



World Vision®



Tomorrow's children  
need your love, too.

Make a lasting impact.  
Remember World Vision Canada in your Will.



Dear friend,

When I was growing up, my family sponsored children through World Vision Canada. Even further back, my father remembers our founder, Bob Pierce, staying at my grandfather's home in New Brunswick.

I think you'll understand how this deep connection to World Vision Canada has shaped my life and my values. Values I believe you share.

In 1990, I officially joined World Vision Canada, and today I'm honoured to serve as president. Since the founding of World Vision Canada, 70 years ago, our mission has grown to encompass some of the most challenging and dangerous places in the world. That life-saving work can't happen without you. You can help us continue our mission for generations to come by leaving a gift to World Vision Canada in your Will. It would mean so much to children and families in need.

A handwritten signature in black ink, appearing to read "M Messenger", written in a cursive style.

Michael Messenger,  
President, World Vision Canada



# You can give to the world's most vulnerable children and still support those you love.

The lives of so many vulnerable children have been changed thanks to generous Canadians who support our mission. The power to continue this important work is in your hands. Leaving even a small portion of your estate as a gift to World Vision Canada can help make a lasting difference to children in need around the world – and benefit your own family.

You can make a **bigger impact than you might have thought possible**, for years to come, by continuing to transform the lives of children suffering from injustice, inequality and poverty.

Like us, you believe every child has potential and deserves a future full of hope. When you include World Vision Canada in your Will, **your values live on**, something of which your family can be proud.

## THE NEED

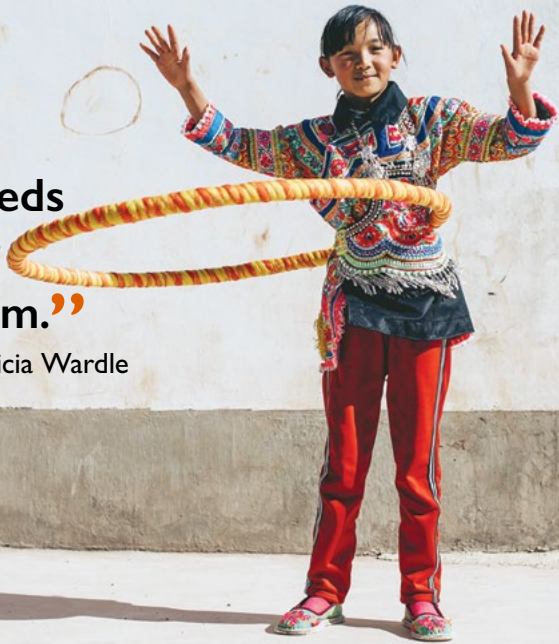
**2.7 million newborns** die every year from preventable and treatable causes. Your planned gift can help save lives through simple interventions.





**“Every child needs someone who believes in them.”**

– Patricia Wardle



## **Trauma made Patricia an advocate for disadvantaged children.**

“I truly believe that all you need is someone who believes in you. I know because I contracted tuberculosis meningitis at age 15. One day I was in school and the next, I was in the hospital, where I stayed for 13 months. I went from being a gifted student to spending six years completing grades 12 and 13. It was devastating.

My dad always said, “if you try really hard, work really hard, you will get back to where you were.” I believed him. He was my cheerleader.

I realized that not all children had the support I had, so I became a special

education teacher. I could relate to those kids because I had suffered from learning disabilities myself.

I like what World Vision does. I like the way they go into a village, help make it self-sufficient, and then back off. And I know that it takes money to do that. If I can continue to help in some way, then why not? By simply leaving a gift in my Will, what a difference that will make!”



Patricia remembered World Vision Canada in her Will

# World Vision is there at the worst of times, in the toughest places—yesterday, today and tomorrow.

Our history of taking action and our commitment to vulnerable children are what have inspired hundreds of Canadians to leave a gift to World Vision Canada in their Wills.

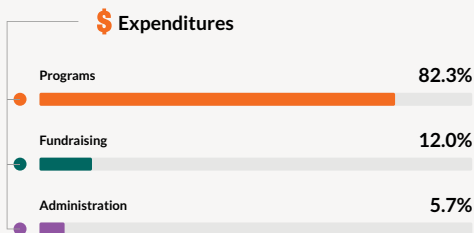
For 70 years, whenever a natural or man-made disaster, epidemic or other crisis has struck, World Vision has been there. For example, our health experts and well-trained rapid response teams have the knowledge, supplies and resources to actively respond to outbreaks such as Ebola, the Zika virus and COVID-19.

Our commitment is to the future of vulnerable children around the globe. We will relentlessly pursue lasting change in the lives of children, families and communities to overcome poverty and injustice. Together we can make a world of difference.

HOW  
YOU  
HELP

200 million

children helped by World Vision since 1950.



**You can trust World Vision Canada to hold to the highest standards of financial accountability and stewardship.**

This chart is based on a five-year average of World Vision Canada's annual statement of total expenditures.

# There are a number of ways you can give to World Vision Canada and make a lasting impact.

## Wills

Make World Vision Canada a beneficiary in your Will and know that your legacy will live on for generations. All it takes is a simple clause in your Will. In addition, tax receipts for the full amount of your donation may offset capital gains or other taxes and lessen the financial burden on your family.

## Securities

A gift of securities to World Vision Canada is one of the most financially sound ways to support our programs. When you donate stocks, mutual funds or other types of marketable securities to a charity, you pay no capital gains tax. You'll also receive a tax receipt for the full amount of the gift.

## Life insurance

Gifts of life insurance are a great way to make a substantial donation for the relatively low cost of the premium payments. You can donate a policy you already own, make World Vision Canada the beneficiary of a joint policy held with your spouse, or buy a new policy to donate.

“If there’s a need somewhere, that’s where you should be.”

– Don Joshua

Don Joshua is a World Vision Courage Award winner, donor, volunteer and advocate for over 15 years.








**HOW  
YOU  
HELP**

**Every 60 seconds**

a hungry child is fed and a family receives the tools to escape poverty.



**“Every child should have the chance to fulfill their dreams.”**

– Rodney Blyth

## Compassion and faith inspired Rodney to give.

“My wife and I have been child sponsors through World Vision for 40 years. We appreciate that the focus of their mission is not just on meeting the immediate needs of vulnerable children, but also on transforming the lives of their families and communities.

Sponsoring children over the years has given me a greater compassion for the needs of others, especially for the millions of children living in some of the world’s most dangerous places. Because of conflict and crisis, many of these children have had to leave their homes in search of safety, food and shelter.

Determined to do all that I can to help, I decided to do a 6,000 km walk across Canada in 2018 to raise awareness and funds to help World Vision in its mission. I also made the decision to leave a gift to World Vision in my Will. I am confident they will be good stewards of my gift and continue to transform lives. The children World Vision helps have dreams too. I hope my gift will help make those dreams come true.”

Rodney remembered  
World Vision Canada in his Will





# You and your family can feel good about helping tomorrow's children in need.

Choosing to leave a gift in your Will has significant benefits:

## Tax relief:

Depending on the type of asset, leaving a gift in your Will to World Vision Canada can significantly reduce the estate taxes.

## Flexible:

Your gift can be for any specific amount, percentage or residue of your estate.

## Peace of mind:

You can make adjustments to your Will at any time.

## Cost-effective:

There are no extra out-of-pocket costs. Your current income won't be affected.

**Note:** It's recommended that you consult a qualified professional advisor such as an accountant, lawyer or financial advisor for support.

**HOW  
YOU  
HELP**

## 4 more children

benefit for every child we help because we focus on the community.



# Leaving a gift in your Will isn't complicated when you follow these steps:

1

## **Call or email us!**

It's a good place to start. You can tell us about your wishes, share your concerns and ask us questions. We'll guide you in the right direction.

**Call 1-800-714-3280 or email [plannedgiving@worldvision.ca](mailto:plannedgiving@worldvision.ca)**

2

## **Talk to your loved ones.**

This is an important discussion. Let them know your wishes and reassure them that you're not choosing between family and World Vision Canada.

In fact, your loved ones can benefit significantly.

3

## **Speak to your professional advisors.**

A call to the experts will get you started down the right path, with knowledgeable advice.

4

## **Update your Will**

Decide if you want to leave a percentage or a specific amount of your estate to World Vision Canada, and update your Will with recommended wording from your professional advisor.

5

## **Let us know your decision.**

You're under no obligation, of course, but letting us know that you've chosen to leave a gift to World Vision Canada in your Will allows us to plan how to use those additional funds most effectively.

# Frequently asked questions and answers

**Q:** *Who can help me make a gift to World Vision Canada?*

**A:** A lawyer, financial advisor or accountant will have the expertise to explain your options and lead you through the process.

**Q:** *Do I need to have a large estate?*

**A:** You can specify any amount you wish in your Will, knowing that all of the funds will be used effectively. Even a small percentage of your estate can have a significant impact as a gift to World Vision Canada.

**Q:** *Will my gift to World Vision Canada take away from my family?*

**A:** When your assets are calculated, you might be surprised to find you can support both loved ones and children in need.

**Q:** *Can I leave a gift to my sponsored child?*

**A:** Regrettably, we can't recommend including your sponsored child in your Will. He or she might "graduate" from the sponsorship program and we wouldn't be able to honour your wishes. A better idea is to direct your gift to the child sponsorship program or ask us to use your gift where it's needed most.

**THE  
NEED**

**An estimated 535 million children,** nearly one in four, live in conflict or disaster-stricken countries. Your planned gift can help provide them with life-saving essentials.



Scan here for an interactive experience






**Include a gift in your Will to World Vision Canada.  
It might be easier than you think.**

**Let us help get you started.**



 SCAN ME

**Call 1-800-714-3280**

**Email [plannedgiving@worldvision.ca](mailto:plannedgiving@worldvision.ca)**