

# Choosing the right legacy gift



## Bequests

A bequest is a gift that you make to a charitable organization through your will. It's simple to execute and doesn't require any funding during your lifetime.

## Life Insurance

You can either give an existing policy or take out a new policy naming the charity as the beneficiary. This type of gift allows people of modest means to make a sizable gift with only a small annual or monthly payment. In addition, there is a tax credit available for immediate tax relief.

## Shares or Securities

Because of new Canadian tax laws, you can donate shares of stock or securities that have appreciated in value since their purchase and avoid capital gains tax.

## Charitable Gift Annuities

This type of gift allows you to receive income while giving a sum of money to a charity. For those who are seeking tax-free income for life, this may be a good option.

## Residual Interest

In this type of legacy gift, an item of value (such as property) is deeded to the charitable organization, but the donor retains the use of this property for life or a term of years.

## Charitable Remainder Trusts

In a Charitable Remainder Trust, you give an asset such as stocks, bonds, or real estate through a trust agreement. This option can also provide you with current income.

## RRSPs or RRIFs

You can name a charity as a direct beneficiary for your RRSP, RRIF, or Canada Pension Assets and receive tax benefits as a result.

With so many options, how do you choose the legacy gift that's right for you and your family?

It's an important decision, and one you may not want to make alone. Some people turn to their legal or tax advisor to help them sort out their options, and determine what will be the most beneficial to them and their chosen charity.

Others make the decision when they draw up a will.

The MS Society of Canada has literature that can help you get started. We also offer access to Legacy Giving representatives, who may be able to help guide you through the process.

Simply return the enclosed **Information Request Form** to receive the materials that will be of most value to you, or to have a Legacy Giving representative call you.

But before you can even request more materials, you need to know what options are available to you. We've provided you with a brief overview of the types of legacy gifts that are available, along with the benefits of each.

An MS Society of Canada Legacy Giving representative can help to establish the right method of planned giving for you. If you are interested in more information about legacy giving, please contact the MS Society office in your area.



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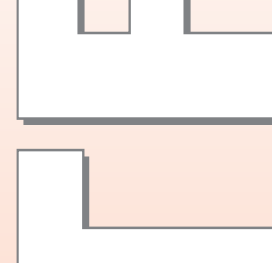
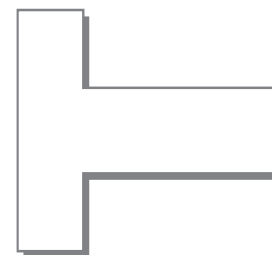
**We love to hear from you!**

Contact us: **1-800-268-7582**  
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A future free from MS is your legacy to give



## Begin your year-end planning today!

If, like so many of us, you make a portion of your charitable donations at the end of the year, now is a good time to begin planning your strategy – and maximizing your tax benefits.

That is especially true if you are interested in making a legacy gift to the MS Society.

You probably already know that the MS Society of Canada depends on legacy gifts from people like you to ensure the future of our research and services. These gifts have a major impact on our ability to move quickly toward our shared goal of finding cures and treatments for Canadians with MS.

But you may not be aware of the tax implications and advantages of making such a gift before the end of the year.

This issue of **Tribute** is designed to help you make wise decisions about any legacy gift you may be considering, bring you up to date on any changes in tax laws that may affect your plans, and further your understanding of the variety of legacy gifts that are available to you.

Of course, we can't tell you everything you need to know about year-end legacy giving in a newsletter! So we encourage you to get legal advice or consult a tax advisor before making any decisions.

If you would like more information, or just want to talk to an expert in legacy giving, call your local MS Society office at 1-800-268-7582.

As always, your support of the MS Society of Canada – and its mission to see a future free from MS – is deeply appreciated.

**Did you know?**  
You can eliminate capital gains tax while helping the MS Society!

### Charitable tax deductions – fast facts

- In 2006, the Canadian Federal Government removed the capital gains tax on the donation of publicly traded shares to registered charities.

This makes the option of donating securities (publicly traded shares, bills, warrants, mutual funds and futures listed on the stock exchanges) an attractive option for many Canadians.

- A donation of securities is a simple and tax-effective way to support the MS Society of Canada.

When you donate your shares instead of selling them, you'll save the capital gains tax and receive a tax receipt for the full value of the shares! Your financial advisor can help you make this gift – that will support the vital research and services bringing hope and help to the tens of thousands of Canadians living with MS.

## A legacy gift may be within your reach

*Have you ever considered a donation of life insurance?*

Charitable gifts of life insurance are gaining in popularity as more and more Canadians become aware of their many advantages – primary among them the ability to make a sizable legacy gift that is extremely cost effective.

You can make a gift of life insurance without significantly affecting your current income. At the same time, you can contribute far more than you might have been able to otherwise.

The following are a few of the reasons Canadians are choosing to make legacy gifts of life insurance:

- **Current tax advantages.** If you transfer the ownership of a policy that you currently own and make the charitable organization the beneficiary, you can receive **immediate tax relief** in the form of charitable tax receipts for any premiums you pay.
- **Take care of your loved ones.** By donating a life insurance policy, you can still retain control over your estate and take care of your loved ones.

- **Leaving a legacy of hope and help.** Without leaving a bequest or making an outright cash donation, a gift of life insurance ensures that you significantly enhance the mission of your charity.
- **Convenience.** It is relatively simple to transfer ownership or the beneficiary of a current policy. Or, you can take out a new policy and name the charity as the beneficiary.
- **Avoid probate and legal fees.** Your estate will not be subject to legal or probate fees. The policy can go directly to the charity upon maturity or your demise.

There are many more advantages, which have been described in great detail in our brochure, **Gifts of Life Insurance**, which we will be happy to send to you free of charge. Call **1-800-268-7582** or email [mslegacy@mssociety.ca](mailto:mslegacy@mssociety.ca).

If you do not currently have a policy and would like to consider one, we can also provide you with a **Life Insurance Planning Worksheet**. Simply ask for it when you call.



## One step closer to ending MS

For individuals affected by multiple sclerosis, and their families and caregivers, sometimes it seems that a cure is both in the distant future and tantalizingly close.

**Let there be no doubt: we will find a cure.**

We're close. Very close.

Because of you and your support, Canada is home to many of the best MS researchers – and most extensive MS research – in the world. In the last few years, we've

established the first North American paediatric MS clinic, and sponsored comprehensive studies of MS in children. We've found better MRI technology to diagnose and treat MS patients faster.

We're pioneering work in bone marrow transplants. And we're funding the world's largest genetics susceptibility study.

We are on our way to ending MS.

And yet, there is something that could impede our progress.



The fact is approximately one-third of the doctors and scientists who are behind Canada's current success as a leader in MS research will retire within the next ten years, leaving us with a shortage of expertise.

That's why the MS Society of Canada has launched the **endMS** campaign, a \$60 million initiative that will create the **first MS research and training network in the world**.

We will attract and retain the best and brightest minds by establishing Canada as the premier destination for MS research training and work, drawing new researchers, doctors, and scientists to fill positions that will soon be opening.

Through the **endMS** campaign, the MS Society of Canada will change the way MS researchers communicate and collaborate with each other.

And it will help us improve the quality of life for those with MS, as we push for a cure.

The **endMS** campaign aims to increase the pace of research from the laboratory to the clinic, so that safe, effective therapies are available sooner. We'll be building an online library of research data and educational material for all of our researchers to share.

And we'll be ensuring that new developments in research benefit **all people with MS**, regardless of their location.

Support of the **endMS** campaign will help the pace of new discoveries about the disease, and accelerate our drive to end MS in the shortest time possible.

To learn more, go to [www.endms.ca](http://www.endms.ca). Thank you, in advance, for your commitment to the MS Society – and to the **endMS** campaign.

**endMS.ca**

*"I purchased a life insurance policy to donate in addition to my regular contributions."*



*Tribute* spoke with Greg Bowen of Alberta about his recent donation of a life insurance policy to the MS Society of Canada.

*Why did you choose to donate a life insurance policy?*

I purchased a life insurance policy to donate in addition to my regular contributions.

I participate every year in a bike tour to raise money for MS [the Rona MS Bike Tour], and this year I was able to raise close to \$9,000. So I know that if I were no longer supporting the MS Society, it would create a hole. This is a way for me to make sure that the MS Society doesn't feel the pain of losing me as a contributor.

*How does this kind of donation work?*

Well, the way it works is that I pay the premiums, and the MS Society is the beneficiary. I bought a \$50,000 policy, designating the MS Society as the beneficiary if something happens to me, and I pay \$100 per month for the premiums – which are tax-deductible. So it's not completely selfless – I get tax benefits.

*What motivates you to give to the MS Society?*

A story was relayed to me many years ago, having to do with charitable giving. If you know about the Dead Sea in the Middle East – well, the reason they call it the Dead Sea is because the salt content is so high that nothing lives there. And that's because all the rivers and streams run into the Dead Sea, and nothing runs out. All it does is take in – whereas other bodies of water give as much as they take. That's why I give.

*That's a nice story! What might you say to others who are considering making a legacy gift such as yours to the MS Society of Canada?*

It would be a worthwhile cause – they should do it. Once you understand the concept, it can appeal to a lot of people. That's the nice thing about this particular arrangement: I get a tax benefit, while at the same time helping out a worthwhile organization. If someone can fit it into their budget, then they should do it.