

Legacy Leaders a Beacon of Fundraising Consistency

TORONTO, Ontario (November 24, 2010) — As the charity community prepares to enter into a new year, many fundraisers are looking towards planned giving as a key revenue source to supplement the diminishing dollars from current giving. Over the last fifteen years, Legacy Leaders has been the authority in North America when it comes to the development of successful planned giving programs. Throughout the Company's history, Legacy Leaders has asked over 500,000 North Americans for a planned gift, earning hundreds of millions of dollars of expectant revenue for its clients.

Legacy Leaders Programs continually convert at over 20%, much higher than the amount charities typically receive with traditional marketing efforts. Below is a segmentation chart, illustrating Legacy Leaders conversation rates for different types of charities over the Company's fifteen year history. The results are remarkably consistent. Conversion is a positive result to a planned giving ask.

Segment	Conversion Results
University/Education	27%
Hospital Foundations	24%
Healthcare Organizations	23%
Social Needs Organizations	23%
Environmental Organizations	25%
Church/Religious Organizations	21%
Other	26%
Average	24%

Ken Ramsay, President & CEO of Legacy Leaders commented on these conversion results:

"This is a testament of our consistency. We put a lot into our planned giving programs and we stand by our motto of "Expect the Most" and that is what our clients receive. We know how to build appropriate programs for different types of charities and with our fifteen years of experience, we continue to produce exceptional results."

Legacy Leaders will be exhibiting at the AFP Congress on November 30th to December 2nd in Toronto and if you plan to attend the Conference, Legacy Leaders encourages you to drop by their booth and ask them about what a Legacy Leaders mail/phone program can do for your organization.

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.

Greg Chialtas
Marketing and Sales Associate
Legacy Leaders Inc.
Tel:(416) 368-1071 ext. 325
Email: gchialtas@legacyleaders.com