

May is Leave a Legacy month...

*Make a difference
in the lives that follow*



A program of the
Canadian Association of Gift Planners

National LEAVE A LEGACY™ Development Sponsor:



STRONGER COMMUNITIES TOGETHER™

PARTICIPATION AGREEMENT

LEAVE A LEGACY™ is a national public awareness program designed to encourage people to leave a gift through their will or any other gift planning instrument to a charity or non-profit organization of their choice. LEAVE A LEGACY™ does not solicit gifts for any particular organization. LEAVE A LEGACY™ is a donor-oriented education campaign to raise awareness of the importance of including a charitable gift in the estate planning process. A legacy gift can benefit all not-for-profit groups large or small.

A program of the Canadian Association of Gift Planners (CAGP-ACPD™), LEAVE A LEGACY™ is a collaborative effort of donors, charities, not-for-profits and professional advisors.

The LEAVE A LEGACY™ program goal: to raise awareness of the importance of thoughtful, well-planned, tax-preferred gifts and their impact on the quality of life for everyone in our communities.



Sample ad sizes & costs

NOTE: GST extra. Based on 2008/2009 \$20,000 contract rate

<p>Option # 1 Back Page* 8 col x 160 lines (10" w x 11.43" d) \$3392.00</p>	<p>Option # 2 Full Page 8 col x 160 lines (10" w x 11.43" d) \$3230.00</p>	<p>Option # 3 Half Page 4 col x 160 lines (4.91" w x 11.43" d) \$1615.00</p>
<p>Option # 4 Quarter Page 4 col x 80 lines (4.91" w x 5.71" d) \$808.00</p>	<p>Option # 5 1/8 Page 4 col x 40 lines (4.91" w x 2.86" d) \$404.00</p>	<p>Option # 6 2 col x 59 lines (2.25" w x 4.21" d) \$298.00</p>



* First right of refusal
for Back Page offered
to CAGP members.

*Return the signed Participation
Agreement before Feb. 12, 2010 and
receive 5% off the cost of your ad.

YES, our company would like to take part in this unique promotional opportunity. We will purchase space in your special TABLOID section publishing in The Windsor Star on **Wednesday, May 5, 2010**. Our company's total advertising investment will be \$_____ plus GST based on Option # _____ on the above Option Form. Resources are available at The Windsor Star to provide layouts and copy-writing service free of charge.

Billing Information

Company Name: _____ Address: _____
City: _____ Province: _____ Postal Code: _____
Email Address: _____ Website: _____
Contact for follow-up: _____ Title: _____
Phone: _____ Fax: _____ Purchase Order #: _____

In order to participate, please return this agreement (by fax or email) by **Friday, March 12, 2010** to:

Janice Forsyth, Ph.D.
Senior Director, Fund Development
United Way/Centraide Windsor-Essex County
300 Giles Blvd E., Windsor, ON N9A 4C4
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LEAVE A LEGACY™ Windsor committee reserves the right to adjust the date of publication.