

Spontaneous awareness of planned giving increases!

Montreal, June 15th 2011 - For the third time since its creation in 2000, *Leave a Legacy™ Québec* uses a major survey to measure the change in the knowledge and attitudes of the people of Quebec when it comes to planned gifts.

In 2011, there was a significant increase in the popularity of planned gifts going from 40% in 2005 to 46% in 2011. Additionally, 31% of those who know about planned giving consider it as "a donation that is part of a financial, fiscal or estate planning", compared to 20 % in 2005.

The survey confirmed that most of the participants (80%) trust charitable organizations and they know that their gifts would make a difference in the advancement of the causes they support. **Despite this, the proportion of people who have made a planned gift increased very slowly, going from 3% in 2005 to 5% in 2011.**

Concerning the retirement and estate planning of the respondents who are not yet retired, **73% have already started the process. More than half of them (66%) are consulting a professional, such as a financial planner (82%).** Thanks to the advice they receive from these professionals, individuals have a greater knowledge of their assets and can select the most appropriate amongst them to make a planned gift that is advantageous for them and their families. Half of respondents who heard about planned gifts are also aware about the fiscal benefits related to it.

Also, 68% of respondents in 2011 had drafted their wills compared to 59% in 2005. Most of them have written it with the help of a notary. What's more, 22% have even thought about reviewing it because their situation has changed (loss of spouse, retirement, etc.). This fact is encouraging because the most common planned gift is the charitable bequest.

Despite the growing popularity of planned gifts and a more positive attitude towards charitable organizations, the intention of making a planned gift in the future remains stable (13%). The economic crisis is not yet completely forgotten, which is why people may be more cautious and think more about themselves and their own needs before thinking about giving to others.

However, respondents are less and less under the impression that one must be rich to make a planned gift, or that planned gifts are only for people who no longer have family obligations. Nevertheless, the various information campaigns in print media, radio and web should be intensified, since **67% of respondents felt that the information is insufficient** to drive potential donors to take action.

The survey was conducted by CROP during the months of March and April 2011; 450 residents of Montreal and Quebec area, aged 35 years old and older responded.

LEAVE A LEGACY™ Québec, is comprised of 160 charitable organizations that support its mission which is to encourage the population of Quebec to make a planned gift whether immediate (gift of liquidities or assets) or differed (through a will, a life insurance policy, an annuity or a trust) to one or many charities via their fiscal, financial or estate planning. It is a program of the Canadian Association of Gift Planners (CAGP-ACPD) supported by its Round Tables in Quebec. The objective is to give charitable organizations, new means to find long-term financing and in this way, provide them with the necessary tools to improve the quality of life of their respective communities.

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