



# M.O.R.E. Gifts of Life Insurance

Next to bequests, life insurance may be the most common deferred gift received by Canadian charities. The most common use of life insurance is to protect surviving family members against economic loss in the event of the premature death of the insured, but it has many other uses as well. For donors considering a significant planned gift, life insurance offers an opportunity to make a larger gift than an outright cash gift or bequest and offers significant tax benefits and flexibility for your client.

## 4 Different ways to give M.O.R.E.

With M.O.R.E. gifts of life insurance, you can leave a mark on the city forever.

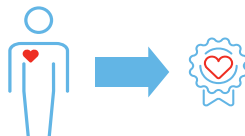
01



### Make

United Way the owner of a paid up policy that is no longer needed

02



### Offer

United Way the option to assume your policy premiums and benefits

03



### Revise

An existing policy making United Way the beneficiary

04

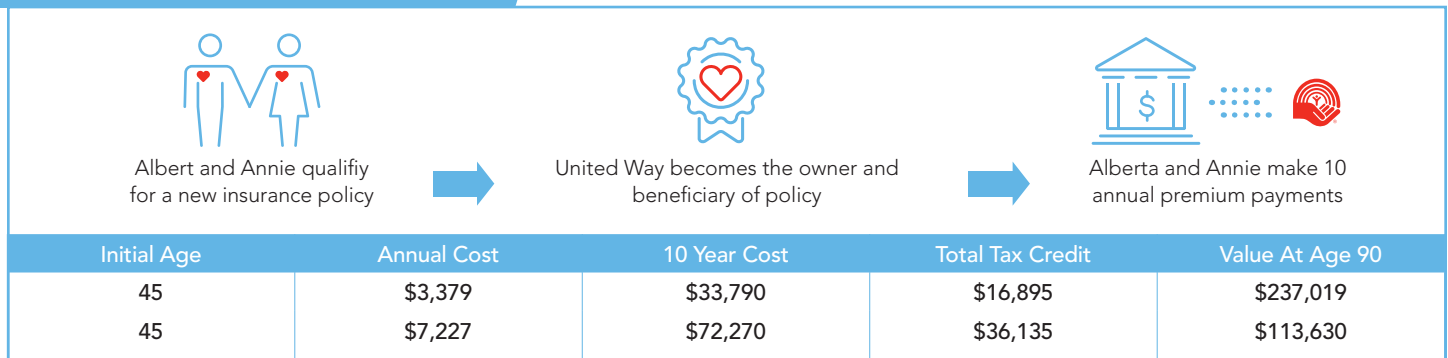


### Establish

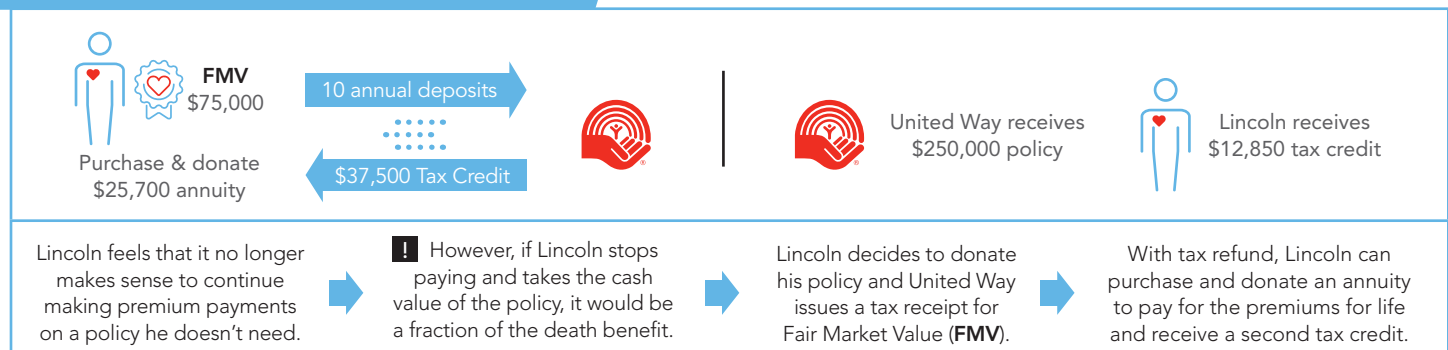
A new policy with United Way as owner and beneficiary

## How to make M.O.R.E. of a Difference

### Example A Donate a new policy



### Example B Donate an existing policy



The present information in this document is for illustration purposes only and is based on overall industry experience of Canadians who have been insured and does not consider a specific individual's health and other factors.

# A better tomorrow **starts with you.**

Contact our Planned Giving Team to begin planning today or to request more information.

[planned.giving@calgaryunitedway.org](mailto:planned.giving@calgaryunitedway.org) | (403) 231-6444



**United Way**  
Calgary and Area

**United Way of Calgary and Area**  
T: (403) 231-6265 F: (403) 355-3135  
105 12 Ave SE, Calgary, AB T2G 1A1  
[www.calgaryunitedway.org](http://www.calgaryunitedway.org)  
Charity Number: 13022 9750 RR0001