



PIERCE-ARROW FOUNDATION

Operating the Pierce-Arrow Museum on the Campus of the Gilmore Car Museum



Driving the Future

Become a Pierce-Arrow Museum Legacy Partner

and leave a lasting legacy for tomorrow.

Making a bequest to the Pierce-Arrow Museum is a simple way to preserve and protect the automobiles and history you value. You can name the Pierce-Arrow Museum as a beneficiary of your will, trust, retirement plan, life insurance policy or financial accounts. Anyone can make a bequest, and no amount is too small.



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January 2017

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Dear Pierce-Arrow Friends,

Thank you for your interest in the Pierce-Arrow Museum at Hickory Corners, Michigan. Located on the 90-acre campus of the Gilmore Car Museum, a world class automotive destination, the Pierce-Arrow Museum is host to more than 100,000 visitors every year.

The Museum provides significant educational outreach to motivate and inspire interest in preserving the vehicles of the Pierce-Arrow Motor Car Company for future generations. Consistent with that goal, our Museum provides a national home for Pierce-Arrow enthusiasts to come together to drive and celebrate our cars.

This letter discusses our new **Legacy Partner Program**...and outlines how easy it is to include the Museum in your Estate Plans.

The Pierce-Arrow Museum, founded in 1999, has survived and thrived through your generous support with both cash contributions and donations of vehicles and memorabilia.

Now, as a Legacy Partner, you can profoundly impact the Museum's future and provide meaningful Pierce-Arrow educational experiences for generations to come. Legacy gifts can be made in many ways...through a will or trust, a retirement plan or a life insurance policy, or through other income producing plans.

Your Legacy Bequests support the Museum's permanent endowment. Expenditures include Museum operations, maintenance and upgrading of Pierce-Arrow vehicles, building maintenance and improvements, new and better displays and allocated fees relating to the Gilmore Museum Complex.

Should you choose to include the Pierce-Arrow Museum in your plans, your name will be listed as a Legacy Partner on a permanent commemoration within the Museum; you may also choose to provide a gift without recognition.

We have established a very successful Museum; it's now time to ensure its permanence. We are available to discuss the Legacy Partner Program with you and determine how it can be custom tailored to reflect your needs and objectives.

Thank you for your interest and continued support,

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The Pierce-Arrow Foundation is a 501(c)(3) tax exempt educational organization under U.S. tax law

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How to Become a Legacy Partner

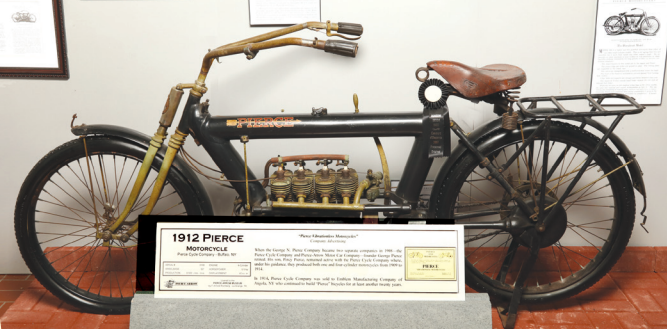
The Pierce-Arrow Museum Legacy Partner Program provides long-term sustained funding for the Museum through its Foundation. Donations to this Program are invested for perpetuity, and your bequest will perpetuate your support for the Museum.

One of the easiest ways to make a gift to the Pierce-Arrow Foundation is through a Bequest in your will. Because the Pierce-Arrow Foundation is a qualified 501(c)(3) tax exempt organization, this planned giving can be an excellent way to support the Museum while reducing the taxes on larger Estates.

Bequests can take many forms such as a specific gift amount, a specific gift type, a percentage of an Estate, a percentage of the residue of an Estate or the entire residue once all other provisions of your will have been satisfied. The Museum can also be named as a beneficiary of your trust account, your life insurance policy or retirement fund accounts such as a 401(k) or IRA. Donations of Pierce-Arrow vehicles, artwork, memorabilia, original & reproduction parts and ephemera are equally beneficial to the Museum's goals of historical preservation.

Already have a will executed? A Codicil is a simple and inexpensive means to add the Pierce-Arrow Museum to your existing Will without having to make further substantive document revisions. Your family and legal counsel should be proactively advised of your desire to contribute to the preservation of Pierce-Arrow history. Listed to the right are several examples of specific language commonly used in bequests:

If you have included the Museum in your Estate Plans, please notify us by using the enclosed form so that we may include your name in the Pierce-Arrow Museum Legacy Partner roster. Legacy Partners of the Pierce-Arrow Museum receive various benefits for their support, including lifetime Pierce-Arrow Museum membership and free admission to the Museum.



SPECIFIC BEQUEST

Wills a specific dollar amount or a specific piece of property

"I give to the Pierce-Arrow Foundation, a not-for-profit corporation, in Hickory Corners, MI, the sum of \$10,000 for its general endowment or other general purposes."

"I give to the Pierce-Arrow Foundation, a not-for-profit corporation, in Hickory Corners, MI, my 1932 Pierce-Arrow model 54."

CONTINGENT BEQUEST

Wills a specific amount, percentage or residue of the Estate if other conditions cannot be met, ensures that property will pass to a desired recipient rather than unintended beneficiaries

"I give to my Nephew, John Doe, of Buffalo, New York, the sum of \$10,000 and my 1933 Pierce-Arrow model 1247. If John Doe is not living at the time of my death, I direct that the amount and item(s) due him be paid/given to the Pierce-Arrow Foundation, a not-for-profit corporation, in Hickory Corners, MI, for its museum endowment or other general purposes."

BENEFICIARY OF INVESTMENT ACCOUNTS

Life Insurance Policy Trust

401(k) Accounts

Annuities

IRA / Roth IRA

Foundation



About the Pierce-Arrow Museum

The history of Pierce-Arrow dates back to 1865 in Buffalo, New York. The George N. Pierce Company first made birdcages and ice boxes; bicycles were added in 1896. From 1901 until 1938, the finest quality motor vehicles were produced. Quality was never compromised.

The Pierce-Arrow Foundation, inspired by that ideal, was established by members of the Pierce-Arrow Society as an adjunct to that distinguished organization. The Foundation's museum is a physical repository for and a display of Pierce-Arrow history, shared with the general public as well as automotive historians and antique vehicle enthusiasts.

Originally founded in 1999, the Pierce-Arrow Museum was located in one of the barn-style buildings belonging to the Gilmore Car Museum in Hickory Corners, Michigan, 16 miles from Kalamazoo. Thanks to the support of a dedicated group of Pierce-Arrow enthusiasts, our own 6,400 square foot building was constructed on the grounds at Gilmore and opened to the public on May 1, 2004. The Gilmore Museum is also home to an adjacent CCCA Museum and to other single marque organizations...Franklin, Lincoln, Ford Model A, and Cadillac-LaSalle.

Since 2006, the Museum has displayed an average of 18 Pierce-Arrow automobiles along with a number of bicycles, motorcycles, trucks, trailers, display engines and varied displays of Pierce memorabilia, advertising, photographs and artwork. Each year, vehicles are rotated in the display to provide variety for returning visitors.

Annually, during the last weekend in August, the Pierce-Arrow Museum is the focal point for the Gathering at Gilmore, an annual Pierce-Arrow Society meet wherein fellow Pierce-Arrow Society members visit with Pierce enthusiasts to celebrate, tour in and show our Pierce-Arrows to each other and to an interested public.

The Pierce-Arrow Foundation is a 501(c)(3) tax exempt educational organization under U.S. tax law.

**We hope you will choose to become a Legacy Partner of the Pierce-Arrow Museum.
Help us to fulfill our mission of preserving the legacy of America's Finest Motorcar.**



Groundbreaking of Pierce-Arrow Museum at Gilmore - September 6, 2003