

**Toronto East General Hospital Foundation –
Early Rewards and Surprises
- ‘No’ Becomes ‘Yes’**

Toronto, ON. April 22, 2010 — The Toronto East General Hospital Foundation (TEGHF) has conducted four bequest campaigns with Legacy Leaders since 2004. Over the years, thousands of loyal donors of TEGHF have been educated and inspired on legacy giving and asked for a bequest by Legacy Leaders. Donor feedback from the program has been extremely positive with bequest expectancies totaling \$millions to be realized on a projected revenue flow of 5 to 35 years.

Revenues have been quick to be realized from the campaigns and at the end of year 5; the Foundation has already received five times the return on its original investment. Surprisingly, the Foundation has also received hundreds of thousands of dollars in bequest revenue from donors who originally said “No” to a bequest donation.

Debbie Owen, Planned Giving Officer for the Toronto East General Hospital Foundation comments:

“We have been delighted with the generosity of our donors and the manner in which the Legacy Leader Program and staff have inspired them to give. It has been surprising to us how quickly we have realized expectancies from the program. Equally as surprising has been the number of donors who said ‘No’ or ‘Not interested’ to the original request but in the end remembered Toronto East. These generous individuals, often at a very difficult stage of their life, went brochure in hand to their lawyer to update their will to include Toronto East. “

“A crucial part of every Legacy Leaders Program is the phone call that educates and inspires donors to consider a bequest. The Legacy Leaders staff are sensitive, sincere and knowledgeable on bequest giving. They set the right tone and make the right connection with our donors to make it easy for them to consider a bequest. We have been tremendously pleased with all of our Legacy Leaders campaigns and are planning another one for the coming year. The results are exceptional and speak for themselves. “

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.

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