

Legacy Giving: The Iceberg that YFC is missing

Unlocking Extraordinary Gifts from Ordinary Donors

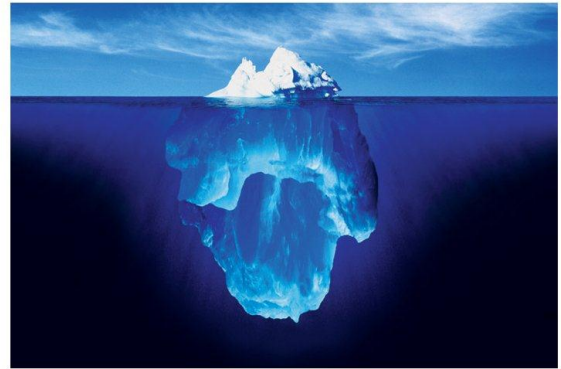
Monday / 10:45 – 11:35 (50 minutes)

Target Audience?

Designed for board members, ED's and staff involved in chapter fundraising

Introduction

What is at stake? \$15.3 Billion Dollars over the next 15 years. Over 40% of that dedicated to Religious Organizations in Canada. The majority of those gifts will be from ordinary donors currently on your mailing list that consistently give \$10 - \$15 monthly to your ministry. YFC has not consistently implemented a disciplined plan promoting and educating our partners toward this type of gift. It's an invitation to an individual or couple to leave an impactful legacy they would be proud of.



Take-away

You will walk away with the ideas, tools & resources to start implementing a local strategy today.

Bio: Gary MacDonald / Director of Partnership Communications / YFC Canada is a 35 year veteran of YFC, serving in Toronto and Quinte Area as an Executive Director and Regional Field Director. He assists Dave Brereton on a part time basis with donor development and special projects. Gary and his wife Denise are senior partners in Clearview Counselling, Consulting and Coaching Services www.clearviewcc.ca. They serve government, non-profit, business, manufacturing and educational clients with facilitation and training workshops on leadership development.

Their new program, TRANSITIONS provides that 'half-time' for your life: an opportunity to reflect and refocus so you can continue thriving in the next stage of life. Let our team come alongside you for two years and embark on a journey of reflection and discovery, with an intentional focus on self-awareness, spiritual growth and leadership development. This collaborative learning process will take place in a small group of 8 -12 people, facilitated by seasoned professionals in the fields of spiritual direction, personal growth and leadership development. Your learning will take place through individual study, teaching, group dialogue, one-on-one coaching, and opportunities to learn & practice key spiritual disciplines and leadership competencies. www.transitionsforlife.org / 1.888.494.1027

What is Legacy Giving?

- It's Planned Giving but since 95% of our public is not wealthy and does not take advantage of tax saving accountants, it confuses them.
- Legacy resonates with the heart and for people over 65, they are thinking and feeling these thoughts.
- "Iceberg Philanthropy"- book by Canadian Author /Fraser Green. <http://www.goodworksco.ca>
- Stories around Canada:
 - Gift of Property in Comox Valley
 - Life Insurance Policy in Brandon
 - Donation of Securities in Peterborough
 - Flow Through Share Donations in Montreal
 - YFC being named in a Will – Across Canada

Why are we focusing on it at YFC and what is the potential?

- YFC is in the best position to ask for a gift.
 - Majority of our donors - Age / 55 +
 - They have seen / experienced the local impact
 - Consistency of giving - \$15 month over a number of years

- Have a heart for youth
- Religious convictions – looking beyond to eternity
- Stewardship attitude – It's not their resources anyways. It's God's
- Potential - What is at stake? \$15.3 Billion Dollars over the next 15 years. Over 40% of that dedicated to Religious Organizations in Canada. The majority of those gifts will be from ordinary donors currently on your mailing list that consistently give \$10 - \$15 monthly to your ministry. YFC has not consistency implemented a disciplined plan promoting and educate our partners toward this type of gift. It's an invitation to an individual or couple to leave an impactful legacy they would be proud of.

Myths & Perceptions

- Principles - keep it simple:
 - 90% - 95% or more of planned giving revenue comes from bequests (Wills). Focus there.
 - Bequests generally don't come from the wealthy.
 - You are communicating with a person.
 - Priest or a tax accountant.
- I'm not a financial planner do not feel competent in dealing with all these changing options and details.
- We have tried doing this before, but had no immediate results.
- We need someone on staff to deal with this area of development.
- We want to know who is giving a gift in advance. (Pros & Cons)
- Caution in exclusive partnership with Financial Planners.

Our National long term strategy to assist local chapters

- Attitude. Our donors do not see us as separate identities. Stewardship of promotional resources.
- Trust. National Office is your partner not competitor. Forms at www.yfccanada.org
- Most local donors considering a gift do not feel comfortable speaking with the local representative so a partnership with National gives them or their financial planner / lawyer another contact option.
- Utilizing some systems already in place like the Securities Transfer System through National. Why? Fees!
- National partnership with "LEAVE A LEGACY™". They are key educational component. LEAVE A LEGACY™ is a national public awareness program designed to encourage people to leave a gift through their will or any other gift planning instrument to a charity or non-profit organization of their choice. LEAVE A LEGACY™ is a donor-oriented education campaign to raise awareness of the importance of including a charitable gift in the estate planning process. LEAVE A LEGACY™ is a program of the Canadian Association of Gift Planners (CAGP-ACPD™). www.leavealegacy.ca
- Option of your local chapter being involved locally or regionally across Canada. (Investment of time and money)
- Key for Leave a Legacy are 3 distinct partners, with two being neutral.
 - Donor
 - Charity
 - Financial Planner



How to get started?

- Conversation at Board Level.
- Contact person at your chapter. Volunteer(s)?
- Consistent messaging. What impact could there Legacy Gift make in your community? Stories are impactful.
- Communications. Not one-time. Newsletters, response forms, web site, banquets, golf tournaments.
- Utilize professional material by YFC / Canada and Leave a Legacy. Also new Legacy Video.

Q & A