

Five Ways a Gift Annuity Can Benefit You

Have you considered the benefits of obtaining a charitable gift annuity with ABC Charity? Here are five points to ponder:

1. Attractive Rates. Mr. and Mrs. Smith, in their mid-70s, are receiving a modest income from their GIC. When the GIC matures in two months, they plan to obtain an ABC gift annuity that will noticeably increase their annual, after-tax income.

Gift annuity rates are very attractive for older friends of ABC Charity. Depending on age, rates can vary between 6% and 11.5%. Many folks in their retirement years will be pleased when they compare their low investment rates with the current annuity rates offered by ABC Charity.

2. Tax Payments. Part of each annuity payment is tax-deferred. Mr. and Mrs. Smith, for example, receive a \$2,500 gift annuity payment. If the annuity rate is 6%, they will receive \$2,500 per year, and \$2,500 will be realized tax-deferred. All other contributions of this type will be tax-deferred.

3. Tax Credit. All donors will also receive a donation receipt entitling them to an income tax credit. Mrs. Jones, above, receives a donation receipt for \$7,500 for her contribution, which will reduce the amount of income tax she pays. Any excess may be carried forward into the next five years.

4. Fixed, Regular Payments. It's nice to be able to count on a specific amount of payment no matter what happens to the financial markets. Your annuity payments will not change from year to year.

And since gift annuity payments are backed by the full assets of [if *reinsured*, say: a Canadian life insurance company; if *self-insured*, say: Charity Name], you have assurance that your cheque will be direct deposited every payment date for the rest of your life.

5. Personal Satisfaction. Perhaps the greatest benefit of an ABC gift annuity is the personal fulfillment you receive by helping ABC Charity as well as yourself. Your gift annuity assists a worthy cause that makes a difference in the lives of others. Your gift enables us to... *(describe your organization's mission)*.

There are additional reasons for obtaining a gift annuity with ABC Charity. Some like the idea of reducing the size of their estate, thus lowering potential probate costs. Others like the ease and simplicity of the gift annuity transactions.

Whatever the reason, you owe it to yourself to find out more about charitable gift annuities. To obtain a personalized illustration, fill out and return the coupon below. Or contact our director of gift planning at 000-123-4567.

Preview

(Please print name and return this form to: _____)
 Your gift will be used to purchase a gift annuity illustration.
 Please mail the illustration to: _____
 Please call to arrange for a visit. _____
 Name: _____

Address: _____
 City: _____
 Province: _____ Postal Code: _____
 Phone: _____ Email: _____

Information needed to complete illustration (confidential):

Name and date of birth of person to receive annuity payments: _____
 Date of Birth _____ Sex _____

Name and date of birth of second person (for *joint annuities*) to receive payments: _____
 Date of Birth _____ Sex _____

Amount to be used for illustration (\$10,000 minimum):
 \$ _____

Desired frequency of payment:
 _____ annually _____ semi-annually
 _____ quarterly _____ monthly

Mail this form to:
 ABC Charity, 123 Main Street, Anytown.