



## Are You A Member of the "Building a Bridge to the Future" Legacy Society?

The Building a Bridge to the Future Legacy Society was created in honour to recognize those individuals who have shown exceptional generosity and interest in the future of our Hospital.

Membership into the Legacy Society is granted upon notification of the existence of a bequest in your will, as beneficiary of a life insurance, securities, or retirement fund policy, trust or other residual interest gift.

### How Can We Help You?

- We may be able to help you plan a suitable lasting memorial to you or a loved one.
- We can give you options to reduce your taxes and benefit Sault Area Hospital.
- We can help you make the most immediate tax savings of your retirement funds or securities.
- We may be able to parallel your gift giving ideas with the needs of the Sault Area Hospital.

Find out how you can become a member by contacting:

**Giuseppe Chiarello** at (705) 759-3827,  
**Cheryl Pavoni** at (705) 759-3832,  
or toll-free at 1-888-623-3904.

*"I did not find the world desolate when I entered it. My fathers planted for me before I arrived, so I plant for those who come after me."* — Talmud



## Building a Bridge to the Future - Fall 2009

### Serving Our Donors

Sault Area Hospital Foundation staff work closely with donors to fulfill the SAHF mandate of being a key financial supporter of the Hospital. The provincial government delivers the basics in healthcare and the community is responsible for providing funds for new equipment, upgrades to patient care facilities and development of programs. Our dedicated staff is committed to equipping the Hospital with the vision of donors who include patients, their families and friends, volunteers, businesses, service clubs, and organizations.

### Meet another SAHF team member ready to serve donor needs:



**David Shier**, Development Officer - Foundation Team member (full time since 2007)

David has worked with the Foundation on various contracts since 1999 and became a full time employee with the Foundation after completing his contract as the Campaign Officer for the New Hospital campaign in 2007. His portfolio consists of all fundraising events, such as the Five Car Draw, Chilifest, Our Lotto, all Third Party events, Vendor Sales, as well as Service Clubs, Groups and Organizations. David is also responsible for our Direct Mail programs and is a member of the Communication Committee for the Sault Area Hospital. David has recently expanded his area of responsibility to include being liaison to the SAH Volunteer Association Fundraising Committee.

*"It gives me great pleasure working here at the Foundation and having the opportunity to work with so many individuals on so many wonderful and exciting projects. Having this variety of areas under my portfolio, makes every day very unique and brings different people to the table to assist us with various projects and events. It is very gratifying to work towards making the lives of those less fortunate a little brighter and healthier."*

You Get The Card,

We Donate The Funds!

BMO Bank of Montreal, Sault Ste. Marie branches and the Sault Area Hospital Foundation  
*"Partners in our Community"*

**SAHF** **BMO** Bank of Montreal  
*"Making Money Make Sense"*

BMO Bank of Montreal Sault Ste. Marie branches are pleased to announce that for every new MasterCard application, **\$100.00 will be donated to the Sault Area Hospital Foundation.**

**Why BMO MasterCard?**

- Choice of card design and features
- Reward program (AIR MILES or CASHBACK)
- Low interest rate option
- CDN and USD currency
- Personal or Business

Visit the BMO Bank of Montreal, Sault Ste. Marie branches to pick up your application  
556 Queen Street East  
Cambrian Mall  
331 Korah Road  
or contact the SAHF at 759-3848 or 1-888-623-3904  
or visit the SAHF office at 969 Queen Street East (Plummer site)

"Please note that you do not have to be an existing BMO Bank of Montreal customer to participate in the program."

Completed applications must be delivered to any BMO Bank of Montreal branches or the SAHF in order for the hospital to receive the donation.

**OUR GOAL IS to receive 100 applications which will result in raising \$10,000 for our Hospital. Thank you for being a part of this program!**

**Program runs from September 1 to December 31, 2009**

SAULT AREA HOSPITAL FOUNDATION  
969 Queen Street East · Sault Ste. Marie, Ontario P6A 2C4 · Tel (705) 759-3848 or 1-888-623-3904  
Please visit the Planned Giving section on our website at: [www.sahfoundation.com](http://www.sahfoundation.com)

# Building a Bridge to the Future

Fall 2009

Planning Today for Our Hospital's Needs of Tomorrow

**SAHF**

SAULT AREA HOSPITAL FOUNDATION

### Sault Just What the Doctor Ordered for Goulds

Many people have come to the Sault for a year or two and remained for the rest of their lives. **Margaret Gould** knows the feeling. For more than 45 years, she has called Sault Ste. Marie home - a community where she's raised her children, trained her many dogs and lived an extraordinary life.

The Sault Area Hospital has had a strong influence on her staying. Margaret recognizes the hospital for the outstanding care she's received over the years through contributions to the Sault Area Hospital Foundation.

A mother of three and grandmother to five, Margaret attended McGill University in Montreal where she met her now husband, David - a McGill medical student. They have been married for 54 years.

In 1955, after David completed his first year of medical school, the couple married and began their new life together. They moved to Flint, Michigan for David's internship, and then Cleveland, Ohio where he completed his residency.

In 1963, David's career brought them to Sault Ste. Marie where he accepted a position at the newly founded Group Health Centre. With no ties to the community, the couple took a chance and moved with their three children.

*"Initially we intended to stay in Sault Ste. Marie for only one year, but it has been more than 45 years and we are still here. It has been a great place to raise our family,"* says Margaret.

Margaret has many passions: family, her church, an amazing love for dogs, the community - and in particular, the hospital.

Margaret has a special connection to Sault Area Hospital and its staff. She credits their care for saving her life. When Margaret was involved in a tragic boating accident in 1984, she lost two of her precious dogs and suffered burns on over 60% of her body. Her daughter-in-law also incurred burns to over 40% of her body. Dr. Gould and their son suffered minor injuries. Margaret had a choice to receive care at a hospital in Ann Arbor, Michigan or stay locally at the then Plummer Memorial Hospital. Margaret opted to stay in her community - one of



Photo by Brian Tremblay

the best decisions she could have made. Because of the severity of their burns, she and her daughter-in-law needed to stay in the Hospital for two months.

*"I cannot say enough about the care both my daughter-in-law and I received while at the hospital,"* says Margaret. *"The staff - both doctors and nurses - was absolutely amazing. They always went above and beyond, often working longer hours if required,"* she adds.

This was not the only stay Margaret had at Sault Area Hospital. At age 41, she underwent a mastectomy, and has since had both hips replaced.

These Hospital stays underlined the importance of a community hospital. In 1998, she and her husband began donating to the SAH Foundation. She and David became members of the "Friends Forever" Monthly Donor Program in 2003, giving monthly to the Critical Care Fund.

*"Through my donations, I am able to give something back not just to the hospital but also to our community, so that Sault Ste. Marie can continue to offer great medical care,"* says Margaret.

Thanks to the care Margaret received at Sault Area Hospital, she continues to live a full life with her husband, children, grandchildren and dogs - two Golden Retrievers Sophie and Jerzy Girl, and a Newfoundland named Faith.

In addition to monthly donations, Margaret has also left a bequest to the hospital in hopes that community members - both present and future - can benefit from the same exceptional care that helped save her life.

Her generosity and dedication to the hospital will be forever remembered and will help to ensure our friends, family, and neighbours have a local hospital they can turn to now and in the future.

*"It is my hope that my donations will help generations to come - my children, grandchildren and one day my great-grandchildren,"* says Margaret.

Dear Friends of the Foundation:



It is my pleasure to present a copy of our Gift Planning newsletter, *Building A Bridge to the Future*, Fall 2009 edition. This newsletter was created to feature donors' personal stories about their gift intentions to the SAHF and share the inspiration for their dedication.

You have undoubtedly received donation requests from charitable organizations that stress the importance of fulfilling their mission and financial needs, all while offering you tax benefits. While we at the Sault Area Hospital Foundation deeply appreciate and depend upon the outright cash gifts for our immediate equipment needs, **planned giving builds today for our Hospital's needs of tomorrow.**

Planned Giving is planning for the future - looking after loved ones and remembering the charities you cared about during your lifetime. Your gift is that expression of values, hopes and dreams - a vision for better healthcare in our community.

In this issue, I am sure you will find our featured story motivational. I hope you enjoy reading this publication; don't hesitate to contact us if you have any suggestions for future articles. We welcome your comments!

Sault Area Hospital Foundation would not presume to offer financial advice. We recommend that you seek professional legal, estate planning and financial advice to assist you to establish a planned gift that will meet your philanthropic interests and achieve the greatest tax benefit to you.

## Charitable Giving

Charitable giving programs are found in all sectors of our society. Schools, churches, medical research foundations, and community organizations all depend on the generosity of patrons. A desire to help people is ample motivation for Canadians to participate in some form of charitable donation program. However, donating to a registered charity can provide some very attractive income tax benefits - both today and at death.

### What Can You Give?

You can contribute almost anything to a registered charity. There are special rules governing gifts other than cash, but you are free to give almost any property of value. The more common gifts include:

- **Cash** – Most commonly donated during yearly fundraising campaigns. The savings in taxes could be up to 48% of the donated amount. This would be in the form of a donation credit. There is a carry-forward privilege of five years for excess donations in your lifetime. In the year of death, the excess donations can be carried back to the year before death.
- **Securities** – You can gift publicly traded shares to a charity rather than selling them and donating the cash. On May 2, 2006, the Federal Government Budget eliminated the capital gains tax on donations of most publicly traded securities to public charitable organizations. For example, if you donate \$100 worth of publicly traded securities to a community foundation or charitable organization after purchasing the security for \$40, there is a potential \$60 capital gain. Instead of paying the capital gains tax, you will be issued a tax receipt for \$100, representing the actual amount of the donation.
- **Life Insurance** – There are two primary ways to donate a life insurance policy. Each method has a different tax treatment.
  - Make the charity the owner and beneficiary** – If an existing policy is transferred to the charity, then the donor will receive a tax receipt for the cash surrender value. There may be a tax liability if the cash surrender value in the policy exceeds the adjusted cost base. All premiums paid by the insured after the transfer are a tax credit for individuals and a tax deduction for corporations. Once the charity receives confirmation from the insurance company that the premium has been paid, then the charity issues a tax receipt to the insured.
  - The insured is the owner and the charity is the beneficiary** – The charity would receive the death benefit proceeds. Upon death, your estate would receive a tax receipt for the full amount of insurance proceeds. As owner, you are free to change the beneficiary if so desired.
- **Life Annuities** – You can make a lump sum contribution to a charity and receive a lifetime stream of income. The charity would purchase a life-annuity from an insurance company on behalf of the donor. A tax receipt, based on life expectancy, is given to the donor for the amount of the gift, which exceeds the expected annuity payments. If you are concerned about reducing the value of your estate, then a life insurance policy could be purchased to replace the capital donated to the charity.



Whatever strategy you choose, charitable giving can be very rewarding. It's wonderful to see your gift at work and to receive tax benefits as well.

To find out more information please contact your BMO Nesbitt Burns Investment Advisor.



→ BMO Nesbitt Burns' Team - from left to right: Ben Hiron, Bob Taylor, Philip Virene, Ryan Mcleod, Sam Nicoletta, Paul Foisy



## The Legacy Memorial Gift

Making a charitable gift provides the opportunity to pay tribute to someone you love or an individual who has touched your life in a significant way. And there is no greater sense of satisfaction.

That's why memorial gifts -- in memory of someone deceased or an in-honour gift of a living individual – are increasingly popular and appropriate.

Through such a gift, you can honour a relative and perpetuate your family name. You may also recognize a mentor or friend who has greatly shaped your life. At the same time, your gift expresses your own commitment to the future of the community and provides valuable support for charitable purposes you believe in.

Various giving techniques may be used in making a memorial gift, and **each yields certain tax benefits.** If you have available resources and would like to see your gift benefit the charity immediately, consider an **outright gift.** *Here's an example:*

*Jane W.'s mother recently passed away and she wanted to do something special in her memory. She contacted the charity whom her mother supported for many years, and learned that it is seeking funding to a specific piece of medical equipment for the cardiac unit. In memory of her mother, Jane generously donates \$25,000 for this new equipment which was vital to the unit. The (charity) SAHF would recognize the gift on the Beacon of Hope donor wall in perpetuity, and Jane will receive a donation receipt for the full amount of her gift. Assuming a federal/provincial tax credit of 48 per cent, this can yield income tax savings of as much as \$12,000.*

Jane designated an immediate use for her gift. Other donors may prefer to direct their memorial gifts to the charity's endowment where the gift principle remains intact and only the interest earnings are used, either for a use designated by the donor or for the charity's general purposes of buying medical equipment.

A **named endowment** is a particularly appropriate way to ensure that the name of the person honoured will be remembered far into the future.

Another technique for making a memorial gift is through a **bequest** made in a will.

*Sam T.'s wife died last year, but he is deeply grateful to the Hospital where she found relief from the effects of a debilitating disease. As he updates his will, Sam includes a bequest of \$100,000 to the Hospital, where it will be used to establish an endowed fund in his wife's name. Income distributions from the fund will honour her memory and fund the purchase of state-of-the art medical equipment each year. At Sam's death, his estate will receive a donation receipt for the full amount of the gift.*

Establishing a gift to the Sault Area Hospital Foundation will benefit the patients of our Hospital, well into our community's future while allowing you to optimize tax and other financial benefits today. But, the true value comes from the satisfaction of knowing you are making a gift with a lasting legacy – excellence in healthcare for generations to come.

For more information, please contact Giselle Chiarello, Major Gifts/Gift Planning Officer, at (705) 759-3827 or 1-888-623-3904 or by email at: [chiarellog@sah.on.ca](mailto:chiarellog@sah.on.ca)

## A Simplistic Approach

The Sault Area Hospital Foundation has made it simple for donors to support our hospital by making monthly gifts by credit card or automatic withdrawal. When you join the **Sault Area Hospital Foundation's "Friends Forever" Monthly Giving Program**, you become part of a very special group of donors. A small commitment of just \$10, \$20, or even \$50 per month will have a tremendous impact. In February of each year, you will receive a tax receipt for your total accumulated monthly gifts.

With your kindness and generosity, you are helping with our annual equipment needs at Sault Area Hospital. Equipment that will benefit **all** of us!



### Why Join the "Friends Forever" Monthly Giving Program?

- ✓ It's easy and convenient for you! Your gift is made automatically every month either by credit card or directly from your bank account.
- ✓ Your gift has a growing impact every month. Throughout the year, we will send you newsletters, and updates detailing how your donations have helped make a difference at our hospital.
- ✓ Choose where you want to direct your funds. You can direct your monthly gift to our area of highest need - "Fund for Better Care" or to one of our other designated funds. You can also choose to make your monthly gift in honour or in memory of a special loved one.

Visit [www.sahfoundation.com](http://www.sahfoundation.com) to become a "Friends Forever" Monthly Donor. In just minutes, you can help make a difference in our community!

*Are you interested in Building a Bridge to the Future?*

**Yes, I would like more information on how to:**

- Include a gift to the SAHF in my will
- Donate stocks/bonds/mutual funds
- Donate RRSPs/RRIFs
- Donate life insurance
- I/We have already included the SAHF in my/our Estate Planning or Will.
- I/We am interested in becoming part of "Building a Bridge to the Future" Legacy Society. Please send me more information.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Province \_\_\_\_\_ Postal Code \_\_\_\_\_

Phone (\_\_\_\_\_) \_\_\_\_\_

Cell (\_\_\_\_\_) \_\_\_\_\_

E-mail \_\_\_\_\_



**SAULT AREA HOSPITAL FOUNDATION**

*Please return this form to the SAHF by mailing it to:*

**Sault Area Hospital Foundation  
969 Queen Street East  
Sault Ste. Marie, ON P6A 2C4**

*Sault Area Hospital Foundation respects your privacy. We protect your personal information and adhere to all legislative requirements with respect to protecting privacy. We do not rent, sell or trade our mailing lists. The information you provide will be used to deliver services and to keep you informed and up to date on the fundraising activities of the Foundation. If at any time you wish to be removed from our mailing list, simply contact us by phone at (705) 759-3848 or by e-mail at [foundation@sah.on.ca](mailto:foundation@sah.on.ca) and we will gladly accommodate your request.*

*Thank you for considering leaving a legacy gift to the SAHF.*