

The Reena Foundation Can Expect up to \$1 Million with a Successful Pilot Campaign with Legacy Leaders

Toronto, ON., November 12, 2008 — The Reena Foundation, a charity established to aid people with developmental disabilities across Canada, recently completed a successful 500 Lead Planned Giving Pilot Campaign with Legacy Leaders. Due to Reena's committed donor base and the effectiveness of an inspiring and compelling Campaign; the Reena Foundation yielded an amazing 22.2% positive response rate for a planned gift. The charity's bequest expectancy revenue is up to an estimated \$1.2 million and Gary Sim, President for the Reena Foundation is delighted with the results;

"This is the second opportunity I have had to work with Legacy Leaders. Their support team is first class and I wouldn't hesitate for a moment recommending the Legacy Leaders Team to any organization looking to build their Planned Giving Program or even to launch their Planned Giving Program. The campaign significantly increased the number of gift commitments to our organization and uncovered many gifts that would not have been realized without Legacy Leaders. They worked with us every step of the way and customized our campaign to reflect Reena's mission and goals. All the Legacy Leader callers were exceptional when conversing with our donors. This campaign has been a very positive experience from start to finish with tremendous results."

For more information on how Legacy Leaders can benefit your organization's planned giving program, visit the Legacy Leaders website at www.legacyleaders.com or to schedule a free planned giving presentation and find out how your planned giving program can secure a constant revenue stream for your organization, please contact 416-368-1071 or info@legacyleaders.com.

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