



Will Power

**Inspiring More Canadians to Leave an
Estate Gift to Charity**

We have an opportunity to create more social good.

Canadian charities are needed now more than ever. Charities are first to help the most vulnerable in our communities, in times of crisis and beyond.

Yet as demand on charities increases, funding for charities to keep pace has declined. Imagine Canada's Chief Economist predicts that by 2026, the charitable sector will need \$25B to meet a spiking demand for services.

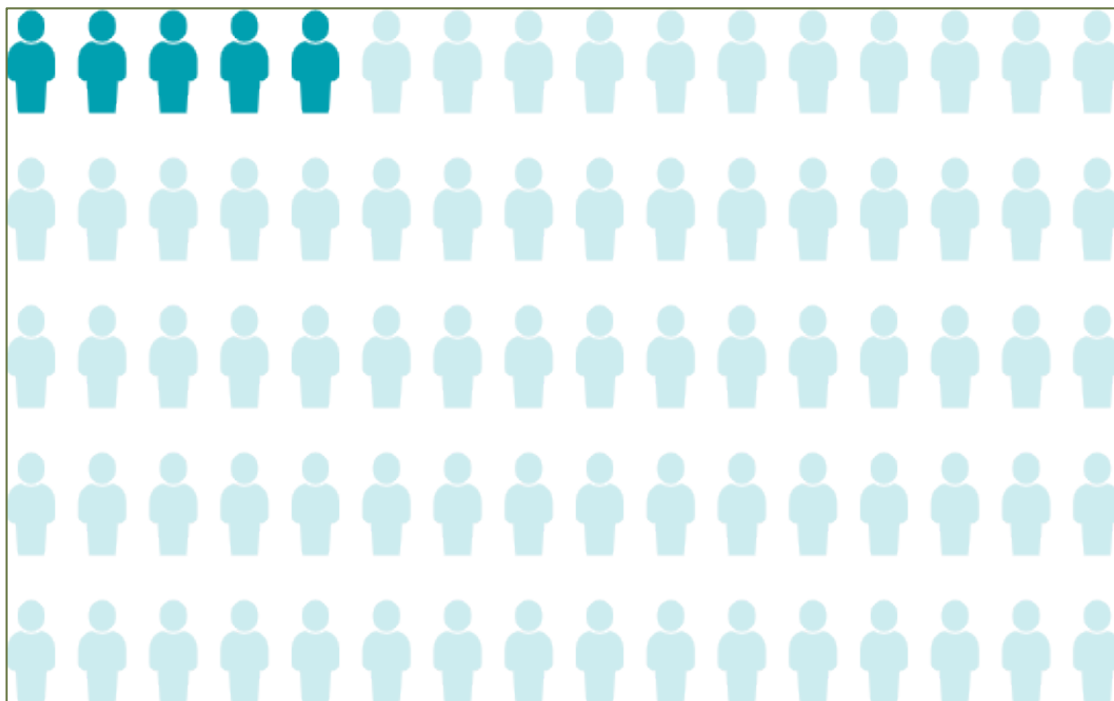
The good news is that there is a huge opportunity before us. An untapped source of funds via gifts in Wills, gifts of life insurance, and other types of estate gifts.

Where most types of charitable giving shrink during economic downturn, history shows that estate giving is the one area that can grow. Encouraging even a small percentage of Canadians to set aside a portion of their estate for the causes they care about, could result in billions more for social good.

Currently, very few Canadians leave an estate gift to charity. We want to change that.

Where Are We Now?

5%



Our 2019 research shows that only 5% of Canadians leave a gift in their Will to charity.

(A number that has not changed much in over 15 years)

THE BIGGEST BARRIERS:

1. 63% of Canadians aren't interested, and immediately reject gifts in Wills over the belief they take away from loved one.
2. 31% of Canadians are interested but don't act. This is due to indecision over charities, lack of time, and general inertia.

In 10 Years, Where Do We Want To Be?

8.5%



By 2030, we'll inspire 8.5% of Canadians to leave an estate gift to charity.




\$40B
To Charities

Modelled on the Remember a Charity campaign that successfully moved the dial forward on legacy giving in the UK.

This is the
biggest campaign
in Canada's history
to make estate
giving the social
norm.



A woman with short dark hair and glasses is sitting on a white bench, smiling and holding a white kitten. She is surrounded by several other cats and dogs. The background wall is decorated with several framed pictures, including a large one of a roaring lion and a smaller one of a young boy.

**I love my grandson.
But I also love cats.**

You can have it both ways. Support a charity in your Will and the ones you love. Find out how at Willpower.ca

**WILL
POWER™**

**20% of “not
interested”
changed their
minds**

**83% of
“interested”
are more likely
to take action**

Step 1

Plan before you start

See how charitable gifts in Wills change lives and calculate your potential impact.

[Stories and Resources →](#)

[Calculate your legacy →](#)

Step 2

Find a charity and get the details

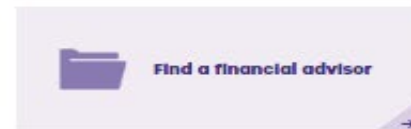
Find charities you would like to support. You can use this site to keep them in a list and grab all the details you need from their profile.



Step 3

Speak with a financial advisor

A financial advisor can design a plan to maximize what you leave for charity and loved ones. If you need to find the right advisor for you, we can help.



Step 4

Work with a lawyer or notary

Leaving a charitable gift in a Will can be as simple as adding a clause to your Will. We can connect you with professionals who can help you do just that.

[Browse estate lawyers/notaries →](#)

[Online will services →](#)

WILL POWER™

Support a charity in your Will

Still thinking about it?

Set a calendar reminder to include a charitable gift in your Will later

SET A REMINDER



Visit willpower.ca

- Search charities and review their profiles
- Find a Financial Advisor
- Find an estate lawyer
- Take advantage of online will services

THANK YOU!

Questions?

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