

**MARKETING – Planned Giving Fact Sheets****Use this document to respond to prospect enquiries**

What is Planned Giving?

A planned gift is:

- a gift that is arranged now to provide funds to (Insert Your Organization's Name HERE) usually at some time in the future.
- a gift made after careful consideration through your financial or estate plan.
- a gift that requires some type of legal documentation, for example, a Will or a life insurance policy.
- a gift that is made from your assets, not your income, for example, a gift of Publicly Traded Securities or Mutual Funds.
- a gift that has tax advantages and benefits under current laws.
- a gift that is made for personal reasons, in addition to ensuring that (Insert Your Organization's Name HERE) continues its commitment to (Insert Your Organization's reason for being here – your mission in a nutshell).

Planned Giving is an easy way of perpetuating your support to (Insert Your Organization's Name HERE) beyond your lifetime. There are many different ways to make a *planned gift*. Most importantly, planned gifts can be tailored to *your* personal and financial circumstances. The most common type of planned gift is a charitable bequest in a person's Will. However, more and more Canadians are realizing the benefits of giving through methods such as, gifts of Publicly Traded Securities and Mutual Funds, Gift-Plus Annuities, Life Insurance policies, and Charitable Remainder Trusts.

Planned gifts are easy to set up and they can provide you with philanthropic satisfaction, current and future tax savings, and estate tax saving benefits.

Of course, the best plan will be one that balances what you wish to accomplish for you and your family with your charitable interests and objectives. While you should always consult your own financial and legal counsel, we can help you clarify your charitable intentions. If you would like, we can talk with you and your advisors to ensure your planned gift fits your desires, financial objectives, family needs, tax situation and our funding objectives. Please be assured that any discussion is confidential and will not obligate you to make a gift. For further information, please call (Insert Your Telephone Number and Extension HERE) or email (Insert Your Email address HERE).

**MARKETING – Planned Giving Fact Sheets****Use this document to respond to prospect enquiries**

Real Estate Gift

A gift of **Real Estate** allows you to give an immediate gift and receive an immediate charitable tax receipt for the fair market value of the property. Gifts of Real Estate include principal residences, farms, land and commercial property. Giving a gift of real estate allows you to simplify your estate and give to (Insert Your Organization's Name HERE) during your lifetime. This type of gift may be appealing if you are looking at ways to reduce your income tax now and are not in need of the dollar proceeds of the sale.

Gifts of Real Estate - Benefits to You

- **Opportunity** – You may not have liquid assets to fund a gift, however you may have real property. The property can be donated allowing you to make a larger gift than could be made out of cash flow.
- **Tax Advantages** – You receive a charitable tax receipt thereby increasing your after-tax income.
- **Tax Advantages** – The five-year carry forward tax provision allows effective tax planning while alive rather than the one-year carry back tax provision upon death.
- **Reduction of Fees** – Your asset has been removed from your estate thereby decreasing probate fees upon death.
- **Tax Advantages** – If your principal residence is donated, no capital gains tax is triggered and a charitable tax receipt will be issued by (Insert Your Organization's Name HERE) for the full fair market value of the property.
- **Recognition** – Your gift can be honoured during your lifetime.

How does it work?

An independent appraiser must appraise the property. (Insert Your Organization's Name HERE) begins the valuation process. After the fair market value is determined, you sign and deliver a deed transferring the property to (Insert Your Organization's Name HERE). A charitable tax receipt is then issued for the fair market value as of the day on which the transfer takes place. Please note that some conditions apply to the acceptance of these types of gifts, for example, an environmental audit of the property may be required.

Please Seek Expert Advice: If you are thinking about transferring assets that have appreciated in value, you should seek expert advice from a tax specialist or financial planner. (Insert Your Organization's Name HERE) strongly recommends professional advice to ensure that your financial goals are considered, your tax situation reviewed and your planned gift is tailored to your circumstances. For further information, please call (Insert Your Telephone Number and Extension HERE) or email (Insert Your Email address HERE).