



From President of the Board
Kenneth E. Varner

Dear Friend of Cypress Lawn,

Once again, we are in the midst of the Holiday Season and I want to personally extend warm wishes to you on behalf of the Cypress Lawn Heritage Foundation.

First, I want to thank all of you who contributed and participated in Foundation activities during the year. It is only through your loyal and generous support we are able to continue and expand our annual series of exciting educational lectures, guided walking tours and other special events, such as the 2nd Annual Arbor Day Celebration. I am pleased to announce that we have many new lectures and tours in the coming year. Watch your mail for complete information.

The "Guardian of California's Heritage!"

Recognized nationally as an important historic garden cemetery and arboretum, Cypress Lawn is a 200-acre living museum full of the life stories of the men and women whose visions and dreams have shaped California. For 116 years no other place in our community has provided such a rich connection to the cultural and historical heritage of San Francisco and the Bay Area. It is a magnificent, world-class collection of funerary art, architecture, stained glass and horticulture. We consider ourselves the Guardian of California's Heritage.

Your Opportunity To Become a "Guardian of California's Heritage!"

Unfortunately, the revenue of Cypress Lawn covers only a portion of what it takes to maintain and preserve this beautiful outdoor museum and to continue the important educational tours, lectures and other programs you enjoy so much.

So, in the spirit of the Season, I am asking for your generous support, by making a tax-deductible gift to our non-profit Foundation of \$100 or more by December 31st.

In return, you too will become a proud "Guardian of California's Heritage!" Also, because your gift is \$100 or more you will be eligible to receive the items shown inside the enclosed response card. Please, take a look at these unique rewards for your generosity!

A First from Highly Respected Historian and Author Michael Svanevik!

Well-known local historian and prolific author Michael Svanevik truly realizes the importance of the Cypress Lawn Heritage Foundation when he says:

"Over the course of three decades working on the Peninsula, I have carefully avoided endorsing all fund-raising efforts. This is a first!

I've been associated with Cypress Lawn and the Cypress Lawn Heritage Foundation for sixteen years. I am convinced that no organization is as conscious of the cultural and historical heritage of San Francisco and the Bay Area and is as proactive in protecting it.

1370 El Camino Real, Colma, California 94014 • Telephone: 650 550-8863 • Fax: 650 994-3317

www.cypresslawnheritagefoundation.org

CYPRESS LAWN ...
A SACRED GARDEN
OF MAGNIFICENT
CULTURAL TREASURES

Cypress Lawn is a nationally recognized historic garden cemetery and arboretum that has been part of the San Francisco Bay Area's cultural heritage since its founding in 1892. It is a living museum of magnificent funerary art, architecture and horticulture. A place full of the life stories of the men and women whose visions and dreams have shaped California.

The nonprofit Cypress Lawn Heritage Foundation exists to provide historical education to the community. We invite you to become a friend of Cypress Lawn and learn more about how you can support our efforts.

Visit our website for membership information and upcoming activities, including many free tours and lectures.

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Please join me in generously supporting this important and worthwhile endeavor to assure that all its many activities can continue. I look forward to seeing you again in the coming year at one of the Heritage Foundation-supported lectures or tours."

— Michael Svanevik

Please respond to Michael's and my call for your financial support. I promise we will use your gift wisely for the preservation and restoration of historic monuments, horticultural conservation, archiving of historical records and educational programs for all ages.

Together we will achieve our common goal of ensuring the significance and enjoyment of Cypress Lawn for future generations. Of course, I will acknowledge your gift in an upcoming "Heritage Newsletter" and on our website at: www.cypresslawnheritagefoundation.org

Also, I am always looking for unique ways to show appreciation to our major donors, such as naming opportunities at Cypress Lawn. If you have any suggestions, I encourage you to contact me directly at (650)550-8863.

Thank you again for your continued generosity and support of the Foundation's efforts as the "Guardian of California's Heritage."

My very best regards,

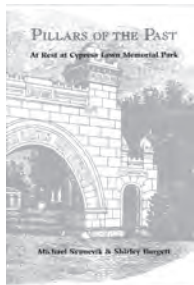
Kenneth E. Varner

Kenneth E. Varner
*President, Board of Directors
Cypress Lawn Heritage Foundation*

P.S. It is very important you mail your gift NOW, before the tax year ends!

*Your generosity has
 very special rewards!*

SPECIAL ANNUAL APPEAL GIFTS! GIVE AND YOU SHALL RECEIVE ...



“Pillars of the Past”

375 bibliographies of the men and women whose visions and dreams have shaped California. A 125-page historical record of the permanent residents at Cypress Lawn since it opened in 1892.

Written by Michael Svanevik and Shirley Burgett. This inspiring book is yours for donations of \$100 or more



“Cypress Lawn: Guardian of California's Heritage”

A glorious pictorial history, rich with powerful and touching photographs. Depicts splendid examples of the world-class sculpture, painting and stained glass at Cypress Lawn.

This beautiful 9" x 12", 160-page coffee-table book is yours plus the “Pillars of the Past” for donations of \$500 or more



A “Tree of Remembrance”

Cypress Lawn will recognize your generosity by planting a new tree in your honor, or in memory of a loved one. In addition, a memorial plaque will be placed on the tree inscribed with the name.

This unique living tribute is yours plus both the books for donations of \$1000 or more

Gifts from IRAs: A Special Gift Opportunity for Donors Over Age 70½. Act NOW Before This Special Tax Benefit Ends!

In 2006, Congress revised the tax laws to permit donors over age 70½ to make charitable gifts through their IRAs. Up to \$100,000 can be given in this manner. Distributions out of your IRA are allowed tax-free when making a donation before this tax benefit ends. Consult your tax advisor.

Please consider helping the Foundation fulfill its important educational mission.

To discuss other meaningful Gift Planning Options for the Foundation, such as a legacy gift from your estate, please contact Martin Jacobs, Executive Vice President of Development at: (650)550-8892.



I want to support the Foundation's educational efforts as **“The Guardian of California's Heritage”**

ENCLOSED IS MY TAX-DEDUCTIBLE GIFT

Please mail to: Cypress Lawn Heritage Foundation, 1370 El Camino Real, Colma, CA 94014

Name _____

Address _____

City _____ State _____ Zip _____

E-mail _____ Phone () _____

Please make my gift in memory of: _____

My gift is in the amount of: \$1,000 \$500 \$100 Other \$ _____

My check is enclosed payable to **Cypress Lawn Heritage Foundation** or

Please charge my MC VISA AMERICAN EXPRESS DISCOVER

Credit Card # _____ Exp. Date _____

Signature _____

Thank You

Your gift to the Cypress Lawn Heritage Foundation Annual Fund will make a big difference in maintaining our educational, horticultural and restoration programs as well as the Foundation's ongoing efforts to preserve our California Heritage. All donors will be recognized in our Heritage Newsletter and on our website.

If you have questions or suggestions about the Foundation please call me directly at: (650)550-8892. I welcome your involvement.

Martin S. Jacobs, Executive Vice President of Development.