



for a living planet®

Giving through Life Insurance



A gift of life insurance provides you with the opportunity to support WWF-Canada with a major gift in the future – at a low cost today.

By paying modest life insurance premiums today and naming WWF-Canada as the beneficiary, you can leave a significant gift to nature.

There are a number of ways that you can use life insurance to benefit WWF-Canada. One option is to transfer ownership of an existing policy which may or may not have premiums still owing. You will receive a tax receipt for the face market value and any premiums paid **after** the date of the transfer of ownership.

A second option is to purchase a new policy, name WWF-Canada as owner and receive tax receipts for any premiums paid **after** the date of transfer.

Or, you may assign WWF-Canada as the beneficiary of your own policy or the life insurance policy from an employer. Your Estate will receive a tax receipt equal to the direct benefit to WWF-Canada.

Important information on back >>



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...you can leave a significant gift to nature.

Giving Through Life Insurance Illustration:

You are inspired by the work of WWF-Canada and want to support us with a significant donation. However, at age 40, you have not accumulated the capital assets yet to be able to make such a gift. In order to make this dream a reality, you purchase a life insurance policy that has a face value of \$100,000 and name WWF-Canada as the owner. You pay the premiums of \$2,000 per year for ten years, after which the policy is expected to be paid-up.

Total premiums paid:	\$20,000
Total amount of donation receipts	\$20,000
Total tax credit (assuming combined credit is 50 percent)	\$10,000
After-tax cost of the policy (\$20,000 - \$10,000)	\$10,000
Total benefit to conservation	\$150,000 (estimated)

The amount of the final benefit that WWF-Canada would receive depends on the investment return on the premium deposits. Assuming a return of 5 percent, the eventual final benefit could be \$150,000. So, for \$10,000 after tax, you have provided a gift of \$150,000 for conservation.

** When making decisions concerning your Estate, please seek independent professional advice from your lawyer or financial advisor*

I'm here to help.



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Legal Name: World Wildlife Fund Canada
Charitable Registration Number: 11930 4954 RR0001

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