

The Story of CSS

- Founded February 13, 1976
 - encourage Christian principles of giving and stewardship,
 - to establish a fund to promote charitable work,
 - to provide financial advice

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- [More than 45 Partners](#)
- [Professional Staff](#)
- [50 Million in assets](#)
- [Resource for Planned Giving](#)

Our model

- Partner model
 - Fees paid by charities
 - Free services to donors
- Intel inside concept – easy to understand, but difficult to practice.

Partnership is simply a two way street.

Advantages of working with CSS

We have the tools...

- Endowments
- Appreciated Securities
- Bequests
- RRSP
- Life Insurance Proceeds
- Charitable Annuities
- Deposit Agreements

...we can show you how to use them!

Current Environment

Time is short

Most donors – particularly those 50 plus - are happy to have that discussion

The CSS Will planning Visit:

- What does it mean for your school?
 - Are there benefits for the donor?
 - Are there also benefits for the school?
 - Is the time and energy worth it?
- How can we do this?
 - What does the school need to commit to?
 - What is offered by CSS

Benefit for donor

- Most people understand they need a will, but procrastinate. CSS completes the cycle.
- Unbiased advice
- Provide options, and explain them without obligation or pressure
- Introduce / recommend other options

The Big Question for the School...

Is the time and energy worth the effort?

What we've learned:

- 75 % of private assets held by people 50 +
- 50% of those over 50 have wills
- Only **15%** of CDNs have a bequest in their will
- **95 plus %** of our clients have one!

It's worth the effort to go from 15 to 95%

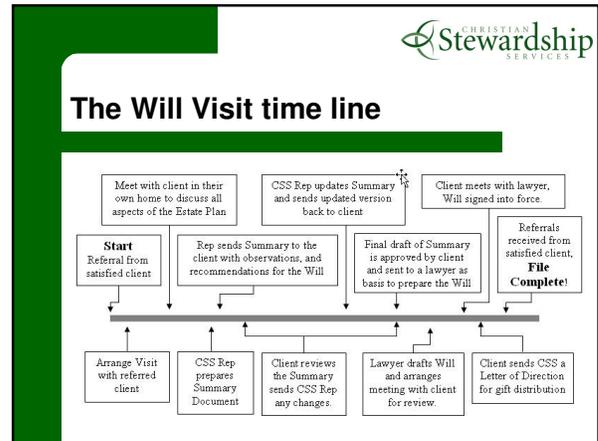
We can help you promote

- Will Clinic– Promote planned giving to those interested, and possibly with other partners.
- Webinar – CSS to host
- Video – Promote the services of CSS to the members via a promotional video.
- Presentation at Membership meeting

Estate Planning

- What is estate planning?

"Estate planning" is the process of **thinking through**, and **setting up** legal arrangements which are put in motion through a **triggering event** in accordance with **your wishes** both while you are alive and at death.



A Child called Charity

- Four Children
- Committed to several Christian causes

Assets:
Total estate: \$500,000 including \$100,000 in RRSP's

Plan without Charitable Gifts	Plan with Child called "Charity"
Income tax payable (approx. 1/2 of RRSP value) \$50,000	Income tax payable \$0
Amount to Charity \$0	Amount to Charity \$100,000
Amount to each child \$112,500	Amount to each child \$100,000

Questions answered at Will Visit

- Distribution of assets
 - minor children – use of trusts
 - Disabled dependants – special arrangements including trusts
- Guardian for children
- Recommendations about insurance, taxes, probate and other financial issues.
- Explain other giving options as applicable – appreciated securities, RDA, etc.



Opportunities to benefit the school

- Much greater chance of a planned gift
- Current gifting options explained in light of their particular situation.

Donors who initiate a planned gift for an organization tend also to continue current support for that organization



Potential for Planned Giving activity

Visits arranged by school	Average Estate Size	Charity Child Share (4 children)	1/3 of Charity Child Share	Potential Annual Results
6	\$500,000	\$100,000	\$33,333	\$200,000
6	\$750,000	\$150,000	\$50,000	\$300,000
7	\$1,000,000	\$200,000	\$66,667	\$466,667
1	\$2,000,000	\$400,000	\$133,333	\$133,333
20				\$1,100,000



Success! Endowment Option

- *Options to tailor the fund to your needs*
 - Annual income, Capital kept into perpetuity
 - OR Income and Capital for immediate needs.
- Once established, CSS provides:
 - All reporting and filing with CRA
 - Low Administration Fee (1% of Capital/annum)
 - Promotional material and support
 - technical expertise



A Clear Vision

Funding follows Vision – Promote the benefits and purpose of the income.

A clear **vision** about how the endowment fund **works**,
AND
what the income will be **used** for,
PROVIDES
confidence to the donors to give.

Requires ongoing promotion



Passion

- Understand why a donor should meet with CSS
 - Only need to understand the concepts – we take care of all the details

Show leadership by going first!

Schedule an appointment with a CSS representative yourself, then you can promote the service; having experienced it first hand.



Further assistance?

- CSS can help!
- Book an appointment
 - Telephone: 1-800-267-8890
 - Email: daveb@csservices.ca
maynardw@csservices.ca
 - Website: www.CSServices.ca

