



# LEGACY GIVING MADE SIMPLE

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Giving Back  
Beyond the Grave

Presented by: Tim Hewson





# INTRODUCTION



**Tim Hewson**

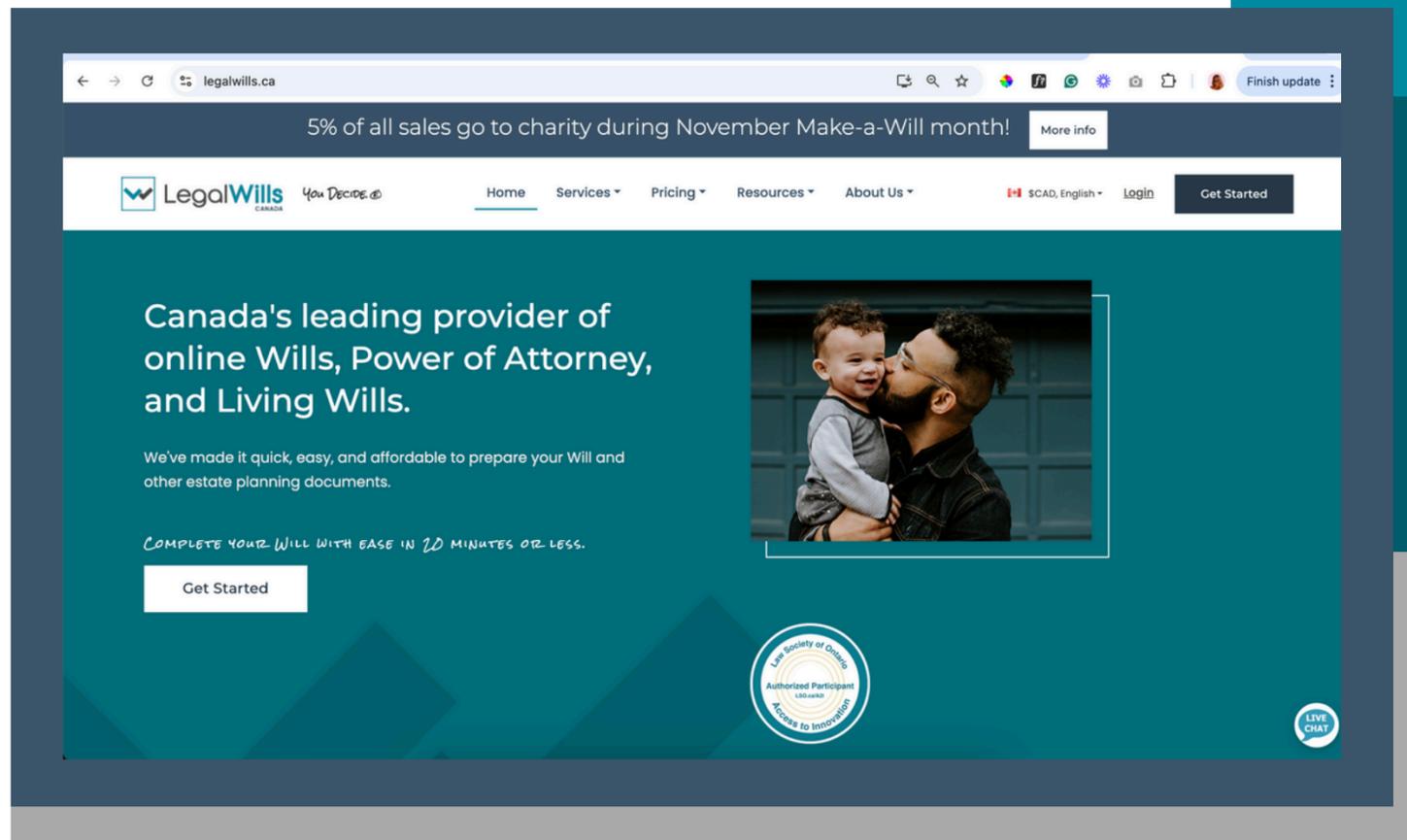
CEO & Co-Founder

*LegalWills*

Canada's #1 Online  
Will Writing Platform

LegalWills

# ABOUT LEGALWILLS



- Provide tools for people to create their own legal Will, Power of Attorney, and Living Will
- Nearly **one million** estate planning documents created
- Offered in the U.S., Canada, the UK, and South Africa
- Establish in 2001

VISIT OUR  
WEBSITE!



## Our Services



### Last Will & Testament

Create a perfect, lawyer-approved legal Will from the comfort of your own home.



### Power of Attorney

Name someone to handle your finances should you ever become incapacitated.



### Living Will

Specify your health care wishes in case you are ever unable to communicate.



### Funeral Services

Document your funeral wishes and organ donation preferences



### Pet Trusts

We will develop trusts for your furry friend based on the age and forecasted wellness needs. You can name a caregiver and ensure your pet is cared for if you are unable to.

# Harnessing online capabilities

## MyMessages

Users can write and upload final messages to be delivered after they pass away.

## MyExpatWill

The services included in MyExpatWill™ can be used to seamlessly craft a fully customizable Expatriate Last Will and Testament for Canada, Québec, the United States, or the United Kingdom.

## MyVault Storage System

Users can upload important files such as photos, documents, instructions on where to find the Will, etc...

The user can then set up Keyholders™ to access these files once he or she has passed.

## MyLifeLocker Executor Tool

Users can document their assets and important information in a secure place, which can be printed and stored with the Will or managed entirely online.

## Electronic signing and storage

# MOST ADULTS DON'T HAVE AN UP-TO-DATE WILL



62%

Don't Have a Will

12%

Have an Outdated Will

25%

Have a Current Will

# BUT WHY?



# WHAT'S THE LARGEST REASON WHY PEOPLE SAY THEY DON'T HAVE A WILL?

- Too expensive
- Too time consuming
- Don't like to consider death
- Too many difficult decisions
- It's obvious what going to happen to my stuff
- I have nothing to leave
- I'm going to be dead, so I don't care

# REASONS FOR NOT PREPARING A WILL

What would you say is the main reason you have not had one written?  
(Among those without a Will)

	Total (n=808)	Gender		Age		
		Male (n=391)	Female (n=418)	18-34 (n=391)	35-54 (n=320)	55+ (n=138)
Too young to worry about it	26%	30%	22%	50%	10%	1%
I don't have any assets to worry about	16%	16%	16%	13%	19%	15%
It's too expensive to get a Will written	15%	12%	18%	8%	19%	26%
It's too time consuming to get a Will written	9%	8%	10%	7%	11%	9%
Don't want to think about dying	7%	8%	7%	4%	10%	10%
Don't want to discuss these things with a stranger	3%	3%	3%	1%	4%	7%
Other	24%	23%	24%	17%	26%	33%

## LEGALWILLS IS:

- ✓ Affordable
- ✓ Convenient
- ✓ Private
- ✓ Approachable

# DYING WITHOUT A WILL

Creating a Will is crucial for ensuring your wishes are honored after your passing.

By having a Will, you avoid the following:



Dying without a Will means assets are distributed based on government rules.



Having no say over who inherits your estate or any charitable giving.



Missed opportunity to create a meaningful legacy that reflects your values.

# MISSED OPPORTUNITIES

When individuals pass away without a Will, countless opportunities for meaningful charitable contributions are lost.

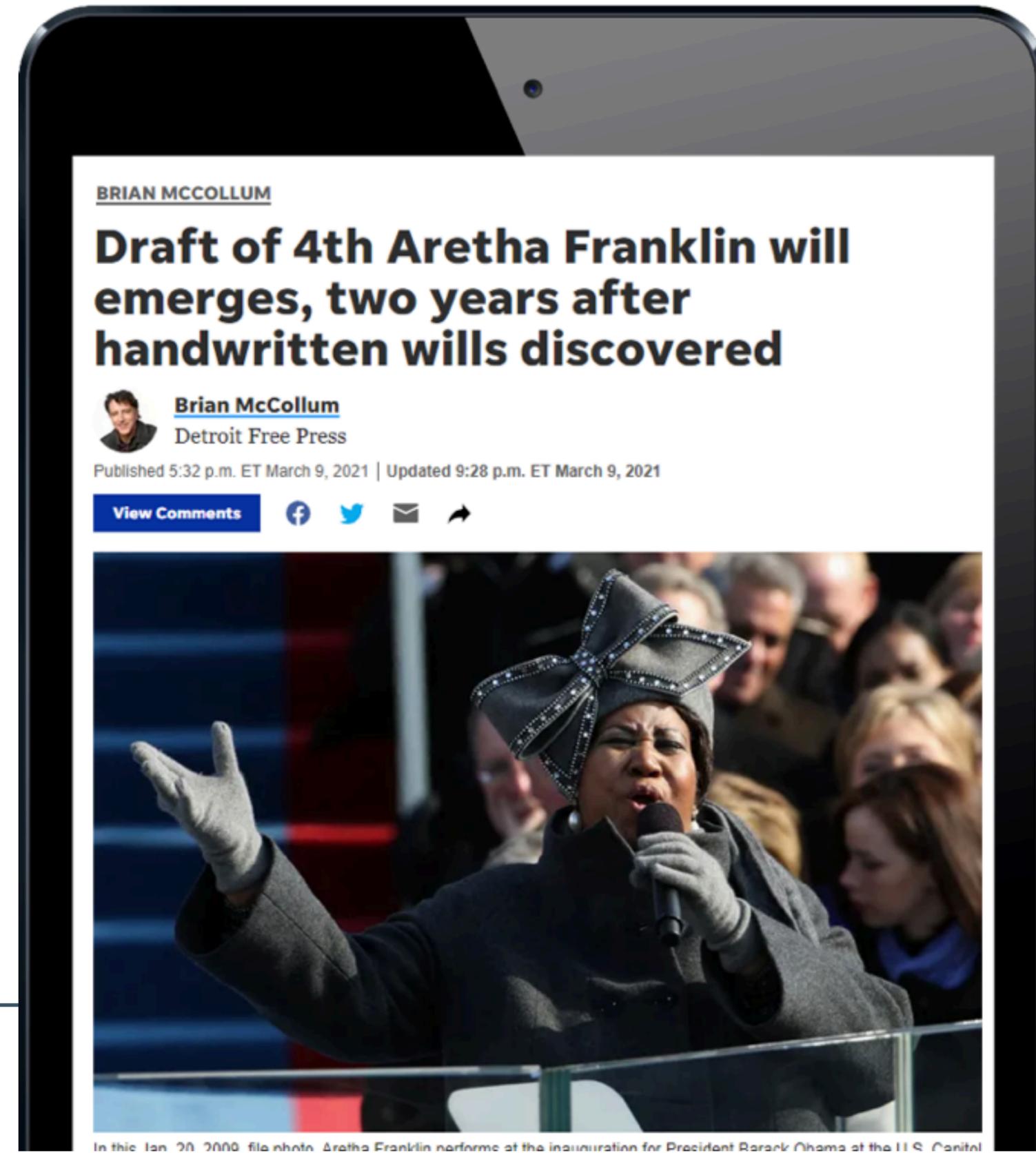
- Each year, millions of potential charitable gifts are lost due to lack of wills.
- Charitable bequests can be powerful tools for change, both personally and socially.



# THE POWER OF A WILL

Aretha Franklin died without a meaningful Last Will and Testament and missed an opportunity.

- No charitable donations
- No memorabilia
- No scholarships
- No trusts
- Millions in dollar fees



# A REAL LIFE SAMPLE WILL KIT



Aretha Franklin's actual \$80M Last Will and Testament.



deceased SEE statements sent to David Bennett  
30150 Tlgraph - 278-67517001  
Eddie

fun deferred monies. Alternately. Kelly, Teddy  
Must check on ~~clarence~~ ~~once a~~ ~~week~~ give him  
my ~~opinion~~ while Auctioned at Sotheby's  
Auction House. My on a piece on go to  
Smithsonian Museum Washington DC  
whatever they choose.

CLARENCE  
ONCE A  
WEEK.  
+ Report  
to my executor

Must also be approved to sit with his guardian  
to be approved of his condition + OVERSEE HIS NEEDS.  
My deferred to be split evenly  
between Edward + Kelly + Teddy

As of 3/31/18 there is a balance on Sec 10  
As of 3/31/18 there is a balance of \_\_\_\_\_ on  
7585 1/1/18

The Executor of my Estate I name  
~~at Kelly + Teddy~~ ~~of~~ ~~my~~ ~~attorney~~

Full in → My Royalty fees to be maintained + get  
copies from BMS - Harry Fox. My  
+ Any Royalty money to be split evenly between  
Edward + Kelly + Teddy.

# THE UNINTENDED CONSEQUENCES

One Direction's Liam Payne also died without a meaningful Last Will and Testament and missed an opportunity.

- 8 year old receiving \$32M estate
- Estranged partner managing the trust
- Child receiving everything at 18
- Current relationship ignored
- Litigation

## *Liam Payne Left a \$32.3 Million Estate and No Will, Reports Say*

Mr. Payne, a former member of the boy band One Direction, died after falling from a third-story hotel balcony in October.



Listen to this article · 1:40 min [Learn more](#)



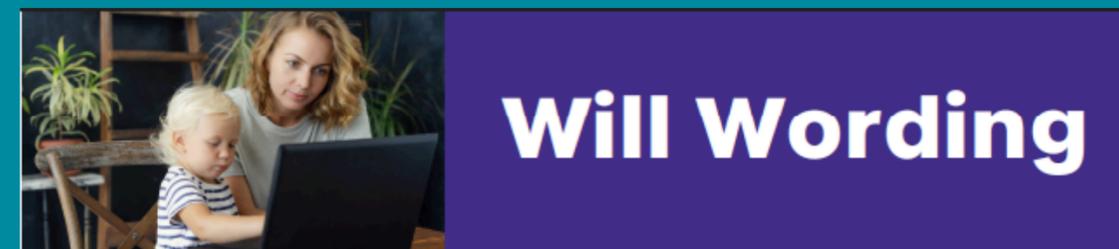
Two people still face charges that they supplied Liam Payne with drugs before he fell to his death in Buenos Aires. Neil Hall/Reuters

# WHERE'S THE FRICTION?

- ✓ It needs to get to the top of the "To Do" list
- ✓ The tools and services need to be available to individuals when the urge strikes
- ✓ The barriers are time more than cost
- ✓ Even when prompted by financial advisors, it never gets done
- ✓ There is a perception of "once in my lifetime" so I need to wait until...
- ✓ The first week of January is the busiest week every year for the last 25 years at LegalWills.



# THE STEPS



## Will Wording

Leaving a donation in your Will to a charity (or two!) is such a unique and meaningful way to give back. We're here to make it easy!

Here's wording you can use when including a donation in your Will.

**Option 1:** if you are leaving a percentage of the residue of your estate (i.e. 1% of your estate after debts are paid, specific gifts are made, etc.)

"I leave \_\_\_\_\_% of the residue of my Estate to [charity legal name, charity registration number]."

**Option 2:** if you are leaving a specific dollar amount to charity (i.e. \$25,000 to charity)

"I give \$\_\_\_\_\_ to [charity(ies) legal name, charity(ies) registration number]."



Tip: find the legal name and registration of your charity(ies)

What's next? Decide on the size of your donation, our [legacy calculator](#) is a good place to start. Then take this wording to a [trusted lawyer or notary](#) who can help plan your estate and write your Will.



# THE LEGALWILLS STORY

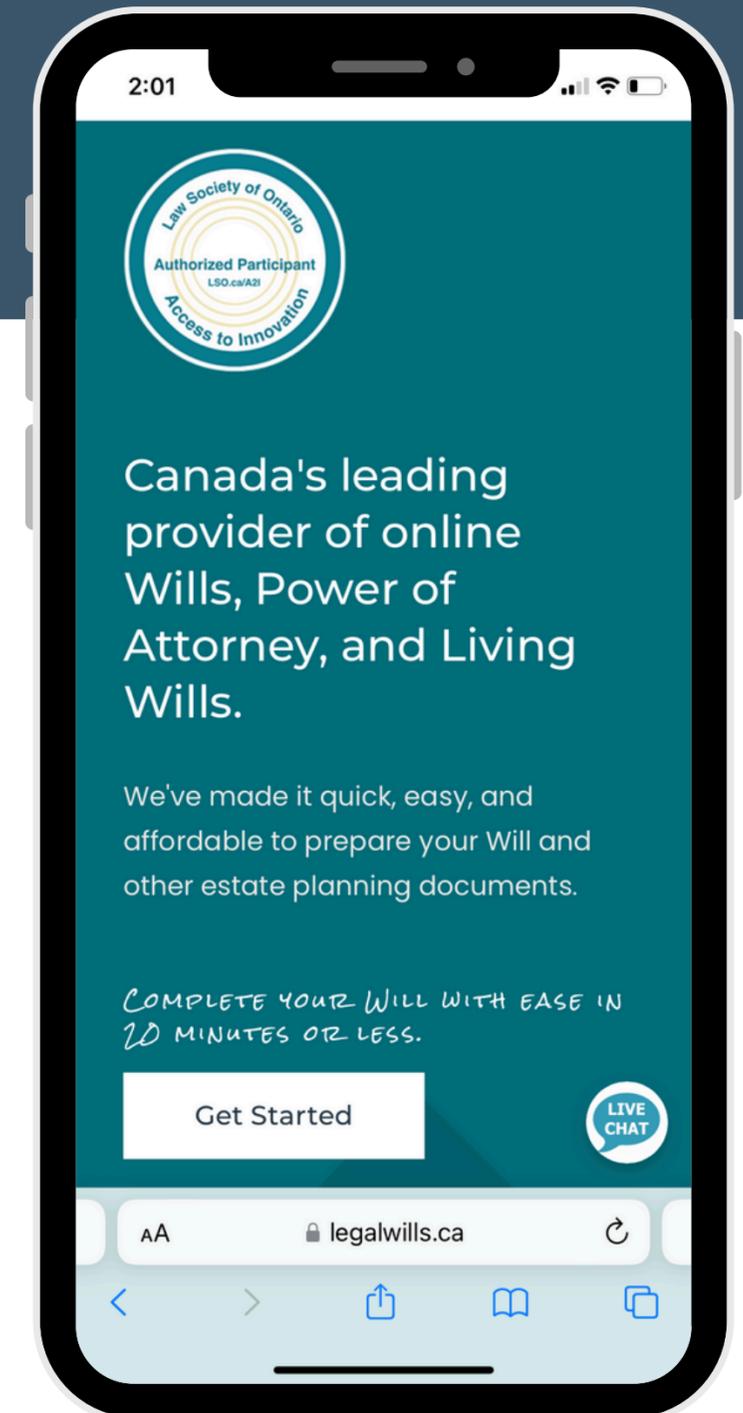
- While only 5% of people have charitable estate plans, they make up 7–13% of all charitable donations
- In 2014, we added prompting for charitable donations through our services and saw an immediate and dramatic impact.
- Since 2015, we have seen an estimated \$100M in planned giving per year to charities secured through our LegalWills websites.
- \$100B in assets have been covered in Wills prepared by our services.

# CHARITABLE BEQUESTS

## SIMPLE AND SEAMLESS

With a straightforward process, you can easily designate charities of your choice, ensuring your values are reflected in your legacy.

The platform offers flexible options for bequests, whether you prefer to donate specific amounts, a percentage of your estate, or even particular assets.





# TRENDS IN PLANNED GIVING



## 2024 CANADIAN REPORT **GIFTS IN WILLS**

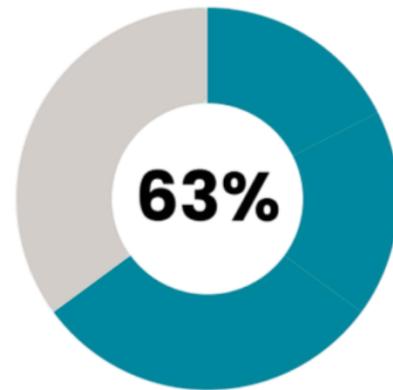
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An analysis of 8,172 Wills revealed the most frequently bequeathed items among Canadians.

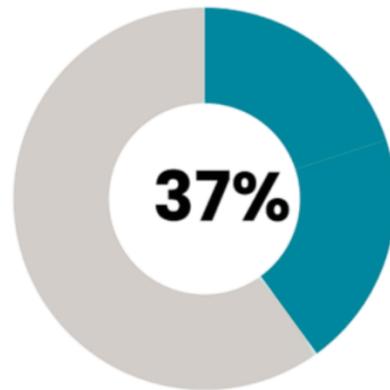
## DATA OVERVIEW

8,172

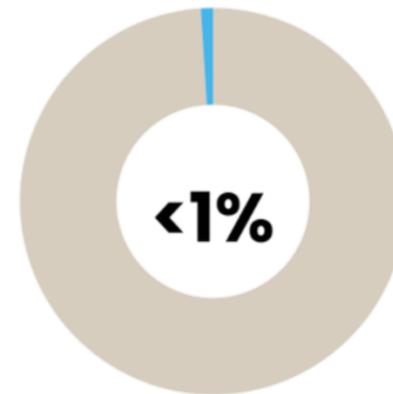
Wills written



of bequests were of a specific monetary value



of bequests were a percentage of the estate



of bequests detailed a specific asset

\$380.8

million CAD bequested

2,588

Wills feature more than one bequest

44

Wills feature more than ten bequests

\$15,187

mean bequest left behind

\$44,982

mean residual gift value

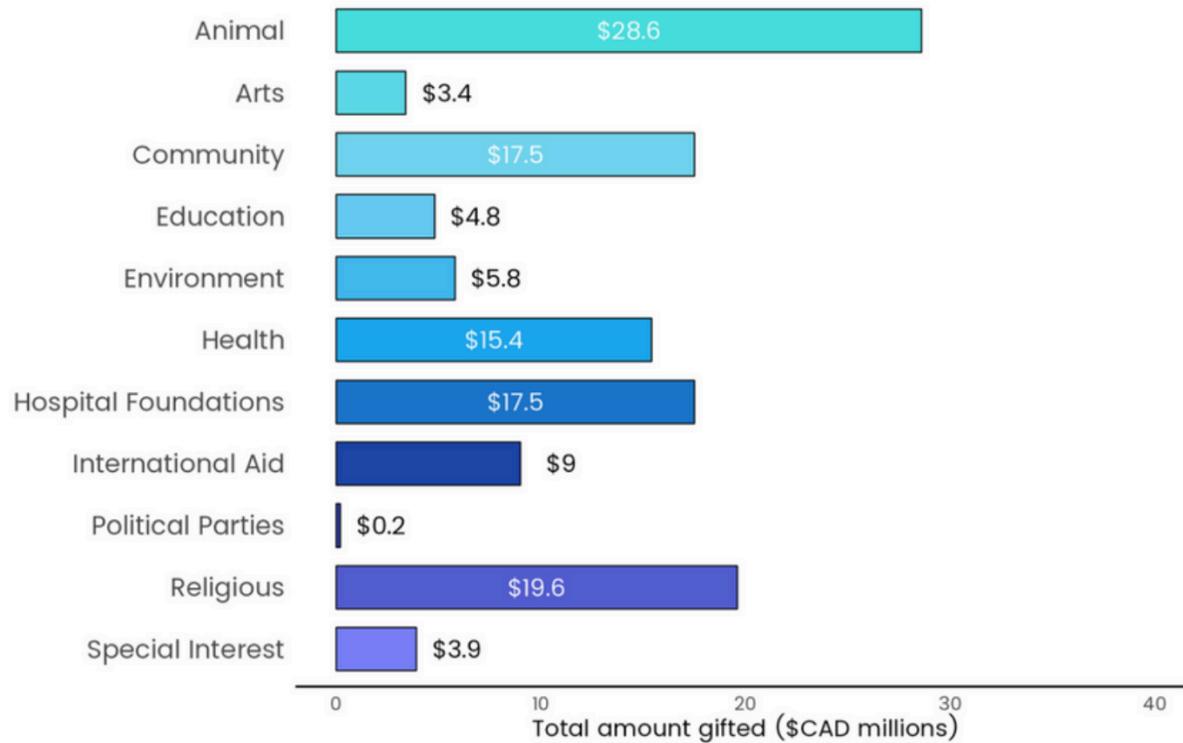


# WHICH CHARITABLE SECTOR RECEIVED THE LARGEST AMOUNT OF PLANNED BEQUESTS THROUGH LEGALWILLS?

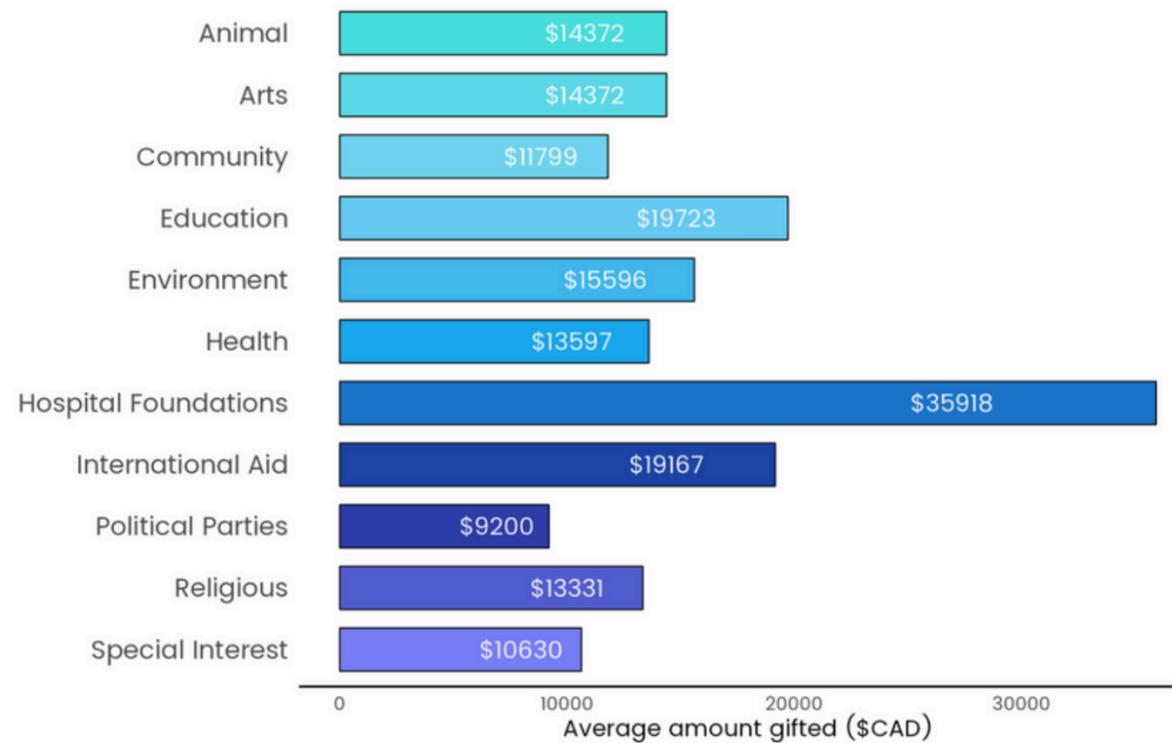
- Animals
- Community
- Religious
- Healthcare
- Education

# MONETARY GIFTS\*

- > Animal charities received the largest amount of monetary bequests, totalling almost \$29 million, followed by religious and community organizations at \$19.6 and \$17.5 million, respectively.
- > Political parties and organizations received the least monetary bequests at \$200,000.



- > When considering gifts within each charity, the average monetary gift was greatest for Hospital Foundations and Community, followed by Education and International Aid.
- > Combined with total amount gifted figures, this suggests that Animal, Community and Religious charities benefit from a larger number of smaller donations.



\* only includes gifts of specific financial value - excludes residual gifts and specific assets (e.g. cars)



# COMMUNITY



1,958  
featured Wills

Community charities featured in 1,958 unique Wills and accounted for 18% of all monetary gifts and residual gifts.

When looking **only** at bequests to community charities, 37% of these were gifts of a percentage of the estate and comprised from 1% to 100% of Will writer's residual estates - averaging 13%.

1,883 different charities were listed within the Wills database, and the Salvation Army was the most popular beneficiary with 39 bequests.

Specific assets left to community charities comprised artworks, clothing, furniture, stuffed animals, jewellery, an entire working farm and sculptures.

Assets Gifted: Art, Clothing, Furniture, Stuffed Animals, Jewellery, a Farm, Sculptures

*\* including residual amounts calculated as a percentage of average estate size (\$350,000)*



<b>Smallest Gift</b>	\$1
<b>Largest Gift</b>	\$3,500,000
<b>Average Gift*</b>	\$26,267
<b>Percentage of Residual Gifts</b>	37%
<b>Smallest Residual Gift</b>	\$3,500 (1%)
<b>Largest Residual Gift</b>	\$350,000 (100%)
<b>Average Residual Gift</b>	\$44,670 (13%)
<b>Number of Unique Charities</b>	1,883
<b>Most Popular Charities (Bequests)</b>	Salvation Army - 51 Covenant House - 25 Compassion Canada - 24
<b>Most Popular Charities (\$)</b>	John A McLennon Family Foundation - \$3,500,000 Salvation Army - \$1,548,011 Vancouver Foundation - \$1,000,000

# ALL CHARITIES



Top 10 (Bequests)	Top 10 (\$)
SPCA - 169	BC Children's Hospital - \$13,255,100
Watch Tower Bible and Tract Society - 85	Watch Tower Bible and Tract Society - \$6,932,025
Canadian Cancer Society - 133	SPCA - \$4,117,250
Salvation Army - 51	Canadian Cancer Society - \$3,992,250
Doctors Without Borders - 47	John A McLennan Family Foundation - \$3,500,000
Nature Conservancy of Canada - 45	St Michael's College Bursary Fund - \$3,000,000
Ottawa Human Society - 44	Nature conservancy of Canada - \$2,039,950
Toronto Humane Society - 38	Grey Haven Exotic Bird Sanctuary - \$2,035,000
Canadian Red Cross - 37	World Wildlife Fund - \$1,769,400
World Vision Canada - 27	Doctors without Borders - \$1,552,400

# IT DOESN'T HAVE TO BE HUGE

The foundation also supports the funding of the GSCA's environmental education co-ordinator, which oversees the day camps and school programs of the organization in efforts to expand their educational outreach.

"Elwood's bequest is certainly welcome to support those initiatives and that ongoing commitment," said Hibma.

The bequest from Moore's estate was \$2,000, which Hibma said the foundation is extremely grateful to receive.

Others who are passionate about nature and conservation are invited to consider a bequest in their own estate planning.

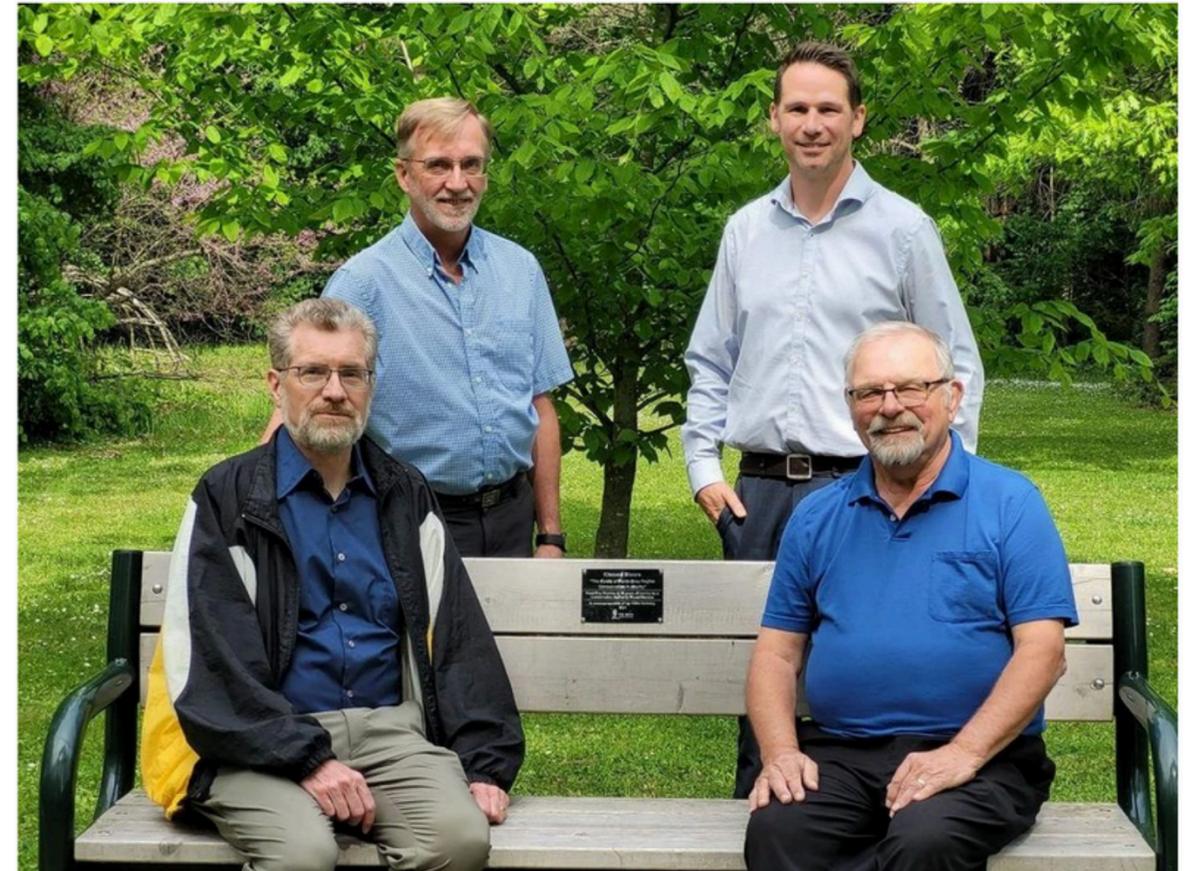
"Just contributing in some way is always welcome and always appreciated, because from our perspective it is very much needed these days and will always be needed to continue to educate young people as well as ratepayers in our municipalities," Hibma said.

## Bequest by Elwood Moore estate to inspire conservation among youth

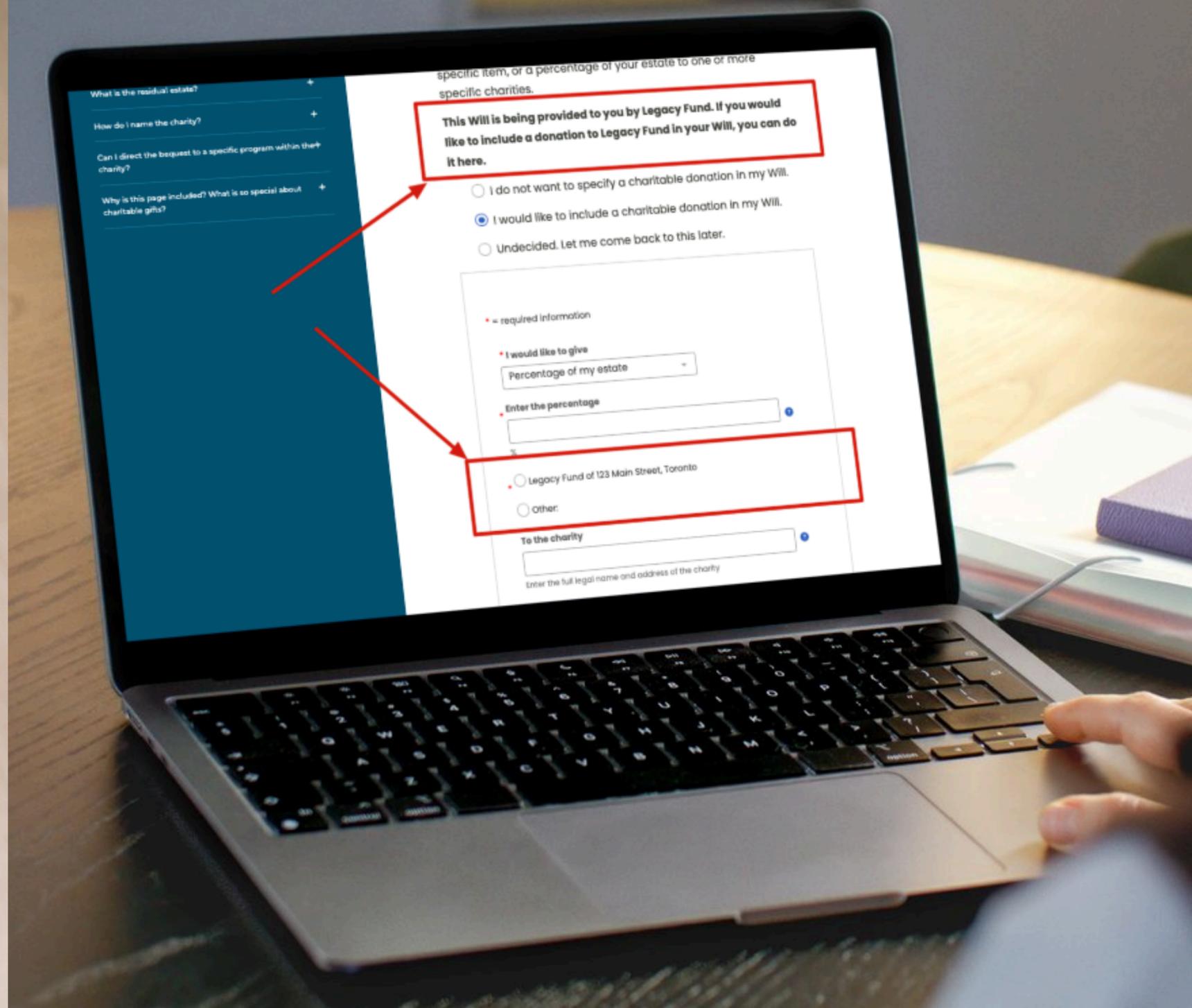
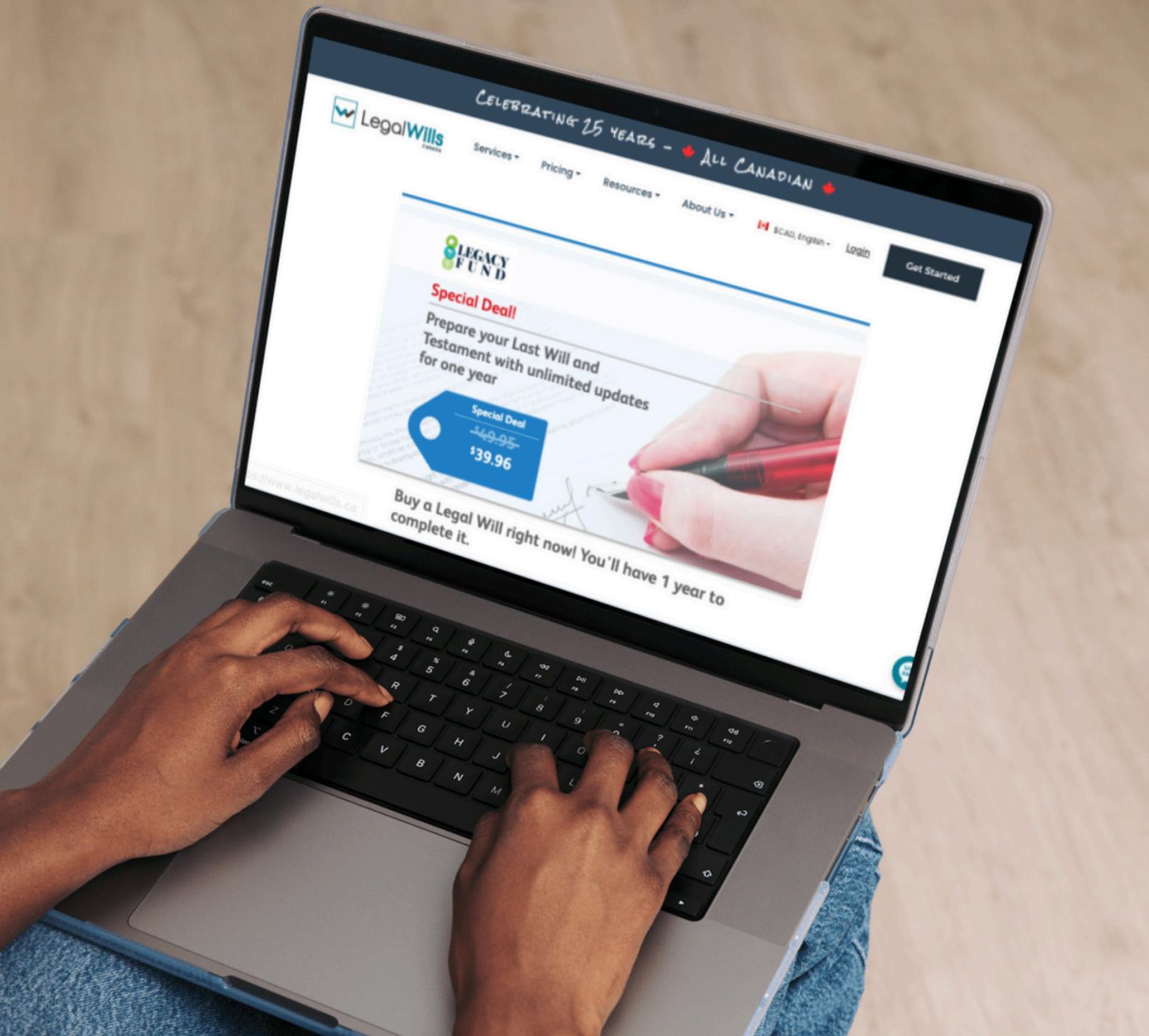
Rob Gowan

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# WHAT DOES CHARITABLE GIVING LOOK LIKE AT LEGALWILLS?



# THE RIGHT BEQUEST TO THE RIGHT CHARITY

### 3. PROPERTY TO TRUSTEE

I GIVE, DEVISE, AND BEQUEATH all of my property of every nature and kind and wheresoever situate, including property over which I may have a general power of appointment, to my Trustee upon the following trusts, namely:

#### Debts, Expenses and Taxes

- a. To pay out of my general estate my debts, funeral and testamentary expenses.
- b. To pay out of my general estate all income taxes, estate, inheritance and succession duties or taxes whether imposed by or pursuant to the law of this or any other jurisdiction whatsoever that may be payable in connection with any property passing on my death or in connection with any insurance on my life or any gift or benefit given or conferred by me either during my lifetime or by survivorship or by this my Will or any codicil hereto and whether such duties or taxes be payable in respect of estates or interests which fall into possession at my death or at any subsequent time.

#### Bequests to Charities

- a. To give 10 percent of the residue of my estate to Legacy Fund, a nonprofit corporation, Taxpayer Identification Number 13-2725416, headquartered at 123 Main Street, Toronto, Ontario, Canada to be used for its general purposes.

The screenshot shows a digital form for creating a bequest. It is titled '1' and 'I would like to give'. A dropdown menu is set to 'Percentage of my estate'. Below this, there is a field 'Enter the percentage' with the value '10'. There are two radio button options: 'Legacy Fund of 123 Main Street, Toronto' (which is selected) and 'Other:'. Below these options is a text input field labeled 'To the charity'. At the bottom of the form are two buttons: 'Edit' and 'Delete'.

# QUIET PHILANTHROPY

## Winnipeg Foundation willed \$500M, largest gift to a Canadian charity by an individual

'Miriam Bergen will be remembered as a visionary for our community': Winnipeg Foundation CEO Sky Bridges



[Darren Bernhardt](#) · CBC News · Posted: Nov 29, 2022 12:36 PM EST | Last Updated: November 29, 2022

The Winnipeg Foundation says it has received the largest gift ever made to a Canadian charity by an individual — a \$500-million bequest by a local business owner who died earlier this year.

"It is with immense gratitude I am here today to announce a gift that will be transformational for our community," board chair Tom Bryk said at a news conference Tuesday.

The money was left to the foundation, which distributes grants to charitable organizations in Winnipeg, in the will of [Miriam Bergen, who died in January](#).

"Many of you may not necessarily know Miriam Bergen or the Bergen family," Bryk said, calling her a "quiet philanthropist."

Their name, however, is now part of "an incredible legacy that will have a positive impact on our city for generations to come," he said.

Prior to Bergen's gift, a \$150-million endowment from the Moffat family, owners of a cable and broadcasting company, was the single largest gift ever given to the Winnipeg Foundation.

Bergen was owner and president of Appleton Holdings, a privately held company that carries on business as Edison Properties.





# THANK YOU!

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Please feel free to contact us with any questions you may have.

    
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support@legalwills.ca

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