

**WING HAVEN LEGACY CAMPAIGN: CELEBRATING 50 YEARS  
MORE THAN A GARDEN**

**FREQUENTLY ASKED QUESTIONS**

**WHY A CAMPAIGN? WHY NOW?**

The first gift Eddie Clarkson gave his new bride Elizabeth in 1927 was a baby grand piano. Every gift he gave her after that was less grand, but taken together they created the magical space she imagined the moment she first saw the red clay behind the house at 248 Ridgewood Avenue that her husband had built for her. Bricks. Mortar. Statuary. Mealworms. Not exactly what a romantic young woman dreams of receiving as Christmas and anniversary presents, but Elizabeth soon had no use for impractical gifts. Elizabeth was impatient for the materials that would bring her vision of what would become a three-acre garden laid out as a Cross of Lorraine, a heraldic two-barred cross consisting of a vertical line crossed by two shorter horizontal bars, to life.

Wing Haven Foundation 1971-2021

When Elizabeth and Eddie Clarkson gifted their beloved Wing Haven to the foundation which was established in 1971, they could not imagine the world that now exists beyond their brick wall in the middle of Myers Park: children who spend more time playing indoors than outside; adults who conduct business all day from their phones; a community yearning for personal connection. They would not be surprised, however, that the antidote to all of this is found in their garden.

It has been 50 years since a friend asked the Clarksons what they planned to do with their garden. In that time, the Wing Haven Foundation has maintained the Clarkson's house and garden, keeping it open to the public that still seeks the sanctuary and hospitality synonymous with 248 Ridgewood Avenue. As the city grew, Wing Haven added acreage to the garden, the Elizabeth Lawrence House & Garden, and the new children's SEED Wildlife Garden. As our lives got busier and faster paced, Wing Haven opened its garden gate wider to invite in greater numbers of people seeking to disconnect from their technology and connect with nature and their neighbors.

Wing Haven is both a garden built by gifts and a gift built by love. It is tradition to celebrate a 50th anniversary, and we know that the Clarksons would have done so in grand style. It seems only fitting, therefore, to use this opportunity to ensure that the Clarksons' gifts to one another – every brick, statue, shrub, and tree – continue to be shared with others.

**WHAT WILL THE IMPACT BE?**

Like Elizabeth Clarkson, who learned she needed practical gifts to turn her dream into a reality, the Wing Haven Foundation knows that ongoing maintenance and preservation is what's needed to sustain Wing

Haven for the next 50 years and beyond. With the addition of our new children's SEED Wildlife Garden and the expanded educational capacity associated with the Elizabeth Lawrence House & Garden, Wing Haven is positioned to engage a broader audience and provide education, experiences, and expertise to children and adults in Charlotte and beyond. To ensure we can continue to provide sanctuary and community, the Wing Haven Foundation seeks to grow our endowment to \$10M in order to address ongoing maintenance, expand program capacity, and serve those seeking serenity. These anniversary gifts will keep Elizabeth Clarkson's dream alive, extending her and Eddie's legacy of hospitality and generosity to future generations, and inviting them to experience the magic of Wing Haven, which has always been more than a garden.

The 50<sup>th</sup> Anniversary Legacy Campaign is an endowment effort and the earned income generated will be used to support Wing Haven's strategic objectives.

- Preservation
  - Clarkson House
  - Wing Haven Garden & Bird Sanctuary
  - Elizabeth Lawrence House & Garden - Lindie Wilson Stewardship Fund
  - Historical Archives - Clarkson and Lawrence Homes
  - SEED Wildlife & Children's Garden
- People
  - Education
  - Marketing
  - Volunteer Programs
  - Visitor and Guest Experience
- Programs
  - Educational Programs for Adults
  - Educational Programs for Children
  - Outreach to the Community
  - Marketing and Sharing of Southern Horticulture Expertise
  - Environmental Stewardship

#### WHAT IS THE TIMING OF THE CAMPAIGN?

Wing Haven has raised more than \$6M during the silent phase of the campaign. Gifts and pledges may be paid out over a five-year period. We anticipate ending the campaign by March 1, 2022.

#### WILL YOU ACCEPT PLANNED GIFTS?

Yes. Planned gifts made during the campaign period that are not otherwise restricted will be applied toward the campaign goal. Donors can participate in the campaign today by making an irrevocable estate gift designated for the endowment. In order for Wing Haven to meet its current and future program and endowment requirements it needs gifts in cash, stock, and appreciated assets.

#### WHAT IS THE PLEDGE PERIOD?

For larger gifts, donors may make their pledges over a three to five-year period. This will provide donors with maximum flexibility to schedule payments in a way that best suits their current financial situation. Payments can be made annually or at the discretion of the donor.

#### WILL I STILL BE ASKED TO GIVE ANNUALLY?

Yes. Annual gifts are how the organization funds its program initiatives. Campaign pledges are over and above annual contributions.

#### IS MY GIFT TAX DEDUCTIBLE?

Yes. Wing Haven is a 501(c)(3) organization and your contribution is tax deductible to the extent permitted by law. Financial information about this organization and a copy of its license are available from the State Solicitation Licensing Branch at 919.814.5400. The license is not an endorsement by the State. For additional information, contact the Wing Haven Development Office 704.331.0664 for a copy of our recent audited Financial Statement. These documents and additional financial and organizational information are available online at [www.guidestar.org/profile/56-1014180](http://www.guidestar.org/profile/56-1014180) and on the donate pages of [www.winghavengardens.org](http://www.winghavengardens.org).

Consult with your accountant or financial advisor for the most up-to-date tax information for your situation.

#### ARE GIFTS OF STOCK, BONDS, REAL ESTATE OR OTHER REAL PROPERTY ACCEPTED?

Yes, by all means. Gifts of appreciated stock and property can often have substantial tax advantages for the donor. You will receive deductions to the fullest extent allowed by law. We encourage you to speak with your financial advisors to determine the best way to make your gift. Gifts are subject to review as outlined in the Wing Haven Gift Acceptance Policy.

#### HOW WILL GIFTS BE RECOGNIZED?

Donors will be recognized in a variety of ways, depending on the level of the gift. **Gifts or pledges of \$10,000 or more made before March 1, 2022 will be recognized on a brass plaque in the Wing Haven Main Entry Garden.** Donors may remain anonymous upon request.