

Toronto East General Hospital Foundation Completes 3rd Successful Bequest Campaign with Legacy Leaders

Toronto, ON., July 16, 2007 — Partnering with Legacy Leaders, Toronto East General Hospital Foundation recently completed another successful bequest campaign, raising up to \$2.5 Million in bequest expectancies. The Campaign garnered an overall positive response rate of 20.7% with 55 individuals committing to take action to leave a bequest within the next three years and another 115 requesting further contact. Debbie Owen, Planned Giving Officer for TEGH Foundation is delighted with the results and recognizes Legacy Leaders contributing to their growth in expected planned giving revenue;

Through Legacy Leaders and their proven bequest marketing efforts, our Foundations' Planned Giving Program and Legacy Society grows at a much faster rate than through our traditional prospecting methods. Donors are able to complete their legacy planning with our Foundation sooner since we have identified their needs with specific timelines. Their Campaigns have made it possible for us to enhance our planned giving capability for future revenues for our Hospital.

Legacy Leaders is a pioneering company trusted by North American nonprofit organizations that want to get the most from planned giving products and services. For more information on how Legacy Leaders can benefit your organization's planned giving expectancies, visit the Legacy Leaders website at www.legacyleaders.com.

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