



TAUBMAN
MUSEUM OF ART

Peggy Macdowell Thomas
Legacy Society

Give. Sustain. Inspire.



*We bring people
and art together
for discovery,
learning,
and enjoyment.*

Be a part of our legacy and yours.

The Taubman Museum of Art is a community that inspires, explores, and discovers the transformative power of the arts. We curate excitingly innovative exhibitions alongside programs that inspire thought-provoking discussions and lead to meaningful experiences. The Taubman Museum of Art is now widely known as a dynamic institution with a reputation for being deeply relevant and beautifully diverse within our rich community. Over the course of our 75-year history, we have benefitted from extraordinary donors whose generous charitable contributions have been instrumental in supporting the Museum's phenomenal growth in every aspect. Investments from families like yours are critical to making all of this possible.

I invite you to join us in our commitment to continue our vital mission.



Cindy M. Petersen, EdM
Executive Director



As a Legacy Member...

YOUR GIFT IS AN IMPACTFUL INVESTMENT

The **Taubman Museum of Art** is a treasure. A little more than a decade ago, a new museum for the region was but a dream. Today, the Taubman Museum of Art exists thanks to the vision, generous spirit, and hard work of many. Like most things we treasure, both the Museum and its works of art require careful stewardship and continual nurturing. Your support as a Legacy Society Member is an investment in our community. Your gift will ensure that your Museum remains strong and fulfills its mission to bring great art to everyone.



The Peggy Macdowell Thomas Legacy Society honors those who demonstrate exceptional commitment to our community through their future financial and philanthropic plans, just like the woman after whom the Society is named. Through her generosity and kindness, Peggy Macdowell Thomas created a powerful legacy by bequeathing her significant family art collection to the Taubman Museum of Art. This extraordinary gift was transformational for our collection and the arts in the region, providing extraordinary exhibition and educational programming opportunities. We will be forever grateful for the impact Peggy Macdowell Thomas made through her legacy.

a common bond of generosity, visionary leadership, and dedication to nourishing the Museum's continued success.

Endowment contributions and planned gifts are key to ensuring our ability to bring people and art together for discovery, learning, and enjoyment for decades to come.


THE TRANSFORMATIVE POWER OF ART

The **Taubman Museum of Art** has evolved into a premier center for the arts, with a commitment to regional, national, and international themes and artists. Your investment will assist the Museum in fulfilling its mission to share the transformative power of the arts by perpetuating the highest professional standards of care and management of the collection, exhibitions, and programs. Your contribution will ensure that this cultural institution remains a beacon of excellence and an inspiration for the citizens of Roanoke, our region, and beyond.



*Your gift is
an impactful investment
in stewarding an...*

EXTRAORDINARY COLLECTION



Collections are the heart of a museum. The **Taubman Museum of Art** is entrusted with the conservation and care of significant collections which, but for the fervent belief in our mission, might have been gifted to larger museums outside our region. We are gratified by the confidence these collectors have shown in our Museum. Your gift helps fund the acquisition, conservation, research, installation, and interpretation of these great works of art.

*Your gift is
an impactful investment
in curating...*

**VISIONARY AND
AWARD-WINNING EXHIBITIONS**

Your investment allows us to enter into agreements with other museums to borrow, display, and interpret works of art from diverse collections. Funds are designated to bring banner exhibitions, such as *Titian to Monet: European Paintings from Joslyn Art Museum*, to Roanoke. Major traveling exhibitions, displayed in our state-of-the-art galleries, enhance the visitor experience and encourage repeat visits.





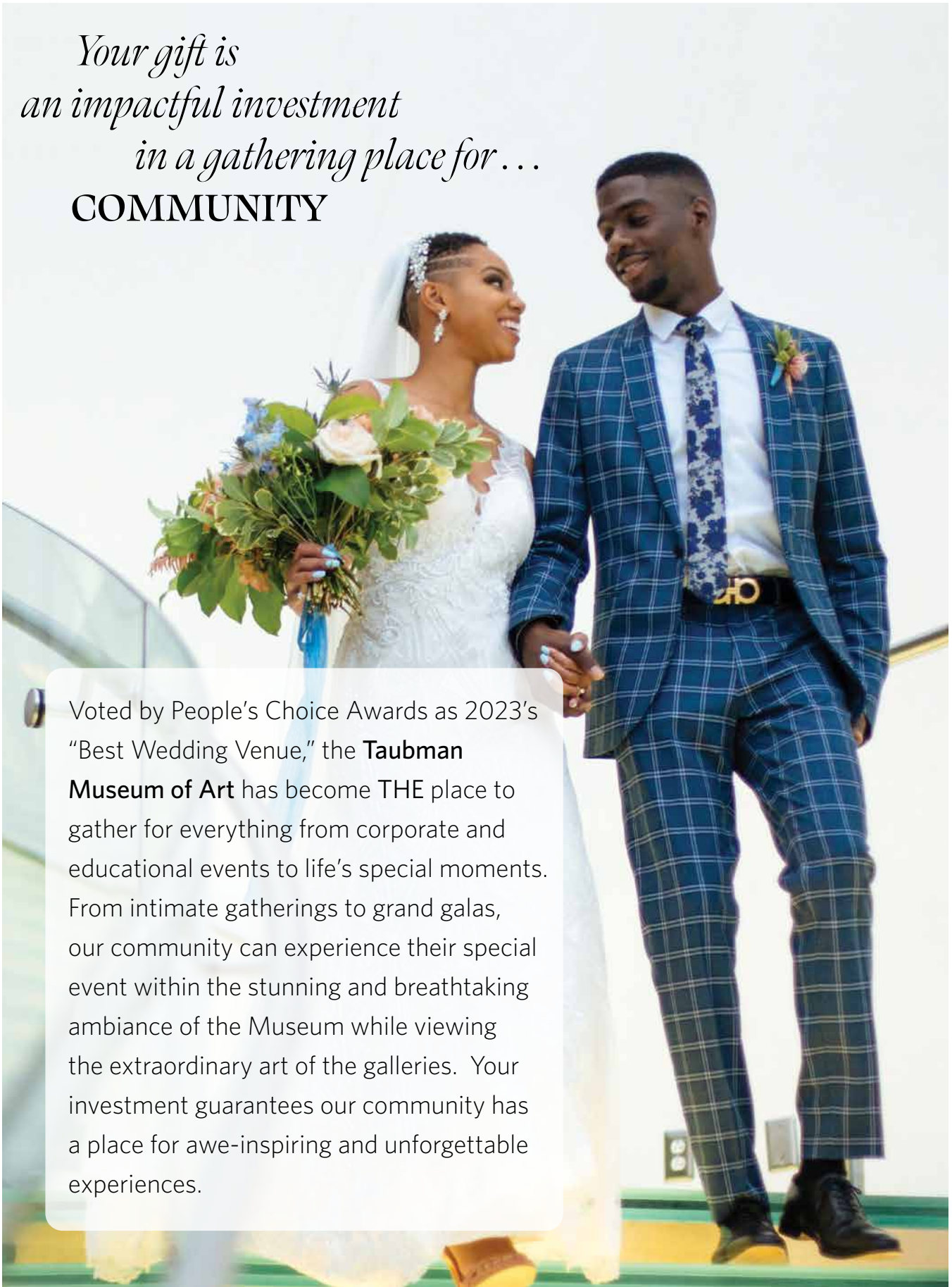
*Your gift is
an impactful investment in
nurturing creativity through...*

ARTS EDUCATION AND PROGRAMS

From our earliest days, we have sought to nurture the creative spirit. Through **Art Venture**, our interactive children's gallery; studio art classes; workshops; evening programming; and lectures, we demonstrate our commitment to education and to offering arts experiences to audiences of all ages. We seek to continuously grow and strengthen our public programming. Your investment helps these vital programs thrive as well as allows us to offer unique and enriching programs to the public at low or no cost.

*Your gift is
an impactful investment
in a gathering place for...*
COMMUNITY

Voted by People's Choice Awards as 2023's "Best Wedding Venue," the **Taubman Museum of Art** has become THE place to gather for everything from corporate and educational events to life's special moments. From intimate gatherings to grand galas, our community can experience their special event within the stunning and breathtaking ambiance of the Museum while viewing the extraordinary art of the galleries. Your investment guarantees our community has a place for awe-inspiring and unforgettable experiences.





How to continue the legacy

Peggy Macdowell Thomas Legacy Society members are people who have a heart for our mission and deep desire to impact children, individuals, and families with the transformative power of art for generations to come.

There are many ways to provide for the current and future programs of the **Taubman Museum of Art**. Peggy Macdowell Thomas Legacy Society members are those who have made a gift to our endowment and/or included the Taubman Museum of Art in their will or trust.

The easiest way to join this esteemed group of Taubman Museum of Art supporters is to simply make an outright gift to the Taubman Endowment Fund or notify the Museum of your philanthropic intentions to add the Taubman Museum of Art in your will. You may specify the exact dollar amount, percentage of your residuary estate, or a particular asset. Planned gifts also include bequests, life insurance, beneficiaries, IRA gifts, stock, and art (*art is subject to the approval of the TMA Collections Committee*).

PLANNED GIVING

- **Gifts by Bequest**

A bequest is perhaps the easiest and most flexible way to have a lasting impact on the Taubman Museum of Art. You can name us as a beneficiary in your will or living trust designating a specific amount or the remainder of your estate once your other bequests have been fulfilled. With a bequest, you maintain complete control of your assets during your lifetime and can save on income taxes.

- **Beneficiary Designations**

It's as simple as requesting a change of beneficiary form from the company holding your assets and including the Taubman Museum of Art as a full or partial beneficiary. Beneficiary designation will reduce income taxes and possibly estate taxes for your loved ones.

- **Gifts of Retirement Assets**

Retirement assets, such as a 401(k) or an IRA, are a terrific way to make a tax-wise gift to the Taubman Museum of Art. If you are 70½ or older, you can roll over up to \$105,000 per year from your IRA as a charitable gift. The gift will not be taxed as income to you.

- **Donor-Advised Funds**

As an increasingly popular gift, donor-advised funds provide you with immediate tax benefits while making your charitable giving easier. You can make an outright gift now by recommending a grant to the Taubman Museum of Art or you can create a succession plan to recommend that the Museum receive all or a portion of the fund value upon termination of the fund.

Planned giving offers a way to make an impact today and on future generations. Your legacy gifts strengthen our endowment, provide the Museum much-needed annual income, and support our extraordinary collection and acclaimed educational programs. We look forward to honoring your generosity at a Peggy Macdowell Thomas Legacy Society event.

ENDOWMENT

The Endowment Fund ensures the financial stability and strength of our treasured institution. It supports adherence to our core values and best practices, strategic growth, and our commitment to bring people and art together for discovery, learning, and enjoyment.

CONSIDER THIS

When you make a gift to the Taubman Endowment Fund, your gift will be carefully invested, and the annual income will be used to help us bring great art and memorable exhibitions to the residents and visitors of our community.

Endowment earnings will fund expanded education programs and new exhibitions, support the conservation and care of the collection, and ensure that the Museum builds on partnerships to strengthen Roanoke's vibrant cultural scene.

The Museum's \$50 million endowment goal, when realized, will provide up to \$2.5 million in renewable funding each and every year.

Together, we can ensure that the Museum brings art to all.

GIFT RECOGNITION

Endowed Directorships

Taubman Museum of Art Executive Director
Deputy Director of Community Engagement
Deputy Director of Exhibitions

Galleries and Other Areas

Program Endowments

Education
Community Programs

Including the Taubman Museum of Art in gift planning or making a contribution to our endowment demonstrates an extraordinary commitment to the community. To honor this commitment, Peggy Macdowell Thomas Legacy Society Members are recognized in the Museum. Peggy Macdowell Thomas Legacy Society Members are also invited to special annual recognition events. You may also choose to enjoy the benefits while remaining anonymous.

CONTACT

The Development Office
540-204-4132
TaubmanMuseum.org/PlannedGiving



*Help to ensure the mission
from the first 75 years of
the Taubman Museum of Art
continues well into the future*

