

The Foundation of Chatham-Kent Health Alliance Launched Formal Planned Giving Program with Legacy Leaders to much Success

TORONTO, Ontario (April 7, 2011) — Last year, the Foundation of Chatham-Kent Health Alliance commissioned Legacy Leaders to conduct a direct mail/phone planned giving campaign. The pilot program catapulted the Foundation's planned giving program with 118 qualified planned giving prospects. Overall, the campaign converted at 29.6% and will garner a future bequest revenue stream of up to \$2,100,000 for the Foundation.

Michele Grzebien, Executive Director for the Foundation of Chatham-Kent Health Alliance, had this to say about the success of the program:

"Legacy Leaders was able to help our Foundation launch our formal planned giving program at the appropriate time to ensure our Foundation is well-positioned to serve the future healthcare needs of the residents of Chatham-Kent."

Legacy Leaders will be attending the **2011 AHP Canada Regional Conference**; April 10-12 in Ottawa as well as the **2011 CAGP-ACPDTM Annual National Conference**; April 13-15 in Toronto. We encourage you to visit us and find out how Legacy Leaders can benefit your organization's planned giving program with just one campaign.

For more information visit www.legacyleaders.com. To learn more about Legacy Leaders' customizable planned giving programs schedule a no-obligation presentation by emailing gchialtas@legacyleaders.com.

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