

# LEGACY GIVING

## PUTTING YOUR MONEY WHERE YOUR VALUES ARE

by Jamian Logue

Imagine a Canada where social justice and the public interest prevail over profits. Where progressive, independent policies safeguard our environment, water and energy resources from exploitation. Where universal public health care meets the needs of all Canadians equally. Where our government's trade, foreign and military policies reflect the values of its citizens. Envision a better Canada.

That vision drives the Council of Canadians. And we believe it is achievable because of you.

The generous financial support, keen understanding and active participation of members like you has propelled the Council to bring about some of the most significant social, environmental and political victories of the last 20 years. You have proven that people hold the power to effect change.

As the country's largest citizens' organization, the Council is uniquely positioned to hold governments and big business accountable. We unite tens of thousands of everyday Canadians from coast to coast to coast into a powerful collective voice, working together to effectively intervene on issues that affect us and the future of our country.

But we still have a long way to go in achieving our vision. We can't stop now. Challenging the Security and Prosperity Partnership, lobbying for a national water policy, fighting to protect and strengthen universal public health care – these are long and costly campaigns in great need of funding.

### MAKING A STATEMENT

Did you know that many of the Council's victories have been made possible by gifts that people left in their wills?



Christina Riley

**Thanks to your support, the Council was able to educate and inspire hundreds of people at our Integrate This! teach-in.**

After a lifetime of standing up for social justice, defending the public interest and helping Canada remain a caring society, many of our supporters thoughtfully include a legacy gift in their estate plans to ensure their activism carries on beyond them.

Once family members and loved ones have been looked after, legacy giving affords you the opportunity to align your personal values with your philanthropic goals.

A bequest, for example, is a simple yet meaningful way to assist an organization that shares your long-held values and beliefs, and will work to uphold them for the benefit of future generations.

By planning a legacy gift for the Council you can help shape the Canada our children and grandchildren will inherit.

If you have not already done so, please consider leaving your own legacy gift for a better Canada and a fairer world.

**To request more information on legacy giving, including our helpful free guide, call us at 1-800-387-7177 or email Jamian at [jlogue@canadians.org](mailto:jlogue@canadians.org).**

## EMPOWERING THE NEXT GENERATION

As far back as Don Parker can remember, social justice and the public interest have been a driving force in his life. From mobilizing for labour rights to initiating youth education and employment opportunities, Don is the kind of person who takes action.

For Don, supporting the Council of Canadians is a natural extension of his own values and his efforts to bring about a better Canada.

"The corporate thirst for our water and energy resources, the erosion of our sovereignty, profits trumping people – the Council effectively takes on issues that hit us right where we live."

A shared belief that everyday citizens must have a strong democratic voice on

issues of public concern led Don to plan a legacy gift.

"I know my bequest will help the Council reach out and empower the next generation in carrying the torch," he said in a recent interview.

Describing the legacy he wants to leave, Don explained, "The Canada I grew up in was a wonderful country. This gift for the Council was something positive I could do today to ensure Canada remains a caring and compassionate society tomorrow."

**Jamian Logue is the Major Gifts and Planned Giving Officer at the Council of Canadians.**