The Time is Now – Planned Giving – A Candid Conversation

Association of Fundraising Professionals Nova Scotia
Maritime Fundraising Conference
June 3, 2019

Sara Salter Burke, MBA
Cape Breton University

Geoff C. Graham, CFRE
QEII Health Sciences Centre Foundation

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QEII HEALTH SCIENCES CENTRE FOUNDATION

Planned Giving – A Candid Conversation

- Welcome and Introductions
- What we will cover
- Bequests
- Gifts of Securities
- Resources

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Planned Giving

"Simply put: *planned giving* is the process of making a significant charitable gift during a donor's life or at death that is part of his or her financial or estate plan. – Forbes Magazine

Strategic charitable giving is a focused and financially strategic approach to philanthropy that results in maximum benefits for both the charity and individual donor.

Strategic charitable gift planning is a donor-centred process of planning current and future charitable gifts in a way that meets the donor's philanthropic goals and balances personal, family and tax considerations.

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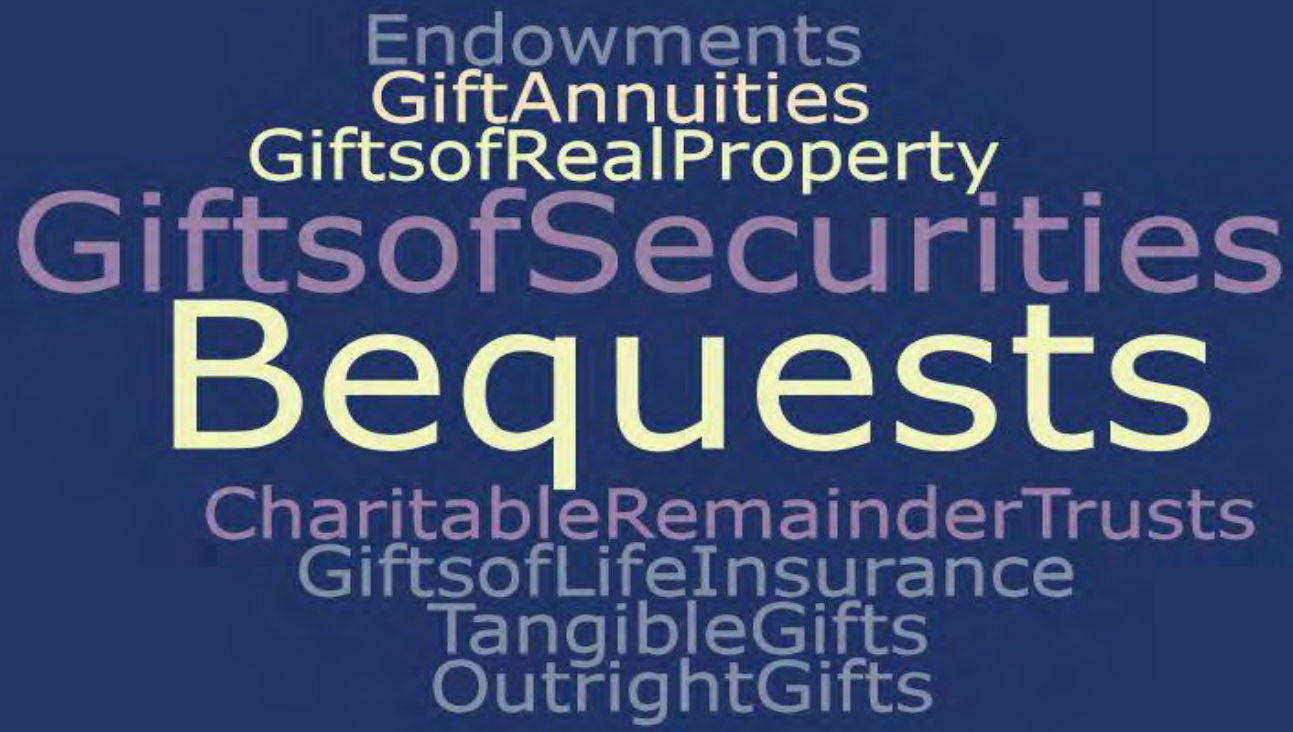
Endowments
GiftAnnuities
GiftsofRealProperty
GiftsofSecurities
Bequests
CharitableRemainderTrusts
GiftsofLifeInsurance
TangibleGifts
OutrightGifts

A bequest program at your charity is the starting point for your charity to begin a planned giving program.

How do we create awareness?
Small or large shop operations.

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Who are your Bequest Donors?

General Characteristics…

- They know about the organization
- They believe their gift will be perpetuated well into the future and that they have a long and lasting legacy through the organization
- They may have supported the organization in the past with smaller gifts but some will have no giving history
- They usually consults financial advisors, attorneys and family members
- They have probably been touched by your organization

Bequest – A gift of property under a Will which is directed to a specific beneficiary or beneficiaries.

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Number of people that have a will…

42%

Number of People that have left a gift in their will…

2014 1.4 Million

2019 1.9 Million

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How much?

2014 $165 Billion

2019 $216 Billion

12
1
2
3
4
5
6
7
8
9
10
11

What do I do now?

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Bequests

Opportunity for your average donors to make a significant contribution.

Majority of bequests will come from your loyal donors/annual fund gifts

Bequests

Benefits to the Donor…

- Make a significant gift to your organization – recognition
- Tax/savings credit to their estate
- Relatively easy to do and inexpensive
- Donor is comforted by being able to change their mind

Bequests

Benefits to your organization…

- Easy and inexpensive to implement
- Opportunity for significant gifts
- Straight forward to administer gifts
- Majority of bequests come in unsolicited

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Bequests Types

Specific – I/we give a sum of money to charity.

Residual – I/we give a percentage of our estate to charity.

Contingent – I/We give a sum of money or percentage to charity if all of our are children pre-decease.

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Bequests

How do we as small & large organizations make it easy for our donors?

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Bequest Marketing

A one page document with the basic information:

- Legal title of your organization
- Your Organizational Charitable Number
- Sample bequest wording

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IWK Foundation

A gift in your will, a c
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There are ma
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percentage or p
or alternatively
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Sample Language:

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Restricted E

Contingent Bec

If you wish, all beque
that could be inserted
to be in honour of my

*These types of bequests should also inclu
time (area of care specified) no longer exi
Centre Charitable Foundation and/ or the
to redirect said funds to the area of greates

Our Planned Giving team is read
assist you or your advisor with c
bequest language that meets you
charitable, family, and financial go
We are also available to look at oth
ways to give assets such as securit
listing the IWK as a beneficiary of
your RRSP/RRIF, and real estate.

Excellence is in your hands.

Excellence is in your hands.

Scripps Resear

How to Ad

A will or trust serves as a set
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positively affect the people

Remembering Scripps Rese
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- general beque
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Please note:
to seek the advice of your

1.800.595.2266 | iwkfoundation.org

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health begins with caring

Sample Bequest Language

To make it easy for you, we have provided the following wording for your **will**. You can print it to send to your lawyer, or keep it for the right moment.

1. A general bequest designates a certain dollar amount of property, usually cash, to the charity you select.

   Example: "I give to the QEII Health Sciences Centre Foundation, Halifax, N.S., the sum of $10,000.00."

2. A specific bequest directs that the Foundation is to receive a specific piece of property:

   Example: "I give to the QEII Health Sciences Centre Foundation, Halifax, N.S., 500 shares of XYZ stock."

3. A residual bequest designates for the Foundation all, or a portion, of whatever remains after all debts, taxes, expenses and other bequests have been paid.

   Example: "I give to the QEII Health Sciences Centre Foundation, Halifax, N.S., fifty percent (50 percent) of the rest, residue and remainder of my estate."

4. A contingent bequest takes effect only under certain conditions:

   Example: "In the event my wife does not survive me, I give to the QEII Health Sciences Centre Foundation, Halifax, N.S., the sum of...."

When preparing a **will** you should consult a lawyer to ensure your wishes are legally binding.

Bequest Marketing - Tactics

- Presence on your Charity's website
  Clear and concise easy to find
- Provide pdf printable form for both advisors and donors that includes suggested language for their will.
- Avoid the technical jargon – write to appeal to your donor's heart not their brain
- Privacy policy and legal/financial advice disclaimer should be on everything

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Bequest Marketing - Tactics

- Create tagline for all of your Charity's marketing materials – everything
  - Annual Giving Program – Solicitations
- Business reply envelopes
  - Brochures
  - Business cards
- Other collateral materials…

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Bequest Marketing

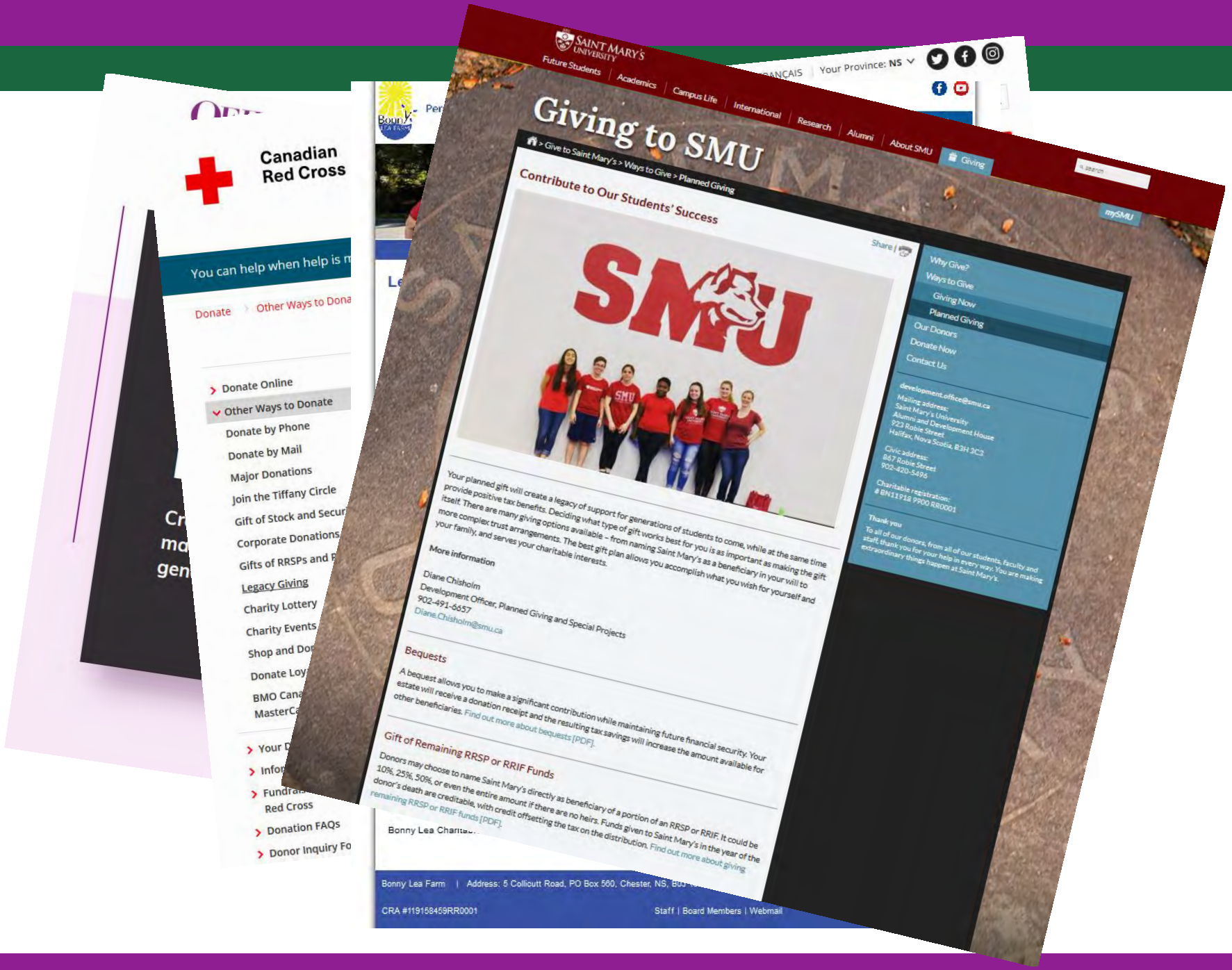
Tagline Examples:

Please remember us in your will or trust

Leave a gift in your will for X Charity

Yes, I have included NAME OF CHARITY in my will or trust as a lasting tribute for a loved one or friend.

I would like more information on how to make a lasting tribute gift for a loved one or friend in my will or trust.


Canadian Red Cross
You can help when help is n
Donate
Other Ways to Dona
Donate Online
Other Ways to Donate
Donate by Phone
Donate by Mail
Major Donations
Join the Tiffany Circle
Gift of Stock and Secur
Corporate Donations
Gifts of RRSPs and F
Legacy Giving
Charity Lottery
Charity Events
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Donation FAQs
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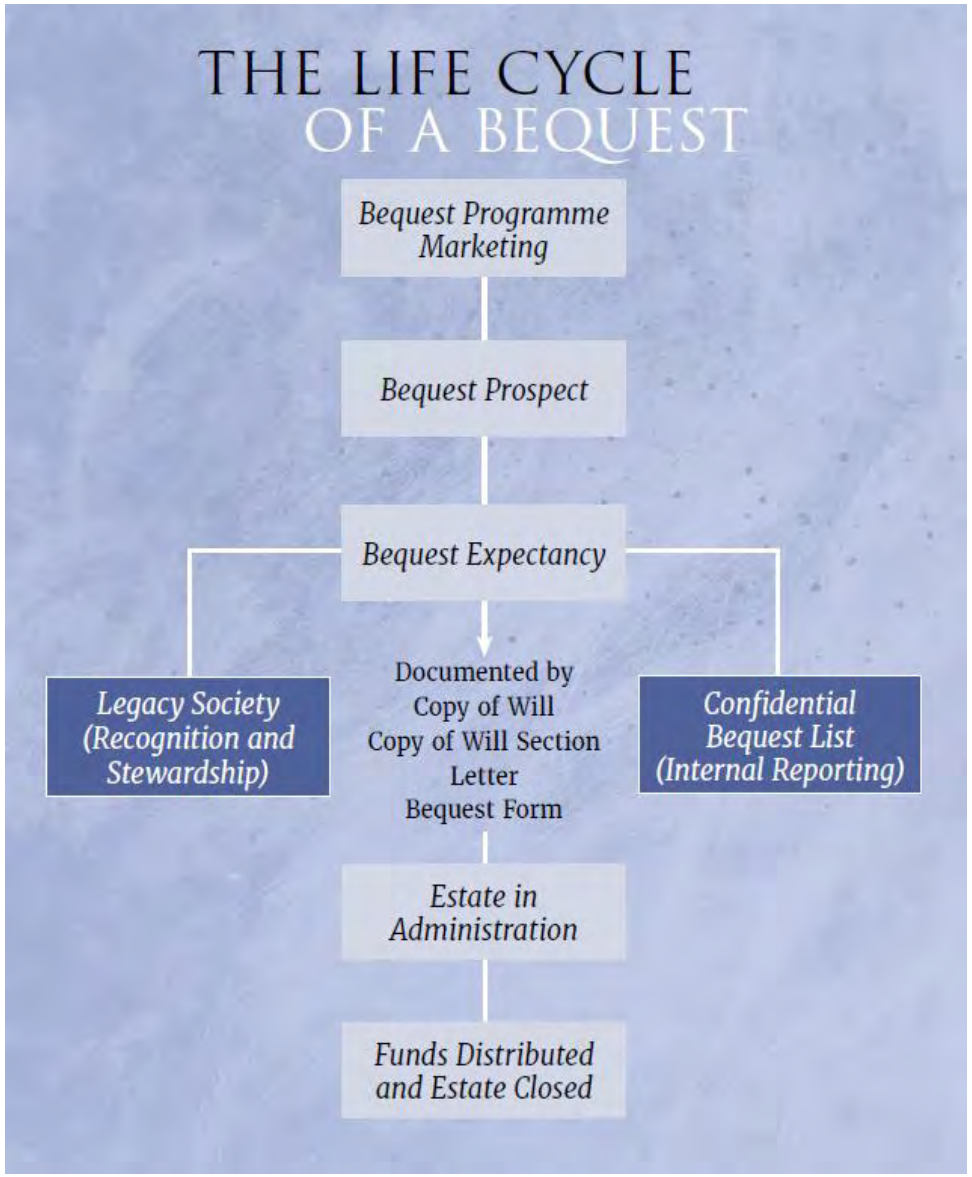
Bonny Lea Farm
SAINT MARY'S UNIVERSITY
Future Students
Academics
Campus Life
International
Research
Alumni
About SMU
Giving
Your Province: NS
Giving to SMU
> Give to Saint Mary's > Ways to Give > Planned Giving
Contribute to Our Students' Success
Share
SMU
Your planned gift will create a legacy of support for generations of students to come, while at the same time provide positive tax benefits. Deciding what type of gift works best for you is as important as making the gift itself. There are many giving options available – from naming Saint Mary's as a beneficiary in your will to more complex trust arrangements. The best gift plan allows you accomplish what you wish for yourself and your family, and serves your charitable interests.
More information
Diane Chisholm
Development Officer, Planned Giving and Special Projects
902-491-6657
Diane.Chisholm@smu.ca
Bequests
A bequest allows you to make a significant contribution while maintaining future financial security. Your estate will receive a donation receipt and the resulting tax savings will increase the amount available for other beneficiaries. Find out more about bequests [PDF].
Gift of Remaining RRSP or RRIF Funds
Donors may choose to name Saint Mary's directly as beneficiary of a portion of an RRSP or RRIF. It could be 10%, 25%, 50%, or even the entire amount if there are no heirs. Funds given to Saint Mary's in the year of the donor's death are creditable, with credit offsetting the tax on the distribution. Find out more about giving remaining RRSP or RRIF funds [PDF].
Why Give?
Ways to Give
Giving Now
Planned Giving
Our Donors
Donate Now
Contact Us
development.office@smu.ca
Mailing address:
Saint Mary's University
Alumni and Development House
923 Robie Street
Halifax, Nova Scotia, B3H 3C3
Civic address:
867 Robie Street
902-420-5496
Charitable registration:
BN11918 9900 RR0001
Thank you
To all of our donors, from all of our students, faculty and staff, thank you for your help in every way. You are making extraordinary things happen at Saint Mary's.
Bonny Lea Farm | Address: 5 Collicutt Road, PO Box 560, Chester, NS,
CRA #119158459RR0001
Staff | Board Members | Webmail



Source: Planned Giving For Canadians (2018 Edition)

70% to 80%

Stewardship

- Legacy stories in newsletter, printed materials
- Alumni Magazine, A Lasting Impact Story
- Special Events/Private receptions
- Thank you gifts

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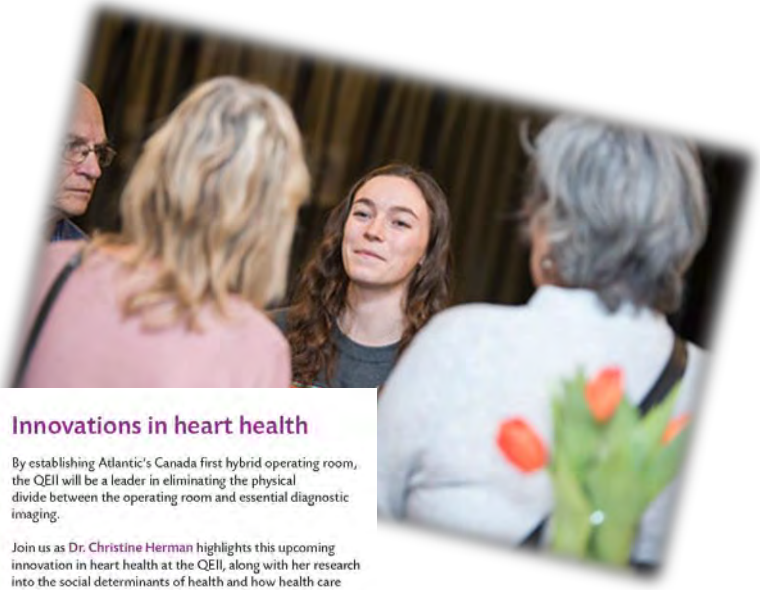
- Teas & Tours-heartfelt, deep, authentic thank you for what the donor is helping with now and in the future.
- Student meet and greets
- Phone Calls
- Hand Delivered Receipts



You and a guest are invited to the

Friends of the QEII Foundation

Spring Tea

Featuring Dr. Christine Herman

Friday, May 24, 2019
2 - 3:30 p.m.

Bethune Ballroom, Bethune Building, VG Site
QEII Health Sciences Centre
1276 South Park St., Halifax, NS

Refreshments will be served.

Please RSVP, including the name of your guest, by May 17, 2019 to Krista Langille at krista.langille@qe2foundation.ca or 902 442 7141.

Innovations in heart health

By establishing Atlantic's Canada first hybrid operating room, the QEII will be a leader in eliminating the physical divide between the operating room and essential diagnostic imaging.

Join us as Dr. Christine Herman highlights this upcoming innovation in heart health at the QEII, along with her research into the social determinants of health and how health care can be delivered differently to ensure optimal heart health care for all Atlantic Canadians.

Dr. Christine Herman, cardiac and vascular surgeon at the QEII Health Sciences Centre.

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- Thank you notes/Thank you notes from students/Physicians/Volunteers
- Impact reports and/or endowment reports

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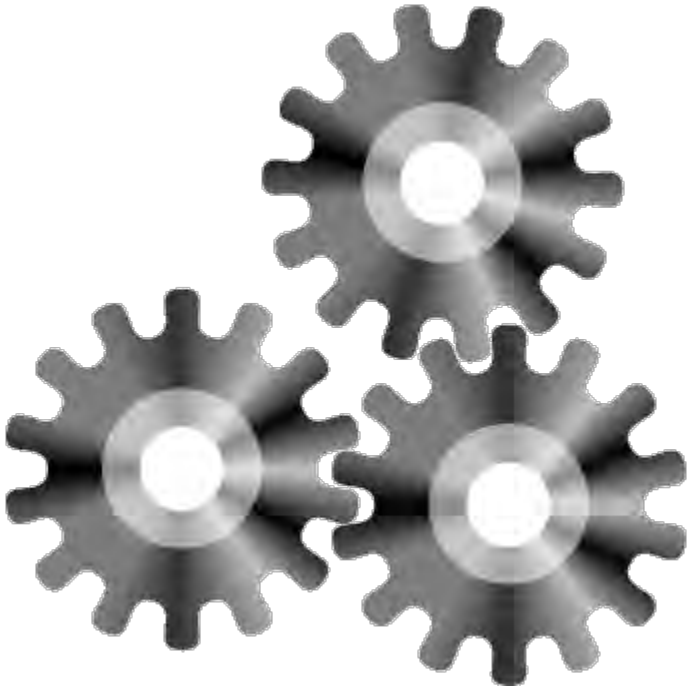

Donating Gifts of Securities (Gifts in kind)

Whereby a donor may give to a charity publicly traded securities or mutual funds and avoids any capital gains tax that the donor might have if they sold it outright.

Significant savings to the donor

Selling Securities vs. Donating Securities

	Sell Securities & Donate Cash	Donate Securities Gifts in Kind
Market Value	$10,000	$10,000
Adjusted Cost Base	($4,000)	($4,000)
Capital Gain	$6,000	$6,000
Taxable Capital Gain	$3,000 (50%)	$0 (0%)
Marginal Tax Rate	48%	48%
Tax Payable	$1,440	$0

Charitable Tax Receipt Issued at $10,000

Donating Gifts of Securities
Critical Points

- IMPORTANT – Donors should also consult with their financial advisors.
- IMPORTANT – Gifts of securities must be transferred to the charity to qualify for no capital gain.
- Work closely with your CFO and/or finance office
- Name of broker for charity and contact information along with charity's brokerage account number
- Electronic transfer vs. physical certificates.

Marketing – Gifts of Securities

- Presence on your Charity's website

  Clear and concise easy to find

  Provide pdf printable form for both advisors and donors

- Create tagline for all of your Charity's marketing materials

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Marketing – Gifts of Securities

Sample Tag Lines…

- I would like to make a gift of securities to NAME OF CHARITY. Please send me transfer information.
- I would like to learn more about my options for charitable gift planning to benefit NAME OF CHARITY and my family.
- I would like more information about how decrease my capital gains tax and increase my gift.

The Q

INSTRUCTIONS FOR A GIFT O

A donation of publicly listed securities allows you to
Centre and take advantage of the elimination of c

Electronic Transfer

- Please contact the QEII Health Sciences Cen
transfer of securities to discuss the securitie
- Your broker can arrange for the electron
custodian is:

Thank you for your generous suppo
contact the Foundation should you re

QEII H
Park L

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QE2

Charitable Business N

- Your broker
- It is important to
securities can be easily ide
- We will need you to provide us with
being transferred and the number of shares

Updated March 2018

Updated March 2018

IWK Foundation Charitable Regis

Please note: The value of your donation
are received in the Foundation's acc

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physical possession of certific

Sample letter to broker authorizing transfer of securities

To:

Name and address of broker/delivering custodian

Dear _____,

I hereby give authority to deliver free as a charitable gift the following securities from my account # _____ to BMO Nesbitt Burns (CUID # NTDT) to the attention of Mark Elliott for credit to Queen Elizabeth II Health Sciences Centre Foundation of Halifax, NS, account # 28011741-17. I am enclosing QEII Foundation account and contact details for your information.

Thank you.

Signature

Telephone #

Full name (please print)

Address

Date

Securities:

1. Full Name of Security: _____
*CUISP# _____
Number of Shares/Units: _____

2. Full Name of Security: _____
*CUISP# _____
Number of Shares/Units: _____

3. Full Name of Security: _____
*CUISP# _____
Number of Shares/Units: _____

*Your broker can provide this information.

Updated March 2018

Page 2 of 3

Page 3 of 3

CAGP
ACPDP

LEAVE A LEGACY ™

A PROGRAM OF THE CANADIAN ASSOCIATION OF GIFT PLANNERS

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Canadian Association of Gift Planners

National Association that inspires and educates those involved in strategic charitable gift planning
Established in 1993, the association currently has 1100 members active in 19 (Chapters) communities across the country

Bringing together charitable fundraisers and professional advisors (Allied professionals-Lawyers, Accountants, Insurance Representatives, Financial Advisors)

Vision:

A better world through strategic charitable giving

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CAGP leads a number of programs & initiatives

A national Code of Ethics to ensure members adhere to principles, guidelines and practices in their relations with donors or prospective donors

Competency Framework for Charity Gift Planners-Skills and knowledge necessary for a gift planner to excel in this profession.

The *Ask an Advisor* tool - get customized, expert answers to your toughest planned giving questions. This tool can save you and/or your organization thousands of dollars! An online tool where you can submit technical, legal or ethical questions on gift planning.

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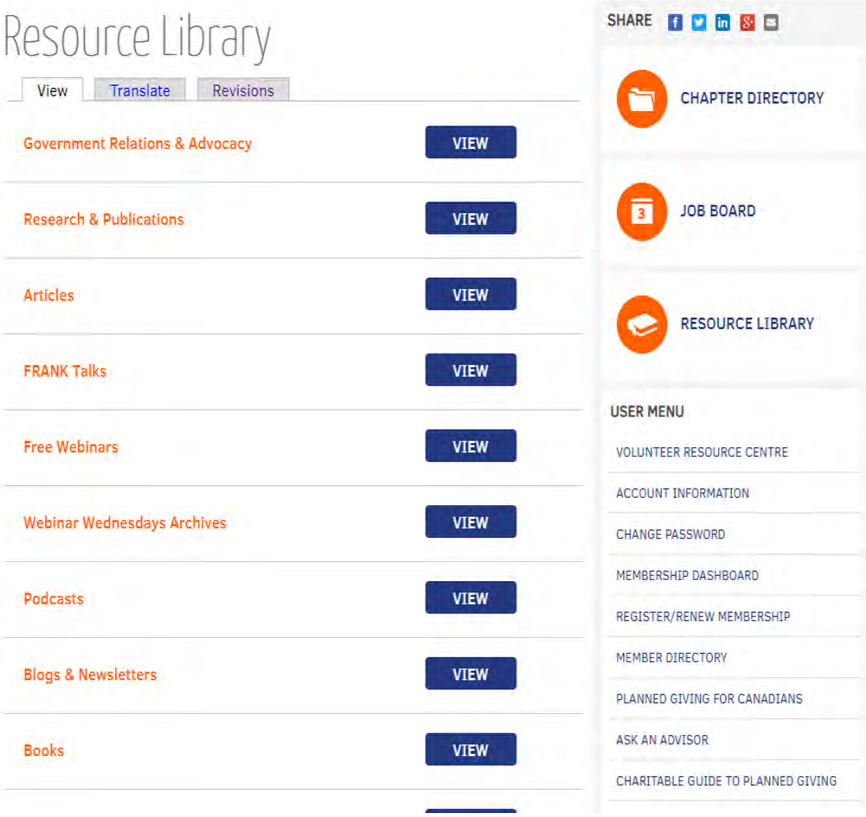
Online Resource Library

Professional Development Course

Free Webinars

Resource suggestions



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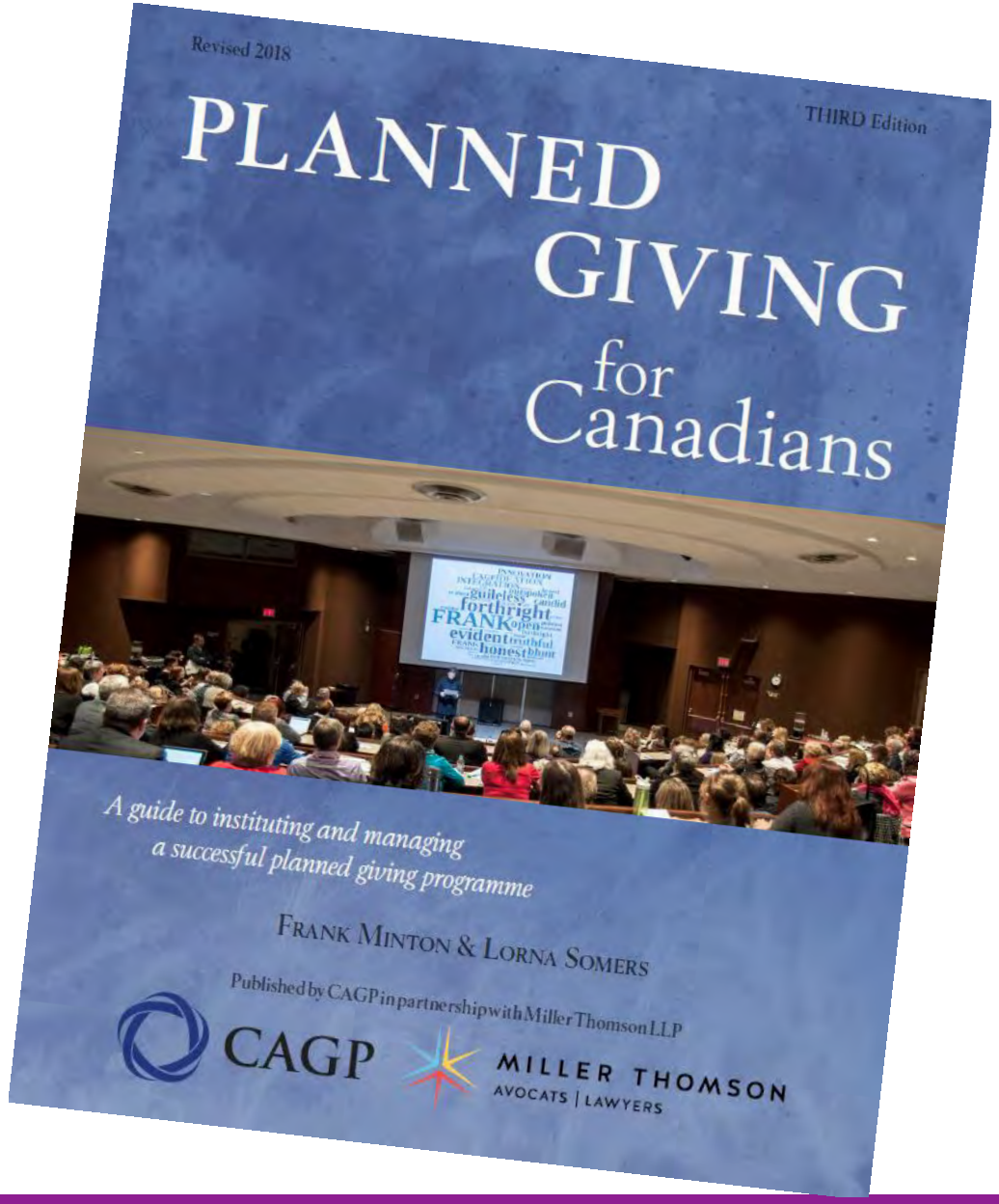
Revised 2018
THIRD Edition
PLANNED GIVING for Canadians
A guide to instituting and managing a successful planned giving programme
FRANK MINTON & LORNA SOMERS
Published by CAGP in partnership with Miller Thomson LLP
CAGP
MILLER THOMSON
AVOCATS | LAWYERS

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LEAVE A LEGACY™
NOVA SCOTIA

Make a Difference in the Lives that Follow

LEAVE A LEGACY™ is a national, community-based public awareness campaign of CAGP that encourages people to leave a gift through their will or another planned giving vehicle to a charity or cause that is meaningful to them.

What remains constant throughout the messaging is having a will and making a difference in your community by planning a gift to a favourite charity

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ABOUT MAKE A DIFFERENCE YOUR LEGACY

LEAVE A LEGACY™
NOVA SCOTIA
Make a Difference in the Lives that Follow

CHOOSE YOUR CHARITIES RESOURCES CONTACT

Why Leave a Gift

By leaving a gift in your will or making other arrangements to remember a charitable organization in your estate, you can create your own personal legacy with a charity of your choice that will have a lasting impact for future generations.

Why leave a gift?

- You have the use of your assets during your lifetime. You can ensure that your gift is meaningful to you.
- Your estate will receive a beneficial tax receipt.
- Your gift can be altered at any time should your circumstances change.

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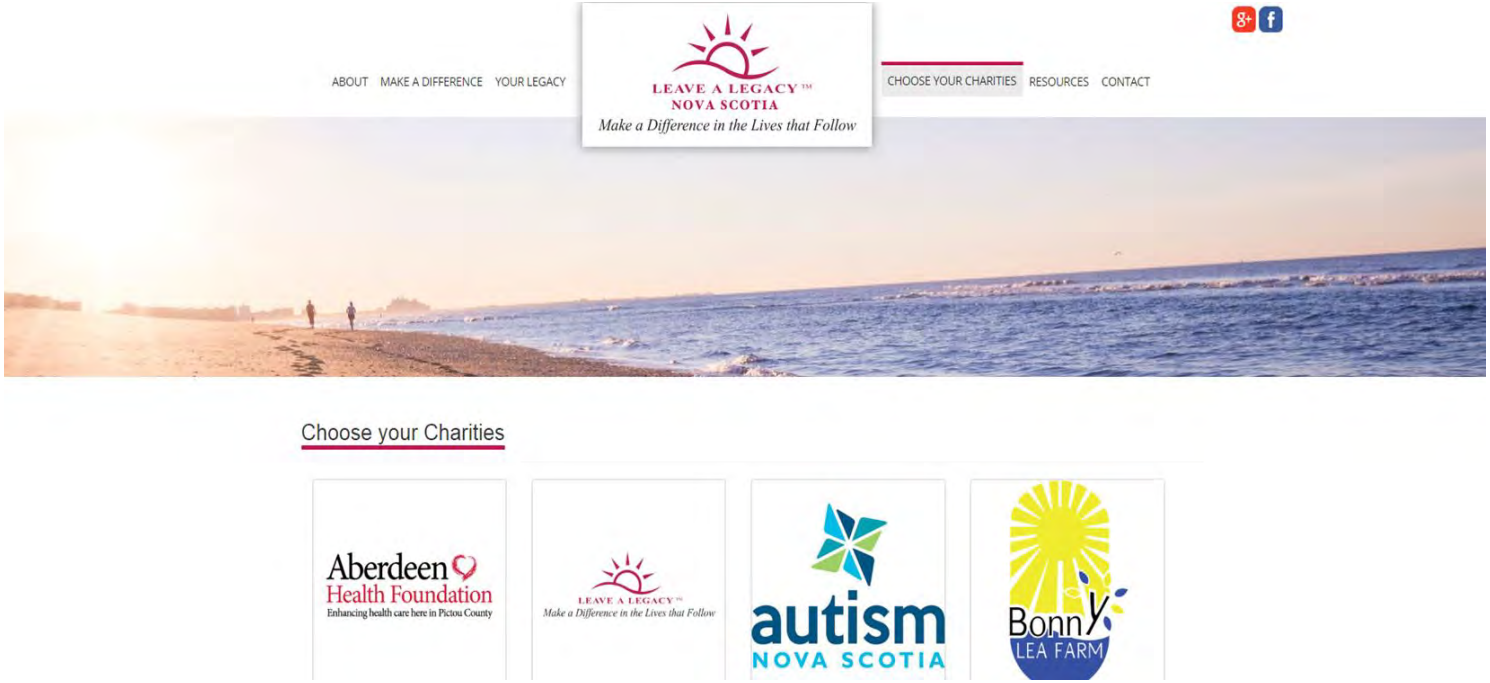

Leave a Legacy http://www.leavealegacy.ns.ca/

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FOUNDATION

May is officially LEAVE A LEGACY™ Month

- Provincial and HRM proclamation –May LAL Month
- Newspaper features/articles
- LAL information sessions for both donors and Allied professionals
- Social media posts
- Host teas/luncheon-TD Women in Philanthropy
- Partner with other charity organizations to host information session
- Partner with a local law firm, free will's

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Allied Professionals and Networking

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CAGP

The Philanthropist
Reimagining the nonprofit world.

CASE
COUNCIL FOR ADVANCEMENT
AND SUPPORT OF EDUCATION®

AHP
ASSOCIATION FOR
HEALTHCARE
PHILANTHROPY℠
Connecting People • Enriching Lives

AFP
Association of
Fundraising Professionals

Web-Links to Resources

THE single most important book on donation management and operations in Canada
http://bit.ly/PlannedGivingForCanadians2018

The first must-read http://bit.ly/ThePhilanthropicConversation_Advisors from the Canadian Association of Gift Planners

Detailed Advisor report http://bit.ly/ThePhilanthropicConversation_CAGP

2018 update : Doing Good for Business http://bit.ly/AdvisorsAndPhilanthropy

Imagine Canada new Chief Economist. http://bit.ly/CharityChiefEconomist

New Knowledge Bureau designation for advisors in philanthropy http://bit.ly/PhilanthropicAdvisorDesignation

30 Years of Giving in Canada Report http://www.imaginecanada.ca/30years

CBC global wealth index article https://www.cbc.ca/news/business/canada-wealth-high-net-worthy-1.4814907

Impact investing for foundations http://communityfoundations.ca/resources/impact-investing-guidebook-canadian-foundations/

TD Women, Wealth & Philanthropy report https://www.td.com/ca/document/PDF/tdw-pgf-canadian-women-and-philanthropy-addendum2017.pdf

RBC The New Canadian Legacy Report https://www.rbcwealthmanagement.com/ca/en/the-new-face-of-wealth-and-legacy

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Web-Links to Resources

Diverse philanthropy information http://www.afpinclusivegiving.ca/

New 2019 Donor Advised Fund report https://www.charityinfo.ca/articles/DAFreport

2018 StatsCan Giving Data – CanadaHelps Giving Report https://www.canadahelps.org/en/the-giving-report/

The Philanthropic Mind Book http://bit.ly/ThePhilanthropicMind

NEW 2018 KCI Philanthropy Podcast "The Ask " http://bit.ly/KCI_Philanthropodcast

All About Estates Blog Charity Posts http://www.allaboutestates.ca/category/charitable-giving/

CanadaHelps.org securities program https://www.canadahelps.org/en/donate/donate-securities/

CPA Nonprofit Forum 2019 in Toronto http://bit.ly/CPAcharityForum2019

Bequest Management for Charities – The ONE book http://bit.ly/Bequests4CharitiesBook

NEW CharityVillage charity podcast https://itunes.apple.com/ca/podcast/the-small-nonprofit/id1435361544?mt=2

CAGP charity staff competency roadmap https://www.cagp-acpdp.org/en/competency-framework-for-charity-based-gift-planners

Professional advisor philanthropy designation with CAGP, Spire Philanthropy & Knowledge Bureau http://bit.ly/PhilanthropyDesignation

NEW StatsCan Data from 2007 to 2017 http://imaginecanada.ca/who-we-are/whats-new/news/non-profit-sector-continues-grow

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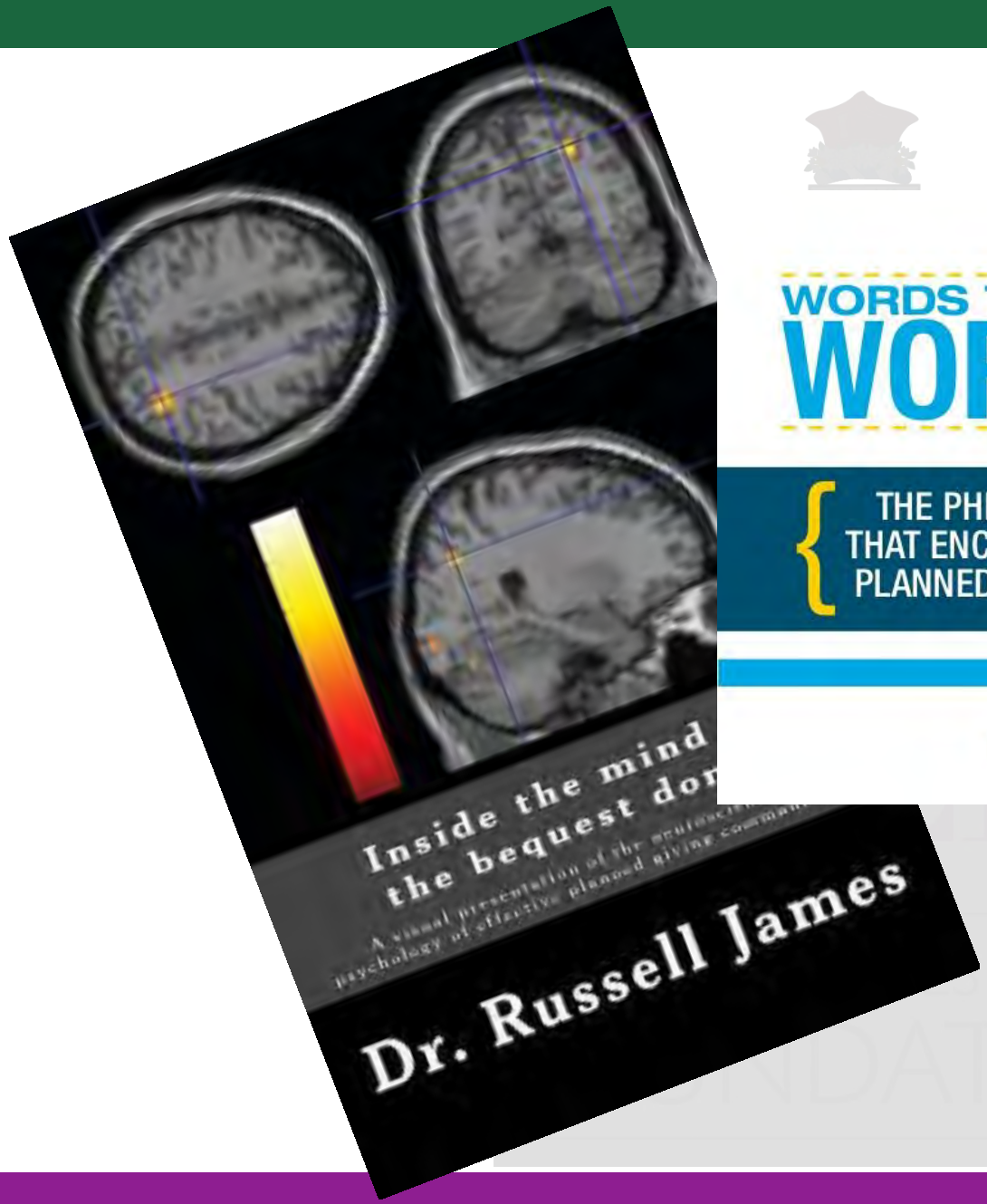
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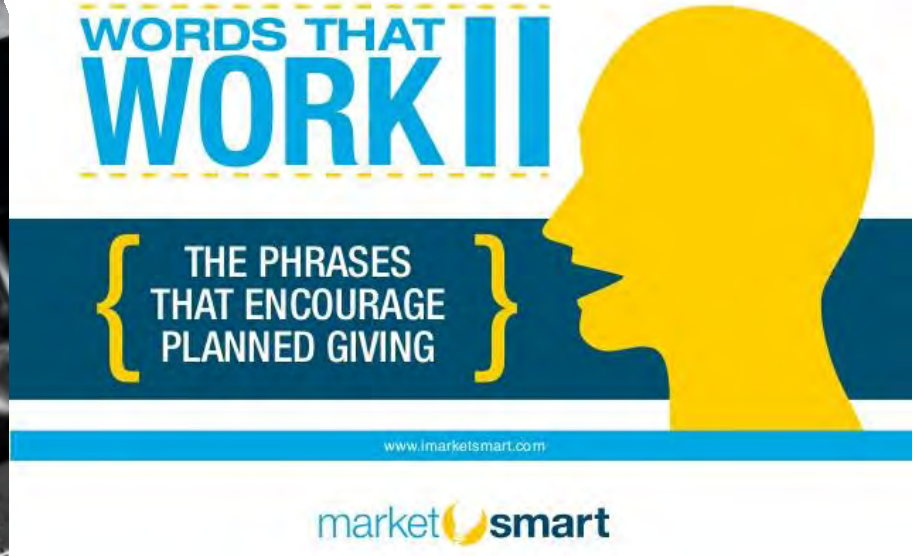
Dr. Russell James


WORDS THAT
WORK II
THE PHRASES
THAT ENCOURAGE
PLANNED GIVING
www.imarketsmart.com
market smart

Acknowledgements

Paul Nazzareth, Vice President of Education, CAGP

Fraser Green, Holly Waag, and Charlotte Field at Good Works
You Can't Take It With you

AFP Nova Scotia

CAGP National Office and CAGP Nova Scotia

The Time is Now – Planned Giving – A Candid Conversation

Association of Fundraising Professionals Nova Scotia
Maritime Fundraising Conference
June 3, 2019

Sara Salter Burke, MBA
Cape Breton University

Geoff C. Graham, CFRE
QEII Health Sciences Centre Foundation

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