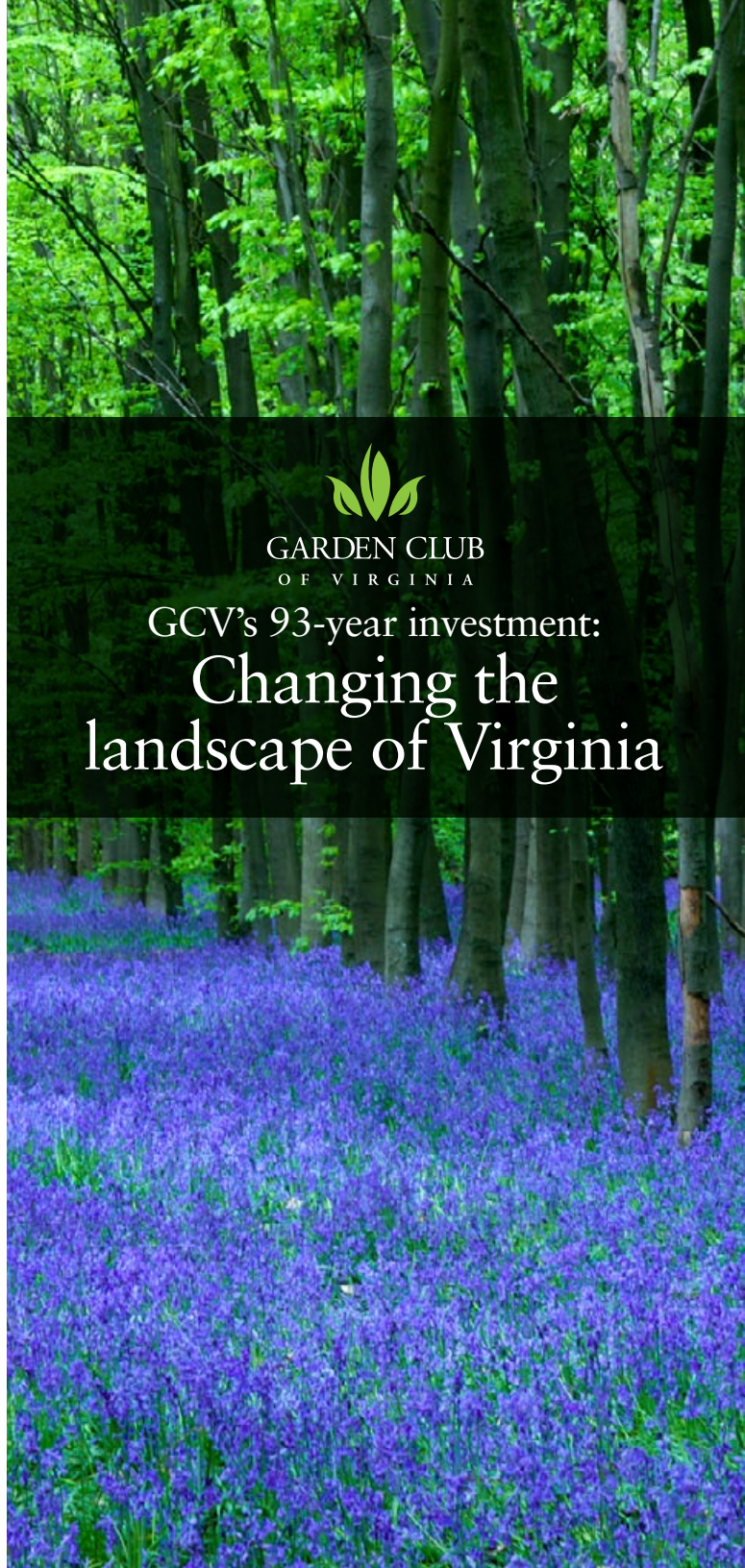
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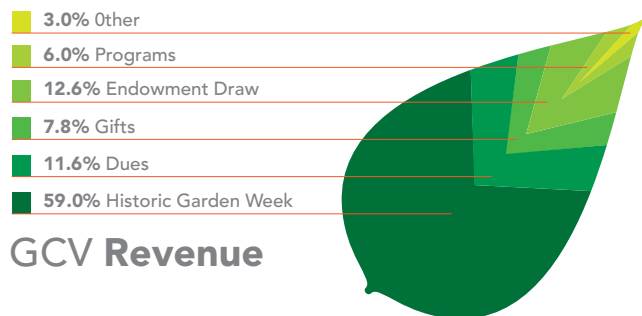
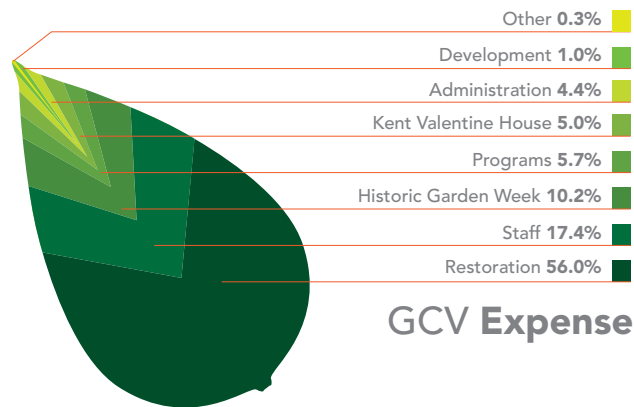
GCV's 93-year investment:
**Changing the
landscape of Virginia**



What would Virginia look like without the efforts of thousands of Garden Club of Virginia (GCV) members over the better part of a century? In that time, the GCV has contributed more than \$17 million to the enhancement of the commonwealth. We have helped protect Goshen Pass, restored portions of the Great Dismal Swamp, protected and beautified natural landscapes along Virginia's highways, and completed nearly fifty major restorations including landscapes and gardens at Monticello, Mount Vernon, and Poplar Forest — all open to the public. This work has been funded primarily by operating the oldest and largest statewide house and garden tour in the nation, Historic Garden Week (HGW).

Meeting the mission today

Consider the average annual expenses and revenue necessary to support the GCV's statewide operation.



The GCV Development Mission

To protect what four generations have built

The financial investment of GCV members over 93 years is a rare commitment, and we strive to safeguard that legacy. Members should know that yearly dues and tour revenues do not cover all of the expenses of maintaining our organization. To address that, the GCV instituted a formal development plan in 2009 to raise contributory dollars to help underwrite GCV operations and programs. These growing efforts are contributing to the current health and future wellbeing of the organization, which is our development mission.

To grow our own sustainability

As we continue our current commitment to Virginia's environmental and economic health, we are also building resources for future work. The GCV must be here for the conservation and restoration work that our daughters and granddaughters will need to undertake. As we approach our centennial in 2020, we encourage members and friends to consider supporting the GCV in different ways.

Make a Planned Gift. Help build financial resources to carry GCV into the next century. Planned gifts are increasingly popular because of the financial flexibility and tax advantages they provide. Members can make a substantial gift without depleting current income or retirement assets. Will bequests, insurance and gift annuities are just a few options that can support your personal and philanthropic goals.

Support the Annual Fund. In its 4th year, the Annual Fund is keeping dues stable and has enabled the GCV to triple annual financial support to Clubs hosting GCV events. It safeguards our endowment and ensures that all of Historic Garden Week's net revenue goes to vital restoration projects. It helps cover improved communications and the ongoing maintenance of our headquarters. Members receive mailed appeals in October and May. Visit the GCV website to make a donation by credit card.

Boost the Endowment. GCV is under-endowed, especially as a century-old organization. From our affiliations with schools, churches and other non-profit organizations, we know how vital an adequate endowment is to institutional sustainability. Contributions to the Endowment can be made as a planned or outright gift.

Sponsor a Program or Event. Gifts from community partners and GCV families are helping us provide programming. Sponsorship provides a tax-deductible way to boost your company's visibility in the HGW guidebook, on the GCV website and in marketing materials. If your company is interested in sponsorship, please contact Karmen Gustin.