

## **Strathroy Middlesex General Hospital Foundation Uncovers Generous Estate Gifts through their Legacy Leaders Campaign**

**Toronto, ON., February 12, 2009** — A number of new committed donors of the Strathroy Middlesex General Hospital Foundation (SMGHF) have intended to leave portions of their respective estates to the Foundation. Legacy Leaders' trained callers uncovered these gifts for SMGHF during last year's Pilot Program. Ken Ramsay, President and CEO of Legacy Leaders had this to say about the estate gifts; *"It's all about asking your donors and asking them the right way. Gifts of this magnitude are out there for charities but many don't ask or don't know how to ask. Up to 40% of Canadians are willing to leave a planned gift in the will for the charity they feel passionate about and our campaigns continue to reap the benefits of this support."*

The Program garnered a number of bequest expectancies as well as a number of annual gifts to the Foundation. However, the estate bequest gifts came as a pleasant surprise to SMGHF. Susan McLean, CEO of the Foundation has this to say about the pilot program;

***"We are very pleased with the results from the Legacy Leaders program. Their tried and true methods of growing awareness of planned giving helped us to identify new donors and increase participation in our Legacy for Life Society. With the large role that planned giving plays in our organization's growth and long-term sustainability, it was important for us to explore strategies to help educate and encourage donors about the personal importance of estate planning."***

For more information on how Legacy Leaders can benefit your organization's planned giving program, visit the Legacy Leaders website at [www.legacyleaders.com](http://www.legacyleaders.com) or to schedule a no obligation 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](mailto:info@legacyleaders.com).

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