

Grand River Hospital Foundation Uncovers More Success in Planned Giving with Legacy Leaders

Toronto ON., July 29, 2009 — This past Spring the Grand River Hospital Foundation completed their second successful planned giving campaign with Legacy Leaders. Their first was a 500 lead pilot campaign in 2007 to test their donor's willingness to planned giving. Subsequently, based on the exceptional results from the pilot campaign, the Foundation decided to roll out to a larger program with complete creative and a follow-up confirmation stage. The program garnered 172 positive bequest intentions totaling up to \$2,580,000 in mature planned gifts.

Jane Jamieson, Associate Director for the Grand River Hospital Foundation commented on the success of their second Legacy Leaders' program:

"Legacy Leaders has now facilitated two programs for Grand River Hospital Foundation – in 2007 and 2009. Their service has been a proactive and cost effective way to enhance our bequest giving program. The LL staff looked after the details of the program in a thorough and professional way. Their callers have excellent experience, and their interactions with my donors was positive. I look forward to working with Legacy Leaders on another bequest program in the future."

Legacy Leaders now provides database analysis of your key segments to determine your planned giving potential. 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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