

PLANNING A DONATION FOR A BETTER CANADA

MAKE ACTIVISM PART OF YOUR PERSONAL LEGACY

As a citizens-based watchdog organization, people are the heart and soul of the Council of Canadians. Thanks to the tremendous support of members like you, for more than 20 years we have been able to achieve important victories for social justice and the public interest together.

After a lifetime of standing up for what they believe in, many people have chosen to plan a legacy gift for the Council to help our work continue. And in the process, they have made a lasting personal statement about what truly matters to them.

Planned giving is often regarded as something only suitable for those of great wealth. This is a misconception. In fact it is a viable option for everyone.

WHAT IS PLANNED GIVING?

A planned gift is one that is arranged now but deferred until the future, usually through a will. These gifts are made from assets rather than disposable income, and include bequests, gifts of life insurance, gift annuities, and gifts of stocks and mutual funds. The emphasis is not on the size of the gift, but rather on the donor's personal, financial and philanthropic goals.

WHY WOULD YOU CONSIDER PLANNED GIVING?

If you believe the Council plays an important role in bringing key national issues to the forefront by giving citizens a necessary voice, and want to give more to help but simply can't afford to, consider planned giving. Since it is a future gift, and not made from your income, you can plan your legacy gift without disrupting your current financial situation. In doing so you will also make a lasting personal statement about what you believe in and value.

WHAT DIFFERENCE WOULD YOUR PLANNED GIFT MAKE?

As we are independent and citizens-based, the Council refuses all corporate, government and political funding. We rely almost exclusively on the generosity of concerned Canadians to undertake our campaigns. As such, all planned gifts make a real difference. In fact, the very campaigns the Council is working on today are being helped in a significant way thanks to past members who arranged planned gifts. Please let us know if you have already planned a legacy gift for the Council of Canadians. We would be grateful for the opportunity to recognize you and keep you informed on our future projects.

WHO CAN HELP YOU WITH A PLANNED GIFT?

While it need not be complicated, planning a legacy gift requires careful thought and consideration. We encourage you to obtain professional independent legal and/or financial advice when planning a gift to the Council or any other organization. You may even want to involve members of your family in the discussion so they are aware of your wishes.

The Council's membership team would be pleased to assist you with additional information and answer any questions you may have. Call us at 1-800-387-7177 or visit www.canadians.org and click on "Join/Donate" to learn more about Planned Giving.



P.K. PAGE PUTS HER MONEY WHERE HER VALUES ARE

P.K. Page might be one of the only writers in Canada to win a major literary award – and promptly ask to have it revoked. The Governor General Award-winning poet was recently presented with the Terasen Lifetime Achievement Award for an Outstanding Literary Career in British Columbia. But when Page heard that Terasen had been sold to Texas-based Kinder Morgan, Inc., she asked to have her name removed from a plaque on the Writer's Walk at the Vancouver Public Library.

Prior to the sale of Terasen, Page, a lifelong social activist and member of the Council of Canadians, had written to the government urging them not to sell the Canadian-owned utility.

"I said that if the deal went through I would ask that my name be removed from the plaque," said Page. "Well, the deal went through."

Page then donated the prize money to the Council of Canadians, "the one organization that fights for this country."

We are grateful for Page's donation, and thrilled that she made such a strong statement in support of Canada's energy sovereignty.

Jamian Logue is the Major Gifts and Planned Giving Officer for The Council of Canadians.