

## *St. Louis Planned Giving Council Legacy Awards*

- Council's history of successful collaboration with other organizations to leverage Leave a Legacy Saint Louis resources to maximize return on investment.
  - Partnership with PrimeLife Circuit, a monthly local newspaper reaching 75,000 readers.
    - Annual "Leave a Legacy" issue with articles on donors and planned giving techniques.
    - Ninth annual publication scheduled for September, 2008.
    - We use stories from "Legacy Donor Spotlights" at monthly luncheons.
  - Partnership with Gateway Center for Giving to hold "Will to Give" training sessions with nonprofits.
    - Annual campaign to provide information on charitable bequests and other gift planning opportunities.
    - Now in its 3<sup>rd</sup> year.
    - Through "Will to Give", in 2006, we helped train nonprofit professionals from 150 nonprofits and 120 professional advisors to help inform boards, volunteers and donors about planned giving opportunities and 3,000 donors attended presentations.
    - Through "Will to Give", in 2007, we helped train nonprofit professionals from 120 nonprofits and 120 professional advisors.
- The Legacy Awards is a partnership with the Greater Saint Louis Community Foundation to recognize the crucial interaction between donor, advisor and charity in creating a charitable planned gift.
  - Benefits both partners by creating a new team of staff and volunteers from both organizations and more awareness of gift planning in community.
  - Vision is to recognize the importance of gift planning by honoring donors, professional advisors and charities who work together to increase funding available to benefit the community.
  - Represents a desire to expand on the annual award SLPGC began in 2003: "The Founder's Award".
    - Awarded to a member of the Council who, by his/her leadership in the promotion and support of planned giving, reflects the spirit of the "founders" of the SLPGC.
  - Three new categories of awards:
    - "Donor Recognition Award" to honor individual or family who has had significant impact on St. Louis through planned gift to charity.
    - "Non-Profit Recognition Award" to honor nonprofit organization for excellence in its planned giving program.
    - "Professional Advisor Award" to honor a for profit gift planning advisor. This award recognizes that advisor's skills, knowledge, imagination and insight in meeting the specific needs of his/her client.
  - Will be held at Missouri History Museum on June 26, 2008.
  - There are 17 sponsors (law firms, nonprofits, financial institutions and others) who have tables for 8 and in addition have 50 individuals who have registered. We expect approximately 200 people to attend.