

Why Victoria Mansion?

Victoria Mansion and its interiors are over 150 years old, but that does not mean they are unchanging. Over the last 70 years, we have undertaken a series of major restoration projects. This ongoing conservation program each year brings the Mansion's stately facade and phenomenal interiors closer to their original splendor.

Far from being a static museum, the Mansion is a center of cutting-edge conservation techniques, where some of the world's foremost preservation experts pioneer new processes. It is an ever-evolving, dynamic study in historic preservation and art conservation.

Ongoing research constantly reveals fresh insights about the Mansion, its owners, and its context within national and local history. Through curatorial work and our innovative educational program, we continually use new information to update and inform our interpretation of the Mansion for its nearly 20,000 visitors each year.



Today, Victoria Mansion is recognized as one of America's finest and most important homes of the pre-Civil War period. Built between 1858 and 1860 as a summer home for Maine native and New Orleans hotelier Ruggles Sylvester Morse, the Mansion's original interiors and furnishings by noted designer Gustave Herter are still more than ninety percent intact. As Herter's first and only surviving commission, the Mansion is a center of study for art history and design scholars and an unprecedented historic document for visitors.

This was not always the case. In 1940, having fallen into disrepair, this magnificent home was scheduled to be demolished. Recognizing the Mansion's importance, educator **William Holmes** purchased the home and organized a group of architecture and history enthusiasts to preserve the Mansion in perpetuity. In so doing, Dr. Holmes and his group left a lasting legacy that continues to be felt today.

The **Holmes Benefactors**, named for Doctor Holmes, are dedicated Mansion supporters who make major gifts to the Mansion through a number of different giving vehicles.



The Holmes Benefactors



Planned Giving
for the future of Victoria Mansion

Victoria Mansion
109 Danforth Street
Portland, ME 04101

Why Planned Giving?

By thinking now about a future gift to Victoria Mansion, you can maximize your own lasting impact on the Mansion's mission. The options in this brochure offer financial advantages to you or your family while at the same time ensuring that you will be part of the Mansion's work for decades to come. Gifts can benefit the Mansion's general fund, build its endowment for the future, or address areas of particular interest to you.



This brochure outlines a few options that have been popular ways for people to contribute to Victoria Mansion, but is certainly not intended to be limiting. We encourage donors to be creative in planning their gifts. To ask questions about any of these options or for a personalized consultation, please contact Samuel Heck, Director of Development, via email at sheck@victoriamansion.org or via phone at 207-772-4841. With any gift, it is recommended that you speak with your attorney or financial advisor.

Giving Opportunities

Appreciated Securities

For a private investor, selling stocks or other securities that have appreciated in value can subject the owner to substantial capital gains tax liability. Rather than selling, you can choose to donate the appreciated securities to Victoria Mansion. You will receive a tax deduction for the full value of the stock, eliminating your capital gains tax obligations. If you are interested in making a gift of stock, please contact us about our transfer instructions.

Bequests

One simple but very effective way to have a lasting impact on the Mansion and its mission is to include a statement in your will or living trust that a share of your estate will be distributed to Victoria Mansion for the purpose that you name. Bequests are deductible as charitable gifts for estate tax purposes and can include most types of assets. A charitable bequest may be added to an existing will as a codicil.



Retirement and Life Insurance Assets

Many people find that the security offered by life insurance policies and retirement assets such as 401(k) accounts and IRAs are no longer needed later in life. By naming the Mansion as a beneficiary of any portion of these assets, you can leave a lasting impact on the Mansion, while reducing or eliminating the tax burden on your estate and its beneficiaries. If you choose to also assign your life insurance policy to the Mansion, you will receive an immediate tax deduction equal to the policy's cash surrender value, and can then make annual tax-deductible gifts to the Mansion to cover the policy's premiums.

Charitable Remainder Trusts

A charitable remainder trust provides either a fixed or variable lifetime income and an immediate income tax deduction to you. By using a charitable remainder trust, you can bypass capital gain taxes and reduce your estate taxes. After the trust expires, the charitable remainder is directed to the Mansion for general support or for a specific purpose you designate.