

## **Grand River Hospital Foundation achieves a 30% Conversion Ratio in Bequest Expectancies with Legacy Leaders**

**Toronto ON., March 18, 2008** — Grand River Hospital Foundation (GRHF) conducted a Planned Giving Pilot Study with Legacy Leaders and after a very successful program, the Foundation can expect approximately \$778,000 to \$1.844 million in planned gift revenue.

Ken Ramsay, President & CEO of Legacy Leaders commented on the program: “I was delighted with the results; the program garnered an amazing 30% conversation rate. When individuals are closely aligned with the mission of Grand River Hospital and are contacted correctly in the appropriate manner, there is always considerable support for a planned gift and our programs prove that time and time again.”

The Legacy Leaders Pilot Study revealed that there is great potential for planned gifts for the GRHF. The Study involved 500 donors for a bequest gift and from those contacted, 113 donors and prospects have identified a positive bequest intention. Jane Jamieson, Manager, Major Gifts for the Foundation had this to say about Legacy Leaders:

*“I was very pleased with the service of Legacy Leaders. The LL staff looked after the details of the program in a thorough and professional way. They answered my questions and concerns promptly, and patiently. They are well experienced in talking to donors about estate gifts, and took an interest in my hospital and community. I look forward to working with Legacy Leaders on another bequest program in the future.”*

The strength and effectiveness of a Legacy Leaders program can be credited to the professional and detailed work that goes into the preparation of each program before calling even begins. Ken Ramsay refers to the Program Phone Consultants as “Junior Planned Giving Officers. They are that knowledgeable about Planned Giving and are very donor-centred, they know exactly how to cultivate and communicate with each specific donor.”

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).

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