

## St. Thomas Elgin General Hospital Foundation Conducts Successful Planned Giving Program with Legacy Leaders

**Toronto ON., June 24, 2009** — Joanne Beaton, Coordinator, Legacy & Leadership Giving for the St. Thomas Elgin General Hospital (STEGH) Foundation had this to say about the success of the Legacy Leaders' program:

*"St. Thomas Elgin General Hospital Foundation contracted Legacy Leaders in the Fall of 2008. Following several months of preparatory work, the Pilot Program was launched in February 2009. This period was perfect as the Pilot Program concluded shortly before Leave-A-Legacy month (May) which enabled us to invite program participants in the Confirmed Gifts and Prospective Gifts categories to our annual Legacy Recognition Luncheon.*

*The STEGH Foundation Board was very pleased with the results that indicate, "mature planned gifts from 92 individuals and couples can be expected in the future, valued between \$491,000 and \$1,840,000." We believe these figures to be lower than what will be realized as Legacy Leaders uses \$20,000 in their average expectancy calculations. This figure is much lower than our experience to date; therefore, we anticipate receiving a significantly larger total gift amount.*

*Our Foundation office constitutes a team of three and without this outside assistance it would have been virtually impossible to accomplish anything close to what Legacy Leaders delivered. We would definitely recommend the Legacy Leaders' Pilot Program to others who require assistance in marketing their Mission to donors by utilizing experienced callers and through their assistance helping to identify Legacy prospects."*

Legacy Leaders will be attending the **AHP Conference in Montreal** this week (June 25-28); we encourage anyone who would like to learn more about the importance of a healthy planned giving program to visit our booth. Determine your planned giving possibilities and ROI through a cost effective Legacy Leaders 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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