

## **The Children's Health Foundation Takes a New Approach with Legacy Leaders**

**Toronto ON., April 7, 2009** — The Children's Health Foundation, London Ontario, commissioned Legacy Leaders to discover their donors propensity to leave a planned gift. The Pilot Program uncovered a lot of vital information that will prove useful to the Foundation for the further growth and development of their planned giving program. The campaign uncovered 80 positive bequest intentions from the 388 donors contacted by Legacy Leaders. The program converted at 20.6% and it is expected to generate \$millions in planned giving revenue for the Children's Health Foundation.

Willy Fry, Development Officer, Major Gifts and Planned Giving for the Foundation commented on the success of the campaign:

*"The Legacy Leaders campaign was exceptional. The entire staff conducting themselves with class and professionalism while dealing with our staff and most importantly our donors. We were delighted with the campaign's results; it significantly increased the number of gift commitments to our organization; it deepened the skills of our fundraising staff and strengthened our overall planned giving effort. I highly recommend a Legacy Leaders program, if you look to get the most from your planned giving program."*

Legacy Leaders now provides 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 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](http://www.legacyleaders.com). Or to schedule a no obligation presentation to learn more about Legacy Leaders' customizable planned giving programs, email [gchialtas@legacyleaders.com](mailto:gchialtas@legacyleaders.com).

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