

lung
health
starts
now



lung health
foundation

The
Will Campaign
Leave a lasting impact.



lunghealth.ca/will-campaign

What is the Will Campaign?

The Will Campaign is a unique opportunity to bring together well-respected lawyers, all of whom are represented by the CBA, like yourself, to offer a minimum of one hour of your services in exchange for a donation to the Lung Health Foundation of:

- » **Basic Will:** \$150 each
- » **Basic Power of Attorney:** \$50 each (Personal Care, Continuing Property)

In doing so, potential clients will have their simple Will written or updated, and can have peace of mind knowing that their affairs are in order.

Additional time that may be required for more complex services will be discussed with the client and payable to the lawyer at the lawyer's regular rate.

Please note: Ontario Lung Association is the organization's legal name for purposes of legal transactions and including charitable donations and bequests.

How you benefit

The Campaign will also benefit you. By participating, the Lung Health Foundation will promote the campaign in your community to bring new clients your way – clients who may require additional legal services above and beyond the services that are part of this campaign. Your involvement will also showcase how you're giving back and that you're associated with one of Canada's most trusted charities.

How do new clients get in touch with me?

Clients register for the Will Campaign through the Lung Health Foundation and are assigned to an available lawyer. The client will then call the lawyer to arrange for an appointment. Clients must make their donation payable to the Ontario Lung Association

for the total amount of the services agreed upon during the initial consultation. The lawyer then forwards the donation to the Lung Health Foundation upon completion of the initial consultation. Clients do not receive a tax receipt for income tax purposes, as they are receiving a benefit.

When can I participate?

The Will Campaign is offered throughout the year at your own availability. We want to ensure we remain flexible within your own busy schedule.

Where dollars raised go

All proceeds raised through the Will Campaign will benefit your community through:

- » Investments in groundbreaking research
- » Urgently needed programs, supports, and advocacy initiatives
- » Public education campaigns that promote awareness about lung health issues

How can I promote this program?

If you are a participating lawyer in the Will Campaign, there are many easy and different ways you can promote your involvement:

- » Website, newsletters, social media channels, professional associations
- » Encourage other lawyers to join the campaign

The more people who hear about this campaign, the more successful it will be!



"I felt a sense of personal satisfaction in being able to help the Lung Health Foundation in its important work in improving the lung health of Canadians through education, research and community support. The public response was quite amazing. I know that the three lawyers involved in the campaign received many calls from people who wished to make a will. In the end there was a waiting list of people who wished to participate."

– Peter B. McCabe
BARRISTER & SOLICITOR, BELLEVILLE, ONTARIO

Our thanks to you

Participating lawyers will receive a recognition plaque for the work they've done to improve the lung health of their community. In addition, the Lung Health Foundation will provide participating lawyers with a Letter of Acknowledgement on an annual basis for the value of services each lawyer would have charged at his or her regular rate.

How can I get involved?

For more information or to participate contact the Lung Health Foundation:

1.888.344.5864

thewillcampaign@lunghealth.ca

lunghealth.ca/will-campaign

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If lung health is an important cause for your clients,
consider speaking to them about leaving a legacy gift
for the Lung Health Foundation.

A background image showing a person's hands writing on a document with a pen. The person is wearing a white patterned shirt. The document has horizontal lines. A laptop is partially visible on the left side.

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