

## **VON Middlesex-Elgin Jumpstart Planned Giving Program with Legacy Leaders**

**TORONTO, Ontario (July 6, 2011)** — Victorian Order of Nurses (VON) Middlesex-Elgin, an organization dedicated to offering home care, personal support, and community services to those recovering from illness in order to enhance their quality of life, recently completed a very successful planned giving program with Legacy Leaders.

The direct mail/phone bequest program developed over 100 individuals and/or couples who expressed a commitment to leave a planned gift to VON Middlesex-Elgin. The program converted at 28.2% with a potential bequest revenue flow of up to \$3,240,000 for the organization. Moreover, the campaign also garnered \$56,650 in current gifts. This was the first collaboration between the two organizations and it established a healthy and sustainable planned giving program for the regional chapter of VON.

Sandy Retzer, Foundation Manager for VON Middlesex-Elgin, commented on the success of the Legacy Leaders Program:

*“Although VON Middlesex-Elgin had received some very generous bequests without a formal Planned Giving Program, the Legacy Leaders Campaign allowed us to “jump start” a more formal, strategic program. With the limited staff resources of a smaller agency, we were able to reach more donors both efficiently and effectively in a much shorter period of time. We were also able to get closer to our donors and learn more about their affiliation and interest in VON. We are now in a position to develop a strategic stewardship program customized towards those donors who expressed genuine interest in leaving a legacy gift to VON Middlesex-Elgin.”*

For more information visit [www.legacyleaders.com](http://www.legacyleaders.com). To learn more about Legacy Leaders’ customizable planned giving programs schedule a no-obligation presentation by emailing [gchialtas@legacyleaders.com](mailto:gchialtas@legacyleaders.com).

Greg Chialtas  
Marketing and Sales Associate  
Legacy Leaders Inc.  
425 University Avenue, Suite 700  
Toronto, ON M5G-1T6  
Tel:(416) 368-1071 ext. 325  
Email: [gchialtas@legacyleaders.com](mailto:gchialtas@legacyleaders.com)

[www.plannedgivingpulse.com](http://www.plannedgivingpulse.com)

**FOLLOW US ON TWITTER @ LEGACY\_LEADERS**