

MAKE AN IMPACT

When asked why she decided to give back to Baycrest now, Freda said: “...none of us know what lies ahead. I watched what dementia did to my father and I hope it never happens to me. The research that Baycrest does and my admiration for how they care for their clients are just two of the reasons I chose to make a bequest in my parents’ memory.”



Cy with his daughter, Freda Mann



Fran and Leon Kieselstein

Fran and Leon Kieselstein believe it is important to take care of people who need help. Both of their parents had limited financial means but taught them about supporting causes that would benefit others.

After immigrating to Canada, Fran’s mother and Leon’s father both received care at Baycrest, which sparked the Kieselsteins’ interest in giving back to Baycrest. Now, as Sam Ruth Legacy members, the Kieselsteins are keenly interested in the research taking place at Baycrest on memory and cognitive function that will benefit their generation and – someday in the future – their children’s generation.

Baycrest

To make a planned gift, please call
Becki Willoughby
416-785-2500 ext. 3895
[baycrest.org](https://www.baycrest.org)

Baycrest Foundation
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Charitable Registration Number 11921 5242 RR0001



**LEAVE
YOUR
LEGACY**

ABOUT BAYCREST

Baycrest is a global leader in geriatric residential living, healthcare, research, innovation and education, with a special focus on brain health and aging.

Baycrest is home to a robust research and innovation network, including the Rotman Research Institute; the scientific headquarters of the Canadian Consortium on Neurodegeneration in Aging and the Baycrest-powered Centre for Aging + Brain Health Innovation.

Fully affiliated with the University of Toronto, Baycrest provides excellent care for older adults combined with an extensive clinical training program for the next generation of healthcare professionals.

Through these initiatives, Baycrest has remained at the forefront of the fight to defeat dementia as our organization works to create a world where every older adult enjoys a life of purpose, inspiration and fulfilment.



There are several ways you can make a legacy gift. Our experienced, compassionate team can help you create a tailored plan that fits with how you wish to make an impact.

Ways to Give	Practical Benefits to you
Gift in Will	<ul style="list-style-type: none"> Ensures your wishes reflect your core values, commitments and make a lasting difference. No immediate cost that affects your current lifestyle Reduce the tax burden on your estate
Gift of Life Insurance	<ul style="list-style-type: none"> Can make a larger gift than in your lifetime Save tax dollars today. For new policies, premiums are tax deductible Does not reduce the size of your estate
Gifts of Registered Assets (RRSP/RRIF)	<ul style="list-style-type: none"> Easy to arrange A tax efficient way of supporting Baycrest: your estate may claim gifts in the year of death equal to 100% of your net income in that year and the preceding year
Gifts of Stocks & Securities	<ul style="list-style-type: none"> When donating publically traded appreciated stock, bonds or mutual funds you pay no capital gains You receive a charitable tax receipt equal for the fair market value of the assets

SAM RUTH LEGACY SOCIETY

Named in honour of the late Sam Ruth, former Baycrest Executive Director and Foundation President, the Sam Ruth Legacy Society reflects Sam's years of service and dedication caring for older adults in a compassionate and dignified way.

This prestigious society was designed to acknowledge donors who have made a meaningful commitment to Baycrest with a future legacy gift.

Benefits for members of the Sam Ruth Legacy Society include:

- A personal plaque on Baycrest's Planned Giving Wall
- Acknowledgement in Baycrest publications
- Invitations to special receptions and programs

For additional gifting options, please contact Becki Willoughby by email: bwilloughby@baycrest.org or by phone at 416-785-2500 ext. 3895.