

WHY GBTSA PURSUES LEGACY GIFTS

- **Unrestricted Funds:** Legacy gifts are often unrestricted, providing predictable revenue and supporting long-term growth.
- **Wide Accessibility:** Bequests are available to a broad range of donors, not just major contributors.
- **High Returns:** Legacy giving is a cost-effective fundraising strategy with high returns on investment.
- **Increased Annual Giving:** Relationships with legacy donors can lead to higher annual contributions.
- **Growing Trend:** Demographic shifts are leading to an increase in planned giving.

BENEFITS TO DONORS

- **Meaningful Legacy:** Donors can create lasting impacts on causes they care about.
- **Customizable Gifts:** Legacy gifts can be tailored to specific programs or initiatives.
- **Tax Benefits:** Gifts can reduce estate taxes and provide immediate deductions on property and capital gains.

“What we do for ourselves dies with us; what we do for others and the world remains and is immortal.” — Albert Pike

Get in touch



mailing@gbtown.org.za



www.girlsandboystown.org.za



11 Lemon Street, Sunnyside 2092



(+27) 11 482 2655



0861 58 58 58



Healing Heartbroken Children



**LEGACY GIVING:
BUILDING
THRIVING
PROGRAMS &
CONNECTIONS**

ABOUT US

Girls and Boys Town SA (GBTSA) transforms the lives of vulnerable children by providing safe homes, quality education, and emotional support. For decades, our programs have been a beacon of hope, helping children reclaim their self-worth and build a brighter future in nurturing environments.

VISION AND MISSION

OUR VISION: Youth, families and communities; South Africa's strength and future.

OUR MISSION: We are committed to healing heartbroken children, restoring hope, and creating a safe, nurturing environment where youth can heal and thrive. We believe in the unique potential of every child to grow into a responsible, shining adult.

OUR VALUES AND PRINCIPLES

- Belief in Uniqueness
- Spiritual Growth
- Family Preservation
- Children's Rights
- Responsible Standards
- Knowledge Sharing
- Governance and Transparency:

INTRODUCTION

Legacy and Bequest Giving offers a profound opportunity for Girls and Boys Town SA (GBTSA) to enhance its relationships with donors and ensure continued support for our mission to help vulnerable children. This form of giving allows donors to make a lasting impact, often leaving a legacy that extends beyond their lifetime. By considering a gift in your Will, you embrace some of our country's most at-risk children, providing them with hope, safety, and a future they might otherwise lack.



WHAT IS LEGACY GIVING?

Legacy giving, or planned giving, involves donors arranging gifts for nonprofits as part of their estate plans. These gifts typically come into effect after the donor's passing, though some can be arranged to benefit the nonprofit during the donor's lifetime. Legacy gifts include bequests, retirement asset donations, and beneficiary designations on life insurance policies. This form of giving requires strategic planning, including prospect identification, relationship building, and effective promotion.

TYPES OF LEGACY GIFTS

- **Bequests:** The most common type, where donors allocate a specific amount, percentage, or the remainder of their estate.
- **Unused Retirement Assets:** Donations from retirement accounts.
- **Life Insurance Beneficiary Designations:** Naming GBTSA as a beneficiary.
- **Annuities and Trusts:** Financial arrangements that benefit both the donor and GBTSA.