

Lend Your Life:

A New Campaign for Life Insurance Donations

Giving to charity through life insurance is one of the best ways to make a lasting difference. Now you can make that donation even more impactful.



Lend Your Life combines the power of **Canada Life's My Par Gift Life Insurance** with the sustainable giving of a **South Saskatchewan Community Foundation Legacy Fund**.

How it works: For a limited time, any donation of a My Par Gift life insurance policy to the South Saskatchewan Community Foundation will create a \$10,000 legacy fund in your name for the Vital Community Fund, the Truth and Reconciliation Fund, or the Emergent Women and Children's Fund. **That means a minimum \$10,000 policy purchase will create at least \$20,000 in charitable giving the very first day.**

The legacy fund donation is thanks to a generous anonymous donation that encourages charitable giving.



South
Saskatchewan
Community
Foundation



Ready to learn more?

Email advisors@sscf.ca or call (306) 751-4756 ext. 1019
www.sscf.ca



"The Lend Your Life program maximizes your donation and supports local causes. This is a one-of-a-kind program that creates a permanent legacy and helps local charities now."

*Grant Karst
SSCF Board Member
& Trusted Financial Advisor*

Benefits of Lend Your Life



Make a One-Time Gift with Lifelong Impact

Your gift of life insurance is an easy, one-time donation that creates lasting change for generations to come.



Support Charity and Family Together

Use strategic charitable giving to reduce taxes while maximizing what you pass on to loved ones.



Leave a Legacy That Lives On, Forever

Your life insurance gift also creates a \$10,000 Legacy Fund in your name to support your community, forever.



Leave a Legacy Through Your *Community Foundation*

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