



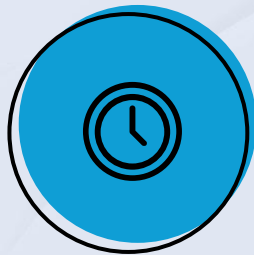
WHY DO WORDS MATTER?

TOP 5 CONCERNS OF LEGACY DONORS

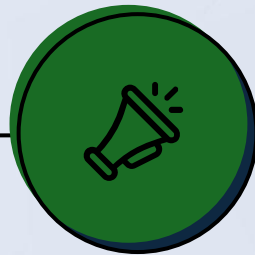
& HOW TO ADDRESS THEM

THE OBJECTIONS

01. "I don't want to think about my demise right now."



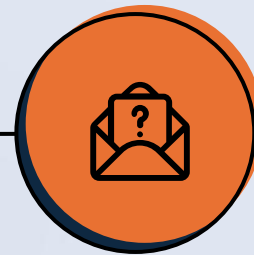
02. "My kids will hate me!"



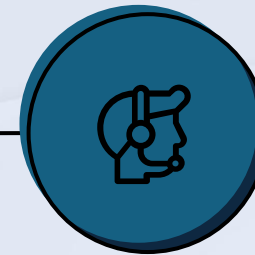
03. "It sounds complicated."



04. "Legacies are for rich people. That's not me."



05. "You are just going to fritter away my gift."



01

*“I DON’T WANT TO THINK ABOUT MY
DEMISE RIGHT NOW”*

RESPONSE:

Legacies aren’t about death ... they are about your values living on & having impact

01

"Isn't it lovely to imagine what Canada might look like in the future if more of us took this step and made a bequest to CPAWS?..."

I hope that when you consider your future plans, you too will consider the future of conservation in this country."



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ROWENA'S CORNER Samantha's Story

"My job as a nutritional therapist gives me the opportunity to help people. It reminds me that there are people in the world that don't have enough food."



Rowena's Corner
- David Selter - a legacy
of fighting injustice
and poverty

"I want to leave a legacy not just for my daughter, but for other people."

ROWENA'S CORNER

"My mum was impacted first but her pain was even older, during the war."

People helped her and helped her face. Thank the women before this.

Children is something that's close to us because it's a charity that my parents supported.

I think the bit that really makes the difference to people's lives is the development and engineering people. Just giving it back to us that they can help them.

That's something that Oxfam does really well for where we did our work. To have a little bit so children have a very worthwhile thing to do.

My mum said to me, "If we all help somebody and they help someone, it spreads."

It's a bit like planting the seed that grows into more people that can be shared with other people."

For information on leaving a gift in your will, please contact Oxfam at oxfam.gift@oxfam.org.uk +44 (0) 20 7305 1000

I like the work that Oxfam does to support children."



"Without support, we would be waiting for the rain, but with this support we have a seed, we can get water anytime and we have a lot of crops."

Our gift help provides the Oxfam to identify their households so their families consistently have enough food and

make us the hardest of circumstances here and even for our families here. They and work to improve their lives. Being this makes it impossible to connect to anything else."

For more information on leaving a gift in your will, please contact Oxfam at oxfam.gift@oxfam.org.uk

02

“MY KIDS WILL HATE ME”

RESPONSE:

“They will be so proud!”

“Of course, we all want to take care of our families first.”

THE CONCERN that a charitable gift in a Will takes away from loved ones far outweighs any other concerns about legacy giving

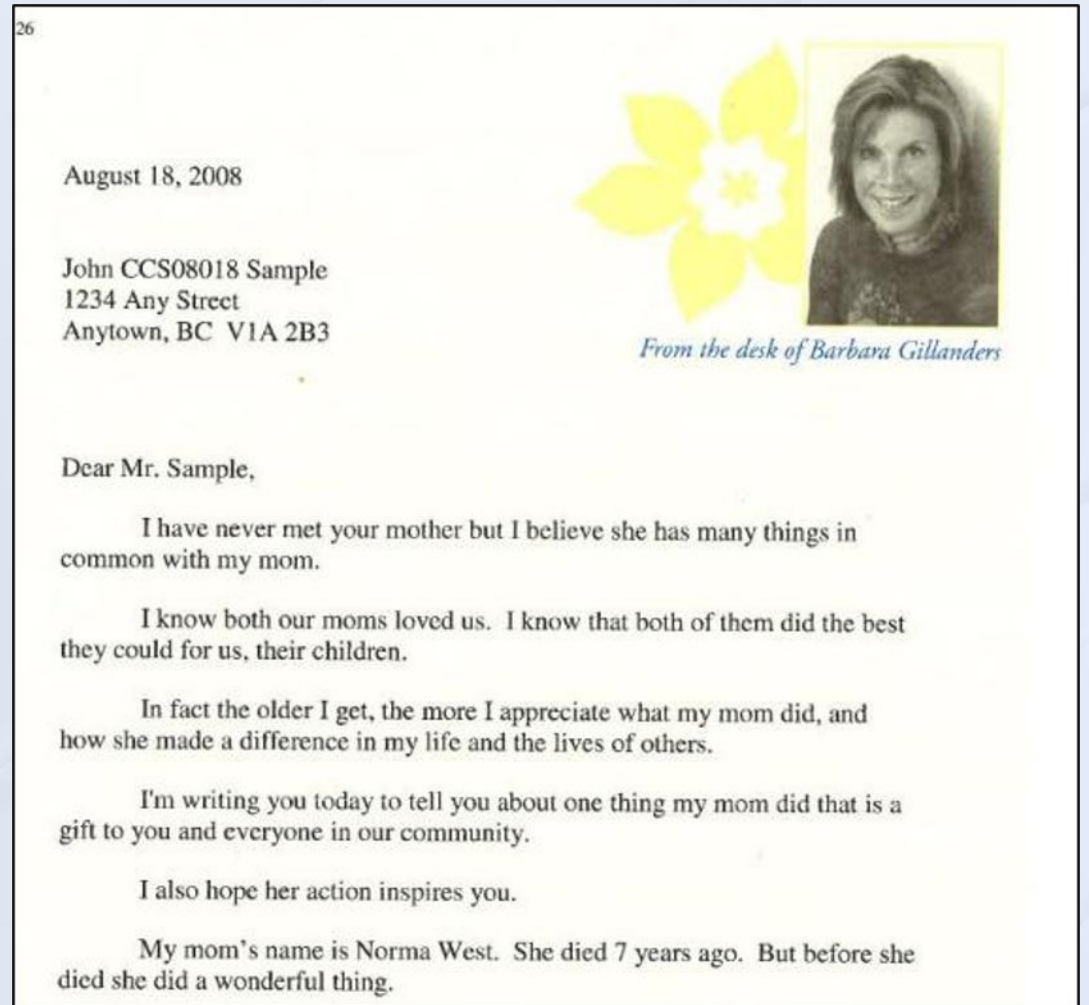


Fundraisers should take care to address this one barrier in their messaging.



"My mom died 7 years ago.

But before she died, she did a wonderful thing."



03

“IT SOUNDS COMPLICATED”

RESPONSE:

It's easy!

03

“Adding the Lions Foundation of Canada Dog Guides to my Will was very simple to do. You need to know the official name of the organization and their charitable registration number, and your lawyer, notary or family advisor can do the rest.”

- Joanna



“LEGACIES ARE FOR THE RICH AND FAMOUS. I’M NEITHER.”

RESPONSE:

Share stories from ordinary people.



"Some people may think that this type of giving is only for people with very large estates. Nothing could be farther from the truth.

Any gift in a Will is extremely impactful. Your legacy gift will help Indigenous students continue to receive the support they need for years to come."

04

"I know some people feel it's only the wealthy who get to leave gifts in their will to their local hospital. They are usually surprised to learn that most bequests come from hard working people who lead modest lives, who simply want to help their communities."

05

*“YOU ARE JUST GOING TO FRITTER
AWAY MY GIFT.”*

RESPONSE:

You can TRUST us.

05

“As a former volunteer on the board of the Foundation, I am confident in our decision because I know that our bequest will be well spent.”