

M.O.R.E. IMPACT

With **M.O.R.E.** tax benefit and recognition options, you can leave a mark on the city forever with a gift of **life insurance**.

When the original purpose of your life insurance policy no longer applies – such as providing stability for your loved ones – it can become a powerful and simple way to support work in the community.

4 DIFFERENT WAYS TO GIVE **M.O.R.E.**

MAKE

United Way the owner of a paid up policy you no longer need

OFFER

United Way the option to assume your policy premiums and benefits

REVISE

an existing policy, making United Way the beneficiary

ESTABLISH

a new policy with United Way as owner and beneficiary

NEXT STEPS

- 1 Contact our Planned Giving Officer for additional information about making a gift of life insurance.
- 2 Seek the advice of a financial or legal advisor.
- 3 If you include United Way in your estate plans, please let us know so we can recognize you.

MULTIPLY YOUR IMPACT

The value of your policy is more than the original cost to you.

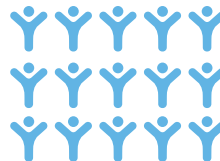
Use your policy to lever up to 5x M.O.R.E. impact for your legacy.

CASH GIFT



VS.

LIFE INSURANCE GIFT



If you have any questions please contact: Erika Scott
e: erika.scott@calgaryunitedway.org p: 403-231-6444



Tomorrow Fund
United for an inspiring future.

GIVE M.O.R.E.

Making **M.O.R.E.** of a difference
with our life insurance policy.



"We have always been passionate about supporting worthy causes, especially around early learning, prevention, and financial stability. As long term contributors to United Way, we wanted to find additional ways to support the organization that serves our community so well. After careful examination, we decided to include United Way in our estate plan by purchasing a life insurance policy dedicated to the Tomorrow Fund.

This was our way of contributing to our great city, ensuring that our support for United Way will continue long term, and that our gift will make a difference in our community for years to come."

- Carol and Nolan Blades,
Tomorrow Fund Promise Donors