

## Receive Annuity Quotes from Legacy Leaders

**TORONTO, Ontario (June 21, 2011)** — Legacy Leaders can provide free, no obligation charitable gift annuity quotes for any organization interested in offering an annuity option to their donor base. Your charity can receive competitive quotes within minutes via email from Legacy Leaders and in turn provide your donors with another form of giving.

A well-developed annuity program can account for a new source of current gifts for your charity. In Canada 16% of donors and affiliates of an organization would consider a charitable gift annuity and for most organizations, charitable gift annuities are an untapped source of revenue. Why is this so? Perhaps, many people are foreign to the idea of annuities and may consider the process too difficult and complicated. This couldn't be farther from the truth. Charitable gift annuities are simple gifts for charities to arrange and Legacy Leaders will make it easy and manageable for you.

Ken Ramsay, President & CEO of Legacy Leaders, had this to say about now being the right time to start or expand an annuity program:

*“At Legacy Leaders we always strive to stay ahead of the curve and live up to our reputation as planned giving experts. We want to create an awareness of a potential new source of revenue and make it easy for charities to offer annuities to their donors as a gift option. CGA's are grossly underdeveloped in Canada and many donors will welcome this option. We will be the intermediary between the charity and the financial institution in order to make the annuity process as seamless and easy as possible.”*

For more information on how Legacy Leaders can broker annuities for your organization, please contact Greg Chialtas at [gchialtas@legacyleaders.com](mailto:gchialtas@legacyleaders.com). As an annuity client, Legacy Leaders will provide you with material to educate and promote annuities to your donors and affiliates. For more information visit our website at [www.legacyleaders.com](http://www.legacyleaders.com).

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