

## Joseph Brant Memorial Hospital Foundation Completes Successful Bequest Program with Over \$5 Million in Expected Revenue

**TORONTO, Ontario (August 25, 2010)** — The Joseph Brant Memorial Hospital Foundation (JBMHF) conducted a very successful bequest program with Legacy Leaders. The program enhanced the JBMHF program with 129 positive decisions regarding legacy giving to the Foundation. The program converted at 34% with a future bequest revenue of up to \$5,160,000 to the JBMHF.

Nancy Handrigan, Manager, Estate & Gift Planning for JBMHF had this to say on the success of the program:

*“The Joseph Brant Memorial Hospital Foundation was thrilled with the professionalism, timeliness, dedication and attention to detail of the Legacy Leaders team. The program performed beautifully and was well received by our donors. We are currently working on our stewardship program to further cultivate the many commitments generated from the Bequest Program. We plan to live up to the high standard created by the Legacy team as we take our gift planning program to the next level.”*

Legacy Leaders will provide free of charge 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 mail/phone 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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