

## **Covenant House Toronto's Planned Giving Program Receives a 21.7% Positive Conversion Rate with Legacy Leaders**

**TORONTO, Ontario (March 1, 2011)** — Covenant House Toronto, Canada's largest youth shelter, commissioned Legacy Leaders to conduct a planned giving program in 2010 in order to strengthen its current program and to increase the number of bequest expectancies for the organization. The program was quite successful. A significant number of individuals/couples were mailed a custom planned giving letter along with a Will Confirmation Form. Subsequently, a large percentage of donors were engaged in a meaningful conversation about leaving a planned gift to Covenant House Toronto. Overall, of the donors reached, 160 or 21.7% had a positive intent or interest to leave a bequest commitment. The bequest program was so well received by Covenant House Toronto's supporters that the organization has decided to roll out to another program for this year.

Christine Foisy-Monk, Associate Director of Development for Covenant House Toronto commented on the success of the program:

*"The Planned Giving Program with Legacy Leaders surpassed our expectations and established an even stronger Legacy Program for Covenant House. The callers were very well trained on our organization and represented Covenant House admirably. Moreover, their experience on legacy giving was very evident during their donor centered conversations. The campaign significantly increased our number of bequest commitments, the Legacy team has definitely set the planned giving bar quite high and we look forward to working with Legacy Leaders again this year.*

For more information on how Legacy Leaders can benefit your organization's planned giving expectancies, visit [www.legacyleaders.com](http://www.legacyleaders.com). 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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