



Program Overview

Legacy Life – Several Times Better Than a Bequest

Legacy Life is a life insurance-based charitable giving program designed specifically to help non-profits generate more and larger gifts from mid-level donors than would be possible from those donors through bequests.

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:

- A \$14,000 gift from a 50-year-old man can become a \$50,000 gift.
- A \$23,000 donation from a 55-year-old woman can turn into \$100,000.
- A \$51,250 donation from a 60-year-old couple can end up being a \$250,000 gift.

We get a guaranteed gift, unlike a bequest that may or not ultimately be fulfilled.

Our mid-level donors get the satisfaction of giving more – *with no increase in the amount they donate!*

Legacy Life donors also receive significant tax advantages not available with bequests. Compared to a bequest, it's simpler, easier and less expensive for the donor. The program can be set up without attorneys, CPAs or complex estate planning. And funds are not taken away from the donor's estate or heirs' inheritance upon death.

It's an absolute win/win for everyone.

It's Major Giving, But Now Available to Everyone

We know that magnifying gifted amounts through life insurance is not a new concept; many wealthy donors have been doing it for years. But such programs generally have not been made available to mid-level donors. Legacy Life fills that gap.

From the design of the life insurance policies used, to streamlined application, underwriting and policy issuance processes, Legacy Life makes it possible to cost-effectively arrange policies with annual premiums in the low to mid four figures – the kind of premiums our mid-level donors can comfortably afford. And the donation can be made in a lump sum, or spread out over a period of time, usually five years.

What Legacy Life Will Do For Our Organization

- Turn donations from mid-level donors into much larger gifts
- Generate a stronger, predictable funding stream
- Lower our cost of fundraising per dollar raised and better leverage our staff's time
- All with little or no cost to set up