LEAVE A LEGACY: SUPPORTING THE NEXT GENERATION OF ACTIVISTS

By Hélène Bertrand

To mark a lifetime of standing up for social justice, protecting the environment, and fighting to build a more equitable and compassionate world, many Council of Canadians supporters have chosen to plan a legacy gift in their will.

A legacy gift affords you the opportunity to make a lasting statement about what matters to you with a contribution to a cause close to your heart. It’s the ultimate donation that aligns your personal values with your philanthropic goals.

Whether it’s a bequest arranged in your will or a life insurance policy that is no longer needed, a legacy gift to the Council is a simple yet profoundly meaningful way you can assist an organization that shares your values and beliefs and will work to uphold them for the benefit of future generations.

That was Olive Wells’ motivation for planning her legacy gift to the Council of Canadians. Her daughter, Joyce, is also a passionate Council member and shared with us why both she and her mother decided to plan legacy gifts for the Council.

“If you had known my mom, you would have liked her very much. She was born to prairie settlers near Moose Jaw, Saskatchewan and spent her life on the farm. When my dad went to fight in World War II, she both taught school and ran our wheat farm. She went on to be a founding organizer of the Saskatchewan Teachers’ Federation. When she retired from teaching, she held the record as the longest-serving teacher in Saskatchewan history.

My parents were both progressive people and big supporters of Tommy Douglas. My mom cared deeply about medicare, universal education and the environment – along with a host of other issues. She had a very clear circle of care in her mind and heart. Family first, farm second, community third, then province, country and world.

Before she died, she planned a gift in her will to the Council of Canadians. She had two principal reasons for doing so. First, the Council fights for the issues that my mom cared about so deeply. It represents a vision of Canada that she wanted for her students, their children and their grandchildren. Secondly, she admired Maude Barlow as a sister pioneer who commanded attention and respect in rooms full of men.

“I too have planned a legacy gift for the Council in my will for many of the same reasons.

My mom thought of herself as a simple woman who just lived her life as she ought to live it. But what a life! I am so proud to be her daughter. I’m proud to follow in her footsteps as a progressive Canadian and member of the Council of Canadians.”

Joyce Wells, Moose Jaw, Saskatchewan

Olive’s legacy gift went on to directly support and advance the Council’s advocacy work on the same issues she so passionately believed in her life. We’re honoured and grateful to both Olive and Joyce for their generosity and passion.

Have you considered planning a legacy gift to the Council to ensure your activism carries on? With just a few lines added to your will, you can drive transformative change beyond your lifetime and shape the kind of Canada and world our children and grandchildren will inherit.

To request no-hassle information on legacy giving, including our helpful guide, simply complete the form below, then detach and mail it back to us in the postage-paid envelope enclosed in this issue of Canadian Perspectives.

And if you’ve already planned a legacy gift for the Council, please let us know so we can thank you!

Request information on how to plan your legacy gift

☐ Yes, please send me information on planning a legacy gift for the Council of Canadians.

☐ I have already arranged a legacy gift for the Council of Canadians.

Name (please print) ________________________________

Address ___________________________________________________________________

_________________________________________________________________________

Email ____________________________

Phone ___________________________

You can also call Hélène Bertrand, Major Gifts and Legacy Giving Officer, at 1-800-387-7177, ext 244 or email her at hbertrand@canadians.org for assistance.