

The Canadian Diabetes Association Secures Future via Planned Gifts with Legacy Leaders

TORONTO, Ontario (July 14, 2010) — The Canadian Diabetes Association (CDA) completed its first planned giving program with Legacy Leaders. From the pilot program, 113 donors expressed positive intent to leave a bequest to CDA. Overall, the program converted at 29% with a future bequest revenue of up to \$2,900,000 to the charity.

Lori Sussman, Manager, Planned Giving for CDA commented on the success of the program:

“The Canadian Diabetes realizes the importance of planned gifts to our organization’s future and with a Legacy Leaders program we took a big step forward to secure that future. The folks at Legacy did a marvelous job at speaking with our donors about planned giving and we are very pleased with the results”.

“The consideration of leaving a bequest is a very delicate decision. I was amazed at how the Legacy Leaders representatives demonstrated sensitivity and understanding when dealing with our donor’s, they truly acted as ambassadors of CDA’s mission and values”.

Legacy Leaders will provide free of charge an accurate planned giving simulation for charities interested in their planned giving potential. Determine your planned giving possibilities and ROI through a cost effective Legacy Leaders mail/phone program.

For more information on how Legacy Leaders can benefit your organization's planned giving expectancies, visit the Legacy Leaders website at www.legacyleaders.com. Or, to schedule a no obligation presentation to learn more about Legacy Leaders' customizable planned giving programs, email gchialtas@legacyleaders.com.

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