

## **AFP in association with Legacy Leaders Supply Research Grants for Planned Giving Studies**

**Toronto, ON., January 16, 2009** — Recognizing that the inter-generational transfer of wealth is estimated in the trillions of dollars, Legacy Leaders and the Association of Fundraising Professionals (AFP) have partnered together to conduct studies on the issues related to planned giving via its Legacy Leaders Planned Giving Research Grants Program. The Program has already funded two research studies and a third is scheduled to be released later this Spring.

Due to the current economic climate, organizations are realizing the importance of planning for the future, thus, planned giving has become a vital component of philanthropy for both charities and donors. Subsequently, these research studies tackle important issues facing fundraisers today. The first report, "Identification, Death and Bequest Giving," by Adrian Sargeant and Jen Shang explores how individuals who are considering making or have made planned gifts identify with the organizations they want to support.

The second study by Russell James, Ph.D. titled "Causes and Correlates of Charitable Giving in Estate Planning" examines charitable bequest behavior among older adults and the factors associated with individuals adding or removing a charitable bequest to their estate plans.

You can read both research studies by visiting [www.legacyleaders.ca/research.html](http://www.legacyleaders.ca/research.html).

For more information on how Legacy Leaders can benefit your organization's planned giving program, visit the Legacy Leaders website at [www.legacyleaders.com](http://www.legacyleaders.com) or to schedule a no obligation planned giving presentation and find out how your planned giving program can secure a constant revenue stream for your organization, please contact 416-368-1071 or [info@legacyleaders.com](mailto:info@legacyleaders.com).

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