

INSERT: GENERAL PLANNED GIVING

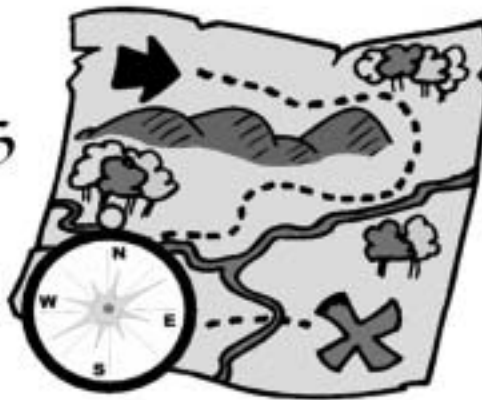
Front Panel

For photocopying or to finish, trim just inside of dotted line.

Preview

When there's a WHY

There's
a
HOW



Inside Panel

Add your own information. Reformat as necessary.
Trim to match front panel.

**You already know WHY you give to
[Charity].
We can show you HOW to do it most
effectively.**

- * How to maximize your tax credit when you make a gift.
- * How a tax credit can offset tax on the capital gain when you give appreciated property.
- * How you can receive payments for life with a “life income gift.”
- * How a gift through your will can reduce taxes payable at your death.
- * How an endowment gift can continue your support for [Charity] in perpetuity.

It's called “PLANNED GIVING”

...the tax code...learn more about it.

Preview

[Name of contact person]

[Name of Charity]

[Address]

[Telephone]

Please send me:

- The complimentary booklet, *Designs for Giving*.
- Sample language for a bequest to [Charity].

Name(s) _____

Address _____

City, province, postal code _____

Telephone _____