

LifeHelp  
Legacy Life  
Newsletter Article for Non-Profit Publication  
#6 5-17-12

(PHOTO: SUPPLIED BY NP)

**If you are considering a bequest, there's now an even better way to give**

A better method of providing a significant end-of-life gift to [ORGANIZATION] is now available to our friends and donors.

Introduced by Legacy Life and administrated by LifeHelp, it's *far* better than a straight bequest – for you and for us.

If you're considering a bequest in the four- to five-figure range, you can take advantage of this program that enables you to gift much more without donating more. For example:

- A \$14,000 gift from a 50-year-old man can turn into a \$50,000 gift.
- A \$23,000 donation from a 55-year-old woman can become a \$100,000 gift to [ORGANIZATION].
- And a \$51,250 gift from a 60-year-old couple can provide us with \$250,000 of funding.\*

At the same time, Legacy Life also:

- Offers you significant tax advantages not available with a bequest.
- Unlike a cash bequest, assures that funds are not taken away from your estate or heirs' inheritance upon death.
- Is simpler, easier and less expensive to put into place, compared to a bequest. The program can be set up without attorneys, CPAs or complex estate planning.

It's not sleight of hand; it's a simple life insurance-based program that's a win/win for our friends and donors, and for us. Here's how it works.

Donors considering a four-figure or larger cash bequest to us instead take out a permanent life insurance policy, and donate the amount of the life insurance premium to us. The life insurance policy names us as policy owner and beneficiary. We then use the donation to pay for the life insurance policy. Because the face value of the policy is much greater than the cost of the policy, the gift to our organization is magnified, usually many times over.

[ORGANIZATION] gets a guaranteed gift, while you get the satisfaction of *giving far more – with no increase in the amount you donate!*

**Call toll-free 1-877-243-9988, 7 a.m. to 6 p.m. Pacific Time.**  
to learn more about a Legacy Life gift to [ORGANIZATION]

\*All examples are for illustration only. Please call for policy rates, terms and more information.

# # #