



**Your legacy:**  
**Leaving a gift in your will**



Canadian  
Red Cross



**“Other organizations will come and go,  
but the Red Cross is here to stay.”**

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Kimenya, Red Cross refugee camp worker

Please note, some subjects were photographed prior to COVID-19.



# Helping and inspiring future generations

When looking back at the journey of our lives, we look for lasting meaning. We may wonder: “How will I be remembered?” and “What difference will I have made?”

Every day, donors just like you are leaving gifts in their wills to the Canadian Red Cross to ensure that help will be available long into the future. They’re making a difference that will resonate for generations.

A legacy gift to the Canadian Red Cross is unique because it’s the gift of saving a life long after our own is over. Except it’s not one life. It’s thousands upon thousands of lives each year. The Red Cross has a global reach. Our presence is the difference between life and death for countless individuals around the globe. We live in a world of ever-increasing emergency. There is need on a scale most of us could never begin to comprehend. The Red Cross works hard to make sure every request we get for help is answered. But while the demand is high, the reality is that we simply do not have the funds to send help to every disaster.

**You can make sure every call is answered.** A gift in your will is a special opportunity to invest in disaster response before those disasters have even happened. It’s a valuable source of funding that means the Red Cross will be able to answer that call for help, wherever it comes from.

Internationally, our doctors and nurses provide pediatric and maternal care, trauma care, and psychosocial support. We vaccinate, educate and distribute hygiene kits to prevent outbreaks of disease. In Canada, our volunteers help provide emergency shelters, food, clean-up kits and financial support to help survivors get back on their feet after floods and fires.

**We save lives.** And by choosing to leave a gift to the Canadian Red Cross in your will, you will, too. You will be remembered as someone whose belief in the value of human life was translated into vital action.

Sincerely,

Conrad Sauvé  
President & CEO  
Canadian Red Cross



**“I guess there’s no denying that the Red Cross is part of who I am – and it always will be. It’s a wonderful organization full of the best people I know. But I want my commitment to helping others to extend past my lifetime. The bequest I’ve made will save lives one day, and that’s not a bad way to leave this life.”**

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**Barb Trant,**  
Red Cross volunteer and legacy donor

## **A century of family service**

When Barb Trant thinks about the century of involvement that her family has had with the Canadian Red Cross, she gets goosebumps. The legacy of love, caring and giving back is a family tradition. Continuing this tradition beyond her lifetime fills her with joy.

Wilfred Parks, Barb’s grandfather, was a recently-graduated doctor when war broke out, and immediately signed on as a Red Cross volunteer. He continued to volunteer with the Canadian Red Cross for the rest of his life and passed along his belief in community service to his daughter – Barb’s mom.

Barb remembers helping her mother volunteer as a child in their small town of Barry’s Bay, Ontario. Her father acted as chauffeur and, once Barb got involved, he began contributing in his own way.

“Some people help with their time – I can help with my money,” he explained to his daughter. And he meant it, first becoming a monthly donor and later leaving a gift in his will to the Canadian Red Cross.

Barb studied Early Childhood Education and it’s no surprise she helped finance her studies by working evenings and weekends as a Red Cross swim instructor. Later, as an educator, she became the Red Cross first aid instructor for the school board she worked for and has helped during emergencies when earthquakes, floods, and fires strike.

Barb is in her sixties now and has never stopped giving her time to the Canadian Red Cross. She’s continued the tradition of service and love handed down from her grandfather, through her parents, to her.

**“Some people help with their time. I can help with my money.”**

# Supporting isolated seniors through uncertain times

When Gwen Schick retired, she realized that she missed the opportunity to talk to new people she met in the course of her day. So she started volunteering as a Friendly Calls volunteer with the Canadian Red Cross in Saskatchewan.

Gwen was paired with Ruth Crow, a senior with a visual impairment living in a long-term care home. Then the pandemic hit, and she realized that her volunteering took on an even bigger importance in the lives of the seniors she talks to every week.

Across the country, amazing volunteers like Gwen stepped forward to help even more during the pandemic. In the first month of COVID-19, the Friendly Calls program was expanded to ensure seniors on their own or without a support network did not fall through the cracks.

For many seniors, already facing greater health risks and often reduced mobility, COVID-19 meant additional daily challenges and a void of supportive social interactions. Friendly Calls volunteers like Gwen started to check in more frequently, asking additional questions to ensure seniors have the medications and groceries they need. If any warning signs come up, volunteers are trained to connect seniors to community resources. Today, Gwen says the pandemic has really opened her eyes to the program's impact. "The amount of time doesn't matter. Even short contact is so meaningful," she says. "Such a little thing makes such a big difference. I love it. I really love it."

The Friendly Calls program continues to run in Saskatchewan, British Columbia, Alberta, Ontario, Quebec and Atlantic Canada.



**"It brings me companionship,  
something to look forward to  
each week. Conversation really  
brightens my day."**

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Ruth, a senior of Saskatchewan

# Whatever they need, we will help

Canada sees its own share of heartbreak from natural disasters. Whether it's the Fort McMurray wildfires or severe flooding in Ontario, the Red Cross has a proven track record of being on hand right here at home providing communities with the services they need in a time of crisis.

When people are more vulnerable than ever, in shock and afraid, we reach out with a helping hand and offer safety. From blankets to emergency accommodations, food and clothes to comfort kits, our staff and volunteers are on the ground connecting people with critical resources.

“Whether responding to a local house fire or a large disaster like flooding, our presence gives people comfort and assurance that things will work out. As soon as people see the Red Cross



vests, I think it brings a sense of calm, knowing that whatever they need, we will help.” David Fraser, Canadian Red Cross volunteer

Leaving a gift to the Canadian Red Cross in your will means we will be able to continue providing these vital disaster response services for years to come. You can make sure no one has to face these times of crisis alone. Your gift will feed, clothe, and shelter our neighbours when they need it the most.

# It takes your breath away

There is so much need on a global scale. When the Red Cross set up a Mobile Clinic in Bangladesh in 2017, thousands of refugees turned our way for help. They had escaped conflict, but they were not unmarked by the difficult journey.



Patrice Gordon, a nurse and head of the Mobile Clinic, saw long lines when she arrived each day at work. “The need for assistance is so huge that it takes my breath away,” she says. Refugees arrived suffering from severe malnutrition, measles, respiratory and skin infections, and parasitic infections that we would never see in Canada.

In these heartbreaking moments of struggle, the Red Cross brings our incomparable health expertise internationally. Medical specialists specifically trained in trauma response are dispatched to respond to disasters of all kinds. They have unparalleled knowledge in their fields.

Doctors and nurses are on site to offer pediatric and maternal care, trauma care, community health promotion, and psychosocial support.

Your legacy gift will ensure the right people are in place to address these communities’ greatest areas of need, and give new hope to those in need in these tragic moments.

**Thank you, Peter and Donna, for believing in our work and for making a difference in saving the lives of so many people.**



## A relationship built on trust

Like so many Canadians, Peter and Donna Collens first came into contact with the Canadian Red Cross as teenagers taking swim lessons. In fact, neither one of them remembers a time when the Red Cross wasn't touching some aspect of their lives.

So, when Peter got a call 20 years ago asking if he'd lend some of his tax expertise to the local branch of the Red Cross in Newfoundland, both he and Donna quickly volunteered their time. They knew the Canadian Red Cross had a good reputation, and that was reinforced over years of involvement at the local, provincial and national levels.

As Donna explains, "At first we weren't aware of all the things that the Canadian Red Cross does, but as we learned about disaster response,

medical supplies, and their first aid programs, we became increasingly interested in helping."

The Collens saw the high level of medical expertise the Canadian Red Cross brings to all we do. They were inspired by the opportunity to directly help so many people around the world – and that motivation to give back to others stayed with them through their estate planning process.

As a tax specialist, Peter knew about the financial benefits of leaving a gift in your will. He also knew in his heart that this was the right way to continue their commitment to global disaster relief. It was a way to live out their values even after their passing.

"The Canadian Red Cross has touched us deeply, and we've been involved for long enough to have immense trust and confidence in the work it does. That's why it was easy for us to make our own decision to leave a gift in our wills to the Red Cross."

# Help where it's needed most, long into the future

Whether at home or abroad, the Canadian Red Cross is constantly learning, listening and planning for the future.

Here in Canada, the Red Cross responds to a disaster every three hours. And behind every disaster is a human face: a person, a family, or a community facing fear, suffering and uncertainty.

Disasters in Canada come in many forms. We can prepare for wildfires and ice storms because they're inevitable, but house fires or flash floods happen with little or no warning.

No matter what situation we face, our focus is on the traumatized victims. We set up shelter for those left homeless. We lend them a helping

hand when they start dealing with their changed lives. We stand shoulder-to-shoulder with them until they no longer need us.

We may bring the expertise and knowledge to disasters, but gifts from donors like you bring the warm blankets, clothing, food, comfort kits and beds directly to those who need it most.



## Helping families torn apart by disaster

Across the world, disasters cause devastation and heartbreak on a massive scale. But most of it is neither seen nor heard by most of us.

Some of these crises are due to natural disasters, others are due to war or disease. But in every case, it is the people in the communities that are hit hardest. They are the silent sufferers of disasters and diseases that take hundreds of thousands of lives each year.

No matter someone's circumstances, every life is precious and every person deserves a helping hand when disaster strikes. That's why you'll find us working in 190 countries around the world, reaching families suffering through conditions unimaginable to most.

Our teams on the ground provide health care, relief supplies, water and sanitation. We also set up shelters for those who've been left homeless. We do this quickly and efficiently because we know that, when disaster strikes, every second matters.

We count on donors like you to make these services possible. Your gifts keep people alive following an earthquake, cyclone or disease outbreak. You help ensure every life is treated as precious.



**Your legacy will live on in the heart and mind of every person saved thanks to your generosity.**





I'm in my late-eighties and have been a volunteer with the Canadian Red Cross for over 60 years. I've seen a lot of change in that time, but one thing remains the same: the Red Cross is one of the most worthwhile organizations in the world. They're on hand to save lives. And they have such an amazing impact thanks to their highly skilled and knowledgeable teams.

**“It feels good knowing the modest gift I've left the Red Cross will help continue its good work long after I'm gone.”**

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Vance Bridges, PEI

When I had the opportunity back in the 1980s to become Executive Director of the Red Cross in Quebec, I jumped at it. And although I left five years later to pursue my doctorate, I returned in the 1990s as President of the Board.

I can tell you, because I've seen it from the inside, that the Canadian Red Cross is extremely well managed and deserving of your trust. They care deeply about getting supplies and services to where they are needed most, and there's no other organization better positioned to do that important work. That's why it's the only organization I've chosen to leave a gift to in my will.

Each time I see victims of a disaster on television, the Red Cross is there. They are on the ground in an incredible way. I want them to be able to do that work for as long as their services are required. I know my legacy gift will help to make that happen.



**“I was 14 years old when I first got involved as a volunteer in my community in Quebec, and my dedication to giving back has stayed strong ever since.”**

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Dr. Roméo Malenfant, Ph.D., Quebec



**“ I want to be remembered as someone who believed in the importance of those efforts. I want my legacy to be one of lives saved.”**

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Gwen Metcalfe, Ontario

I grew up in a tiny community in Ontario. My rural school had a Red Cross Club, and I was president for three years. Each of us in the club would contribute a dime to it every Friday.

Years later, when I was home with my own children, I became involved again and it wasn't long before I was President of my local branch. From there I became the regional president, then the president of the larger region, then the Provincial president and, finally, I joined the National Board of the Canadian Red Cross.

My volunteer work with the Red Cross has been incredibly fulfilling and I know that the gift I've left in my will ensures that lives will be saved long into the future. Sadly, the need will never go away – both here in Canada and around the world.

Working with the Red Cross has opened my eyes to how unique the organization is. They are able to offer medical expertise that no other organization can.

The Red Cross is where we met and fell in love.

We were both working in the office in Saskatchewan. It's a sociable and close-knit workplace, and we began having lunch together on a regular basis. One thing led to another, and here we are with 20 years of marriage and almost 45 combined years of Red Cross work to celebrate.

We didn't just work in the Red Cross office, we also both had opportunities to help with disaster responses – from Hurricane Andrew to evacuations due to forest fires here in Canada. We know the organization, we trust it, and we've seen the impact it has first-hand. No one else can do what the Red Cross does.”

**“Leaving a gift in our wills was an easy decision.”**

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Colin Crawford and Colleen Lavender, Alberta





## More than a donation, it's your **gift to future generations**

There are a number of ways that you can leave a gift in your will. The following are the most common:

- A specific dollar amount
- A residual bequest (a share of the remainder of your estate after other needs are met)

### What are the benefits of legacy gifts?

- A gift in your will doesn't cost you anything now
- Your gift doesn't have to take away from what you plan to leave for loved ones
- You can make a larger gift than you thought possible
- You reduce the tax burden on your estate
- You can choose to make changes to your will at any time

If you already have a will, a simple amendment to your will (or 'codicil') may be all that you need. There are many options, and we'd be happy to talk to you about what choice might best meet your wishes. We also recommend that you consult a legal advisor, accountant, or financial planner to determine what is most tax effective for you.

Thank you for considering leaving a gift to the Canadian Red Cross. We're truly grateful for your commitment to helping people worldwide overcome and recover from tragedy.

We have a team of planned giving specialists across the country that would be more than happy to answer any questions you might have. **Please contact us at 1-800-418-1111 or email us at [WeCare@redcross.ca](mailto:WeCare@redcross.ca).**



# Canadian Red Cross

**We're here to help if you have any questions**

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