



Gift in Your Will

Why Ocean Wise

The ocean gives us every second breath we take. It sustains life on Earth, feeds billions of people, and connects every community across the planet. A healthy ocean is essential to a healthy future.

For more than 30 years, Ocean Wise has inspired and empowered people across Canada to protect the ocean through science, education, and conservation action. From Vancouver to Halifax, Toronto to Pond Inlet, the ocean connects us all.

Every day, Ocean Wise turns knowledge into action – advancing solutions that protect our ocean for generations to come.

Including a gift to Ocean Wise in your will is an act that is generous, powerful and surprisingly simple. Your gift ensures that you will leave a legacy that reflects your values and can have a major impact – one that has the power to shape a healthy future ocean – for us, our children and generations to come. Many of our donors have chosen to provide a future gift to continue supporting our vision of a world where the ocean is healthy and thriving.

The Benefits

You can choose to gift Ocean Wise a specific sum of money, a percentage of your estate, or a specific asset, such as shares or a piece of property. It may allow you to leave a larger gift to Ocean Wise than would be possible during your lifetime.

- Satisfaction of providing a future gift while retaining control of your assets during your lifetime.
- A charitable tax receipt for your estate.
- Reduction or elimination of estate taxes through careful planning.
- An opportunity to leave a legacy or honour a loved one.



Contact Us

For more information about leaving a **gift in your will**, please contact:

Denise Fernandes, VP, Philanthropy and Marketing
1-604-659-3754 denise.fernandes@ocean.org



Next Steps

Making a Gift in Your Will

1. Speak to your family and loved ones about your wishes.
2. Speak to your lawyer about drafting or revising your will, an essential step to protect your family's future and to ensure that your assets are distributed according to your intentions.
3. Include the appropriate wording in your will.
This could be, **"I direct my trustees to pay or transfer to Ocean Wise ____ % of my estate."**
4. Contact us to let us know about your gift so that we may thank you and acknowledge your generosity.



Erin's Story

Give A More Meaningful Gift

Erin began supporting Ocean Wise in 2015, starting with small, meaningful gifts. When she and her husband updated their wills, she wanted to ensure her impact would continue well into the future.

After thoughtful consideration, Erin chose to include Ocean Wise as a beneficiary in her will. It was a simple decision, but one that reflects her deep commitment to protecting the ocean and the communities that depend on it. Today, Erin feels a sense of pride and purpose knowing her support will live on for generations.

Please Note: The information provided is general in nature and not intended to be a substitute for professional legal and/or financial planning advice. Ocean Wise encourages all donors who are planning a significant gift to consult with their family and seek independent legal and/or financial planning advice.

Follow us at [@oceanwise](https://twitter.com/oceanwise). Learn more about our conservation work or to donate, visit ocean.org today!