



Your Will is a Gift

A way to be remembered by your community

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LEGACY GIVING THUNDER BAY LAUNCHES A NEW RESOURCE FOR THE COMMUNITY

As part of its objective to raise awareness about the power of Planned Giving, Legacy Giving Thunder Bay has initiated a new tactic to reach a broader audience. The implementation of **Social Media Campaign**, in conjunction with other media and education tools, is a means to reach out to more people and provide resources and information in a convenient and accessible manner.

The flexibility of these amazing information channels, **Facebook** and **Twitter**, is what makes social media such a good tool for raising awareness about social causes including planned giving. That's why Legacy Giving Thunder Bay partnered with Shout Media to create a social media presence to reach out to the community. It's designed specifically to give interested donors and their adult children – who may be helping their parents write out their Wills – more information about planned gifts, said Suzanne Christie, co-founder of Shout Media.

"Often, adult children are the ones who encourage their parents to create a legacy that can carry forward their passions and work whether it is in the form of contributions to the arts, education, science, or healthcare," Christie said. "Social media is the ideal platform to engage this audience."

One of Legacy Giving Thunder Bay's goals is to build a culture of philanthropy in our community for future generations so, it is fitting that there be a presence on social media platforms. Although younger adults may not yet be ready to consider a gift in their Will, they can be exposed to the concept through a media with which they engage on a daily basis. This encourages them to start thinking of their own philanthropic giving and planning for the future.

A good social media plan can do several things at once. Perhaps most obvious is that it directs people to the website (www.legacygivingthunderbay.com). Here, donors can learn more about legacy giving and the five partner organizations. The website is a forum for more detailed information that can't be conveyed using Social



Media alone. As well the website will host resources, and information that the group has previously distributed.

Social media is also a great way to share news with the community. Sharing a story about someone who is supporting the community through a gift in their Will and the impact it has is inspirational, and can help others realize that this is an easy way to have a lasting impact.

"The five organizations that make up Legacy Giving will also have an area to highlight the specific benefits of Legacy Giving to their own programs and can share that on the new platforms," Christie said.

But the real power of social media is in sharing resources. Tweets and posts can keep you up to date about new information and activities related to planned giving. This may include simple how to strategies, links to important information, and details about upcoming seminars and announcements.

"The team at Shout Media and Legacy Giving Thunder Bay worked together to build a solid plan for using social media to inform and encourage more people to start the discussion about will planning and legacy giving," Christie said.

We encourage you to follow Legacy Giving Thunder Bay on Facebook or Twitter to keep up to date on the latest information, and to discover how easy it is to leave a lasting legacy.



WHAT IS A CHARITABLE BEQUEST?

Charitable Bequest

A charitable bequest is simply a distribution from your estate to a charitable organization through your last Will and testament. There are different kinds of bequests. For each, you must use very specific language to indicate the precise direction of your assets, and to successfully carry out your final wishes. In any charitable bequest, be sure to name the recipient accurately. A bequest to "The ABC Society" might go to national headquarters, when you meant it to support your own community. There are a few types of charitable bequests.

- **General Bequests** are legacies left to certain people or causes that come from the general value of the estate, and are made by designating a specific dollar amount, a particular asset or a fixed percentage of your estate to the cause of your choice.
- **Specific Bequests** are made when a particular item or property is bequeathed for a designated purpose. (i.e., instruments bequeathed to the local school district for use in music education; dollar funds to be used in the operation of a school or church.)
- **Residuary Bequests** are made when you intend to leave the residue portion (any left over property) of your assets after other terms of the will have been satisfied.
- **Contingency Bequests** allow you to leave a portion of your estate to a particular charity if your named beneficiary does not survive you.

Your financial advisor and/or lawyer can assist in determining which of type of bequest is most appropriate for your personal situation. Your charity of choice can assist you with the language to ensure that your gift is directed to both the intended organization and program.



legacygivingthunderbay.com

COMMUNITY PARTNERS: Confederation College / Northern Ontario School of Medicine / St. Joseph's Foundation / Thunder Bay Community Foundation / Thunder Bay Regional Health Sciences Foundation



Confederation College changes lives, and that is true for Shauna Pinkerton. "Before where I only saw dead ends, now I see new beginnings," Shauna said. "Confederation College shifted my whole perspective."

Shauna Pinkerton Shauna, who graduated in 2015 with her Native Child and Family Services diploma, came to Confederation College later in life. She had many personal struggles including dropping out of high school, an addiction, and interpersonal challenges. But it was watching her mother's struggles with cancer that triggered change for her. "It was like someone slapped me across the face and said, 'Wake up! If you don't get it together now, it's going to be too late.'"

When Shauna joined classes it was a whole new environment. "I showed up with a binder and pens and thought I was ready to go, and here everybody was on computers. I had to learn everything," she said.. Yet amazingly, Shauna got a 4.0 GPA that first semester – and kept that 4.0 throughout the whole two-year course.

Shauna credits Confederation College for keeping her focused, and for giving her the confidence and opportunities to excel. Shauna realizes that her personal experience combined with her education from Confederation College has given her a specialized set of skills. She wants to make a difference in the lives of others by pursuing a career in drug addiction counseling

If you would like to make positive impact on generations to come, consider a legacy gift that will support students like Shauna.



Since the School's beginning, NOSM has looked to recruit students with strong ties to Northern Ontario—students who were born or raised in the North, and would therefore

be most likely to stay in the North upon completion of their training

In order to support homegrown students during their training, NOSM started the Bursary Fund Campaign when the School was in its infancy. One of the many first organizations to provide support was the Scottish Rite of Northern Ontario. "There are four chapters or 'valleys' of the Scottish Rite in Northern Ontario—one in Sudbury, one in Thunder Bay, one in North Bay, and one in Sault Ste. Marie," says Don Rousell, member of the Sudbury Valley of the Scottish Rite. "All four of our Northern Ontario chapters contribute funding for student bursaries, which is divided equally between students at NOSM at Lakehead University and NOSM, Laurentian University."

"The Scottish Rite Charitable Foundation is always looking to help students," says Marvin Salmi, member of the Thunder Bay Valley, and Deputy of the four Northern Ontario valleys. "We want to see students succeed and we want to see doctors succeed. We're glad to help students through their education." The Scottish Rite Charitable Foundation, has continued to donate funds to support Northern Ontario medical students for nearly 10 years.



St. Joseph's Care Group (SJCG) is guided by the principles of Care, Compassion and Commitment. St. Joseph's Foundation (SJF) donors embrace those values and give to continue the works of SJCG, now and in the future.

Donations to St. Joseph's Foundation are used to purchase equipment and for client needs. Apart from the necessary and essential equipment such as beds, bathtubs, and mobility-assisting equipment, clients of SJCG benefit from additional items that create a home-like environment.

Each year, the Foundation allocates donations for client well-being and safety. Whether it is books and videos for a client lounge, or gardening tools and supplies, these items ensure that all clients experience a sense of home and comfort in their surroundings.

Your generous support ensures that individuals and their loved ones receive services delivered with *Care, Compassion and Commitment*, now and in the future.



Harbour Youth thanks the TBCF for their "Kids Cooking Program" Grant for 2016.

Because of our incredible donors the TBCF was able to award our community over \$500,000 in 2015. Many of our Legacy Gifts are Grants which help ensure charities become sustainable, support important programs, create innovative new projects and provide critical care. Some of these initiatives include: **JP Hudolin Family Fund** providing for **Accessibility through the Red Cross**; **Shirley M. & Meredith O. Nelson Fund** with the purchase of a horse for the **Thunder Bay Therapeutic Riding Association**; **Margaret & Arnold Westlake** for the **TBSO Grade 3 Sing-along**; **Hannah and Victor Stevenson** for the **Thunder Bay Community Auditorium Foundation: Fill the Seats & Enrich Lives Program**; **Keri Chase Memorial Animal Welfare Fund** providing **Crime Stoppers** with dollars for their **Animal Abuse is a Crime** program; **Shirley and James Symington Family Fund** assisting the **Thunder Bay Field Naturalists** with property purchase for the **Granite Point Nature Reserve**; **Christopher Jean Memorial Fund** to support **Shelter House** and **12 Defibrillators** for the **Thunder Bay Police Cars** donated by **Gerald Carlson, Gloria Jean Carter (on behalf of herself and the late Staff Sargent Thomas Carter), Diane and Ron Watson.**

The TBCF helps donors nurture their passion, build community and create a legacy so charities can make a difference 365 days a year!

The Dr. Douglas Rathbone Endowment funds Laboratory Scholarships...

Housed on the ground floor of the Thunder Bay Regional Health

Sciences Centre, the Clinical Laboratory is a place not-often visited. But for the 141 staff that work there, that's ok.

Because being tucked away means they can get down to work. For instance, in the last year, from the Emergency Department alone, there were 70,967 phlebotomy collections, hospital surgical pathology specimens totaled 20,815 and 29,465 urinalyses were completed.

So when the opportunity presented itself for lab staff to receive a \$500 scholarship to further their professional development, several people jumped at the chance, there was a great deal of excitement in the Lab department when they heard about the Dr. Douglas Rathbone Endowment.

Dr. Rathbone was a well-known and respected Physician most notably as coroner who is fondly remembered by many in our community and region. He strongly believed in continuing education for Laboratory Staff, so to honour his memory his wife Lyla created the Dr. Douglas Rathbone Endowment Fund.

This Fund will provide scholarships to laboratory staff for continuing education. This year, the three recipients were David Nurse, Sandra Trevisanutto and Brad Leishman.



ANSWERING YOUR QUESTIONS:

Q. Why do people leave a legacy gift?

A. People choose to leave a legacy gift for a variety of reasons. For some it is a way to ensure their (or a loved one's memory lives on, for many it's a way to ensure that their favorite charity is able to continue its important work for future generations and for others it is a way to facilitate tax saving strategies for the estate.

Q. I'm not wealthy, is it worth me donating?

A. You don't need to be rich to leave a gift to charity in your Will. Leaving just a small percentage to charity in your Will goes a long way. People often find they can afford to be more generous in a Will than in their lifetime. No matter the size or amount, your gift will make a positive impact in our community.

Q. Should I inform the charity of my intentions?

A. We encourage you to discuss your intentions with the charity. This helps identify the areas you wish to support and allows them to thank you. Your discussions will be kept in strict confidence and you can change your mind at any time.

