



M.O.R.E.
Gifts of Life Insurance

Next to bequests, life insurance may be the most common deferred gift received by Canadian charities. The most common use of life insurance is to protect surviving family members against economic loss in the event of the premature death of the insured, but it has many other uses as well. For donors considering a significant planned gift, life insurance offers an opportunity to make a larger gift than an outright cash gift or bequest and offers significant tax benefits and flexibility for your client.

FOUR DIFFERENT WAYS TO GIVE M.O.R.E.

With M.O.R.E. gifts of life insurance, you can leave a mark on the city forever.

- **Make** United Way the owner of a paid up policy that is no longer needed
- **Offer** United Way the option to assume your policy premiums and benefits
- **Revise** an existing policy making United Way the beneficiary
- **Establish** a new policy with United Way as owner and beneficiary

QUESTIONS?

Contact our Planned Giving team
Email: planned.giving@calgaryunitedway.org
Phone: (403) 231-6444

United Way
Calgary and Area

How to make
M.O.R.E. of a difference

EXAMPLE A: **DONATE A NEW POLICY**



Albert and Annie qualify for a new insurance policy

United Way becomes the owner and beneficiary of policy

Albert and Annie make 10 annual premium payments

Initial Age	Annual Cost	10 Year Cost	Total Tax Credit	Value At Age 90
45	$3,379	$33,790	$16,895	$237,019
45	$7,227	$72,270	$36,135	$113,630

EXAMPLE B: **DONATE AN EXISTING POLICY**



Purchase & donate $25,700 annuity

United Way receives a $250,000 policy

Lincoln receives a $12,850 tax credit

Lincoln feels that it no longer makes sense to continue making premium payments on a policy he doesn't need.

However, if Lincoln stops paying and takes the cash value of the policy, it would be a fraction of the death benefit.

Lincoln decides to donate his policy and United Way issues a tax receipt for Fair Market Value (FMV).

With tax refund, Lincoln can purchase and donate an annuity to pay for the premiums for life and receive a second tax credit.

The present information in this document is for illustration purposes only and is based on overall industry experience of Canadians who have been insured and does not consider a specific individual's health and other factors.

Our Privacy Promise: Your support is very important to us. We value your privacy, and we will not sell or trade your name with other organizations. Charitable #13022 9750 RR0001. This year, United Way of Calgary and Area aims to match last year's fundraising success, with a goal of surpassing $50 million to support our community. It will cost approximately 14% to 16% of the total to raise this, well below the Canada Revenue Agency's acceptable level of 35%. The funds from this campaign will support the greatest needs or will be used as directed by the donor. For further information, please contact United Way at (403) 231-6265 or planned.giving@calgaryunitedway.org.

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