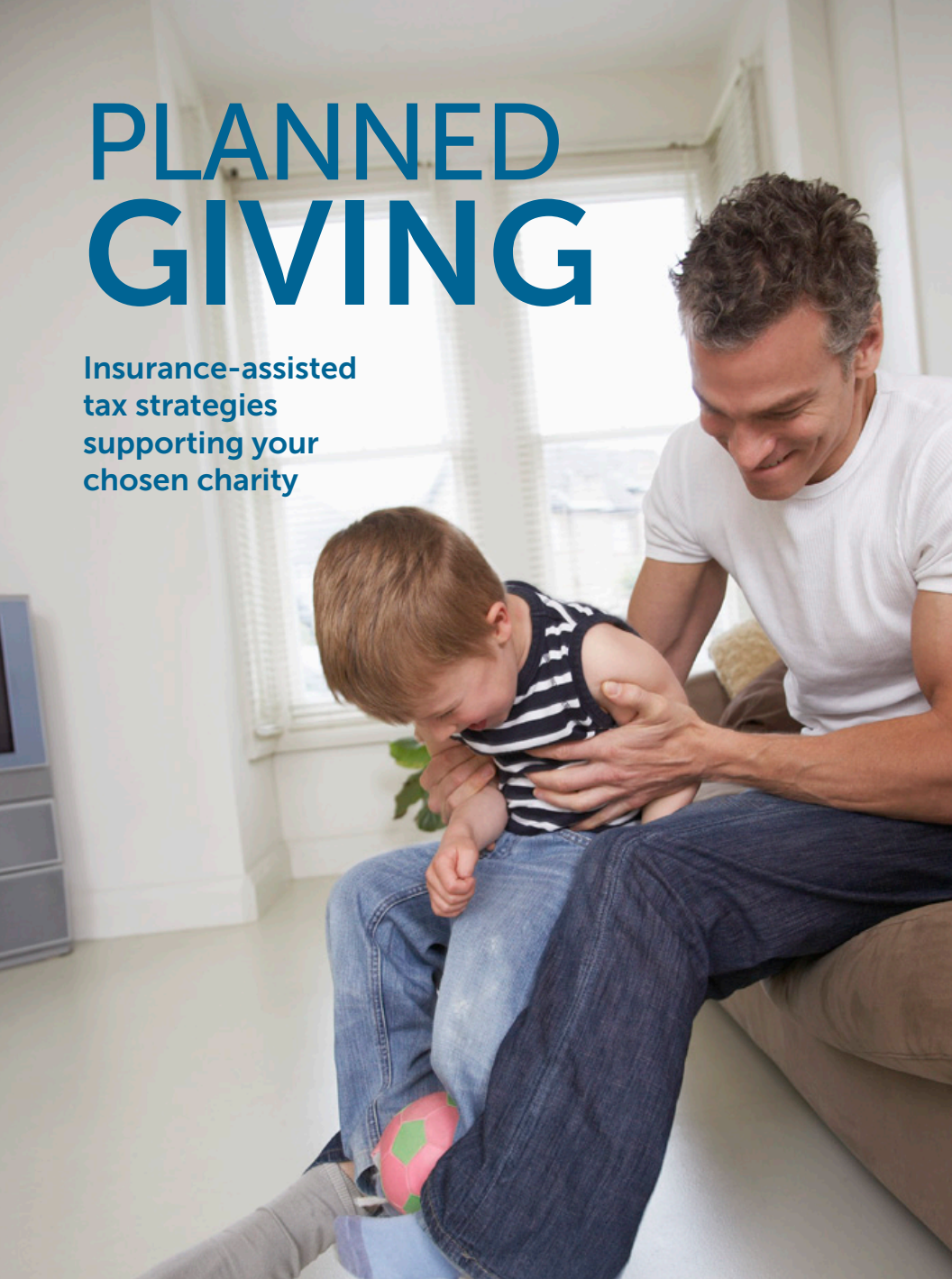


# PLANNED GIVING






Insurance-assisted  
tax strategies  
supporting your  
chosen charity



Empire  
Life™

## Planned Giving

### Insurance-assisted tax strategies supporting your chosen charity

	Owner	Life Insured or Annuitant	Beneficiary	Premiums paid by	Annuity payments to	Tax benefits
 Charitable Gift Annuity	The Charity	The Donor	The Charity (if the donor dies in the guarantee period)	The Charity (using about 75% of the amount received from the donor; the balance is retained by the charity)	The Donor	Annuity payments are received on a tax-preferred basis. Tax receipt is actuarially determined, based in part on what donor might pay for such income in the market
 Life Insurance Existing Policy (assigned)	The Charity (after assignment by the donor)	The Donor	The Charity	The Donor	N/A	Tax receipt for the policy's cash value and any policy gain is taxable to the donor at time of assignment; tax receipts for subsequent premiums paid by the donor after the assignment.
 Life Insurance New Policy (assigned)	The Charity (after assignment by the donor)	The Donor	The Charity	The Donor	N/A	Tax receipt for premiums paid.
 Life Insurance New Policy (not assigned)	The Donor	The Donor	The Charity	The Donor	N/A	Tax receipt to the estate for the proceeds paid to the charity upon the death of the donor.
 RRSP/RRIF	The Donor	The Donor	The Charity	The Donor	N/A	Tax receipt to the estate for the value of the RRSP/RRIF paid to the charity upon the death of the donor.

# Insurance-assisted tax strategies

## Supporting your chosen charity

Planned Giving is a socially-conscious, systematic approach to wealth planning that integrates personal tax planning with philanthropic wishes.

It is founded upon an understanding that the starting point must always be the donor's philanthropic wishes. Upon this foundation, a Planned Giving program seeks to serve the needs and desires of both donor and charity:

### For the Donor

- Tax effects
- Present & future personal savings
- Estate tax savings
- Important causes are supported during the donor's lifetime and in legacy
- Leveraged value of charitable gifts beyond what is possible by traditional donation

### For the Charity

- Increased absolute dollar gift value
- Cost-effective, streamlined fundraising
- Facilitated budgeting for operations & capital
- Comfortable expectation that intended legacy donations will be fulfilled — usually guaranteed
- Unfettered control of received funds

## STEPUP

Providing you with the estate planning and wealth strategies that matter most, the Sales, Tax, Estate Planning, Underwriting & Product (STEPUP) team is comprised of practicing professionals whose primary objective is to support you as you help your clients reach their financial goals.

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Investments • Insurance • Group solutions  
[www.empire.ca](http://www.empire.ca) [info@empire.ca](mailto:info@empire.ca)