



Leaving a portion of your estate to Glenbow is an act of philanthropy that demonstrates incredible thoughtfulness, foresight and generosity. You can leave your gift unrestricted and be confident it will address Glenbow's greatest needs in years to come. Or you can choose to give to a particular area, such as new exhibitions, educational programming or preserving the collections.

Whatever you are passionate about at Glenbow, we will ensure your legacy gift has a powerful impact on the community you care about.

## About Gifts of Life Insurance

Naming Glenbow as the beneficiary and owner of a life insurance policy can be a powerful way to make an impact at an institution you care deeply about. It allows you to create a substantial legacy without a large upfront financial commitment.

Whether a new or existing policy is gifted to Glenbow, you can use life insurance to increase your charitable giving beyond what you may have thought possible. You can choose to continue paying premiums directly to the insurance company or donate the money to Glenbow to take over the premium payments. The difference between the two is when you receive your donation receipt, either generating a significant receipt today or in your estate.

## Benefits

### Easy and Convenient

Your life insurance specialist can make the process of gifting a life insurance policy to Glenbow simple. They can help determine the type of policy that aligns with your goals, assist in customizing the policy to meet your specific needs and handle all the necessary paperwork to maximize impact.

### Cost Effective

Giving life insurance is a strategy in which you can make a significant charitable contribution without depleting your current assets or impacting your estate later. There are also potential tax receipts for premiums being paid that can be applied to your annual return.

### Eliminates Fees

Life insurance is not subject to probate fees or delays associated with the probate process. The entire proceeds of the policy are payable to your designated charity at maturity or upon your death.

## Let Us Know

We would love to hear from you if you are planning to set up a gift of life insurance to Glenbow. We want to thank you for your generosity and ensure a smooth transaction. We would also like to discuss how you wish to designate your gift.

## How To Arrange a Gift Of Life Insurance

There are two common options to discuss with your insurance specialist:

### Existing Policy

You can transfer ownership of an existing life insurance policy to Glenbow. By doing so, you receive a charitable deduction for the cash surrender value of the policy or the cost basis, whichever is less. If you continue to pay premiums after the transfer, those premiums are also tax-deductible.

### New Policy

You can also purchase a new life insurance policy with Glenbow named as the owner and beneficiary. You continue to pay the premiums and receive a charitable tax receipt for those payments.

## Here To Help

Thank you for considering a gift to Glenbow as part of your estate planning. Establishing a legacy gift is a meaningful way to support the long-term viability of your favourite charities and make a lasting impact in your community.

We strongly encourage you to consult with your lawyer, estate planner or insurance specialist to discuss the transfer of an existing policy or purchase of a new policy. We would be pleased to work with you and your trusted advisors to ensure your legacy giving intentions towards Glenbow are met.

## Looking for more information? Ready to have a conversation about giving a gift of life insurance? Please contact:

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