

Baycrest To Life!

Baycrest Foundation
WINTER 2007

FOR PEOPLE WHO CARE ABOUT THE FUTURE

Volunteer inspired memorial fund

Blanka Kronenberg was a woman of many talents – a story writer, a painter, a seamstress and a volunteer.

“She was very active and involved with her family,” her daughter, Rene Geist says. “She was someone who inspired trust, and became a confidante to many.”

A Holocaust survivor, Blanka was the proud mother of two daughters, four grandchildren, and ten “grand-grandchildren,” as she liked to call them. When she retired from the retail leather-goods business she ran with her late husband, Chaim, she became a volunteer in Baycrest’s gift shop for over 25 years, until her untimely death at 87 in a car accident.

Blanka made a bequest to Baycrest in her will, and her family asked that any memorial card donations be directed to Baycrest. “Baycrest was important to my mom because she felt it served such a vital function in the community,” Rene says.

“When we were sitting *shiva*, we received a framed certificate indicating that a memorial fund had been established in her name at Baycrest. It gave us great joy to see how well regarded she was.”

Rene says it was comforting to know that Blanka’s life was full of people and places beyond the family circle.

Back row, left to right:
Aaron Geist, Blanka Kronenberg,
Sara Geist holding daughter
Shoshi, Jacobo Schatz,
Allison Geffen, Michael Geist.
Front row, left to right: Rene Geist,
Rebecca Schatz holding daughter
Tamar, Jordan Geist, Ilana Geist,
Gabrielle Geist, Orly
Schatz, Ethan
Geist.



Did you Know?

- When you make a bequest in your will, you make a commitment to support Baycrest in the future and your estate receives a tax benefit See page 2
- You can purchase a Baycrest Charitable Gift Annuity to make a donation, save tax and increase your income – depending on your age See page 4
- You can make a bequest of life insurance on a policy you already own See page 5



Ann Sutton

Ann Sutton didn't have to grow old to follow her mother Rose's example of giving to charity.

"I have an ingrained desire to help good causes," Ann says. "And Baycrest is the cause closest to my heart."

In 1986, her mother was transferred to Baycrest from another hospital after having a stroke. "The care at Baycrest was awesome," Ann says. "A mother couldn't have cared more for her own."

When Ann retired from a hectic job in television production in 1995, she made herself two promises. "I wanted to catch up on my reading, and I wanted to volunteer."

Although her life slowed down enough to allow her time to volunteer once a week for the feeding program at the Apotex Centre, Jewish Home for the Aged, Ann wanted to do more. So she made a bequest to Baycrest in her will, becoming a member of the Sam Ruth Legacy Society.

"There are so many areas of Baycrest that need funding, I know it will be well used wherever it goes," she says.

"I'm fortunate that at 70, I'm fit and blessed with good health. But one never knows what tomorrow will bring. This way, I know that even if I'm called to that great TV production studio in the sky, I can help Baycrest and its stellar care continue to exist."

How to leave a bequest to Baycrest in your will

Baycrest is fortunate that many of its supporters choose to leave a portion of their estate to the Baycrest Foundation. Here are some examples of clauses you can include in your will to guarantee a bequest to Baycrest:

Bequest of a specific amount

"I give, devise and bequeath to the Baycrest Foundation, the sum of \$_____."

Bequest of a percentage of your estate

"I give, devise and bequeath to the Baycrest Foundation, _____ per cent of the rest, residue and remainder of my estate."

We encourage you to consult your lawyer on all matters relating to your estate. If you would like to discuss possibilities in confidence, please contact Florence Weinberger, director of development, the Baycrest Foundation at 416-785-2500, ext. 2055.

A gift that keeps on giving



Norman Schipper

When Norman Schipper wanted to make a donation to Baycrest that could also serve as guaranteed regular income, he decided to buy a Baycrest Charitable Gift Annuity.

The Baycrest annuity provides an immediate gift to Baycrest, as well as a secure and steady income for life for the donor. The donor receives the satisfaction and recognition of supporting Baycrest, as well as looking after his or her own future.

“Baycrest receives a gift right away, and I get an instant tax deduction for the gift portion of the annuity,” says Norman, 76. “The annuity generates a regular income which is more than I would receive from a bond or GIC.”

He chuckles when asked about his history with Baycrest. “I’ve been involved with Baycrest since the 1950s. I was practicing law with Eddie Goodman, who introduced me to Sam Ruth. Next thing I knew, I was up to my ears in volunteer work.” Norman’s many Baycrest activities have included serving as president, chair of the board, and chair of the board of Baycrest Foundation. He is currently co-chair of the research advisory committee and a Baycrest honorary director.

Guaranteed income from the Baycrest Charitable Gift Annuity is largely or entirely tax-exempt. It’s an investment vehicle best suited to those who are 60 or over, since both the gift or donation portion and annuity income will be more significant if you are older.

The Baycrest Charitable Gift Annuity

You can make a gift to Baycrest that will guarantee you a regular income for life, as well as considerable tax savings.

What are the advantages of purchasing a Baycrest Charitable Gift Annuity?

1. Guaranteed income for life
2. Significant tax savings
3. Immediate charitable receipt
4. Worry-free money management
5. Membership in the prestigious Sam Ruth Legacy Society

How does it work?

Contact the Baycrest Foundation for a no-obligation quote, so we can help you make the most of your gift.

When you purchase a Baycrest Charitable Gift Annuity, 25 per cent is immediately directed to Baycrest. You’ll receive a charitable receipt for this gift right away.

The balance is used to purchase an annuity on your behalf, which is underwritten by Desjardins Financial Security. From this annuity, you’ll receive a regular flow of fixed lifetime payments at an attractive rate. Depending on your age, these payments will be partially or completely tax-exempt.

Also, a married couple or two siblings can purchase the annuity together, and it will pay out as long as either of them is living.

Here’s an example...

A 75-year-old* male purchases a Baycrest Charitable Gift Annuity for \$10,000. The amount of his charitable gift to Baycrest is \$2,500, for which he will immediately receive a charitable receipt. His annual rate will be 7.6% and his monthly payments will be \$61.33, of which only \$9.72 is taxable. He will receive these payments for the rest of his life.

For more information, please call Howard Mammon at 416-785-2500, ext. 2005.

*Annuity purchasers must be 60 years or older to qualify; \$7,500 minimum investment.

Rates and figures as at Dec. 2006.

Louis Swartz's glass is always half-full

When Louis Swartz gets up in the morning, he doesn't know where to begin.

"My desk is loaded, I have properties and business to take care of," he says. "Plus I go to the gym three or four times a week."

Louis has supported Baycrest since he was a child, bringing his mom's home-made cookies to the Jewish Home for the Aged on Cecil Street. Recently, he named Baycrest as beneficiary on his life insurance policy, in honour of his three daughters: Lynda, Rona and Judi. "I just changed over an existing policy," he said. "Now I have the pleasure of helping Baycrest while I'm still here to enjoy it."

With three daughters, six grandchildren and seven great-grandchildren, Louis takes great pride in his family. "My daughters are very active volunteers, and one has received an award from the Lieutenant Governor of Ontario for helping with recovering stroke patients."

It's amazing Louis has time to fit everyone in, since he travels so much. He says he's running out of places to go. An admirer of Israeli former prime minister and Nobel laureate Menachem Begin, Louis had the pleasure of being a guest in Begin's home in Jerusalem. "Begin put his life on the line – such a courageous man," he says.

An optimist by nature, Louis encourages others to keep busy and look at the glass as half-full. "I visit people and help cheer them up when they're feeling down. You can't feel sorry for yourself, there's too much to do."



Left to right: Rona Armel, Louis Swartz, Lynda White, Judi Swartz

Support Baycrest with a gift of life insurance

Very few people can write a cheque for \$50,000 to their favourite charity. However, a gift of life insurance can allow you to make a substantial gift at a very modest cost.

What are the advantages of giving life insurance?

1. A large, lasting gift at a modest cost
2. Current or future tax or estate savings
3. Charitable receipts to offset taxes
4. Membership in the prestigious Sam Ruth Legacy Society

How does it work?

Your first step is to contact your insurance representative. He or she will help you choose the policy that's right for you. At the same time, you can contact the Baycrest Foundation to let us know about your intentions. We can help you

decide where best to direct the eventual proceeds of your policy.

If you have an existing policy...

Option #1: Name Baycrest as the irrevocable owner and beneficiary of your paid-up policy, and you'll receive a charitable receipt for the policy's cash surrender value.

Option #2: Retain ownership of your paid-up policy, but name Baycrest as the beneficiary. Your estate will receive a charitable receipt.

Option #3: Name Baycrest as the irrevocable owner and beneficiary of your partially-paid policy. You'll then make premium payments to Baycrest, and receive a charitable receipt for each payment.

If you buy a new policy...

Option #1: Name Baycrest as the owner and beneficiary of your new

policy. You'll make premium payments to Baycrest, and receive a charitable receipt for each payment.

Option #2: Retain ownership of your policy, but name Baycrest as the beneficiary. Your estate will receive a charitable receipt.

Here's an example...

A 55-year-old female non-smoker in average health purchases a 10-year whole life policy with \$50,000 in coverage. She decides to make the Baycrest Foundation the owner and beneficiary of the policy. For the next 10 years, until the policy is paid in full, she will send the Foundation \$145.54 to cover monthly premiums. In return, she will receive a charitable receipt. After 10 years, the gift of life insurance will have a value of \$50,000.

Rates are subject to change and underwriting.

Terraces couple enjoys many ties to Baycrest

Lawrence and Kay Sandy have been living at the Terraces of Baycrest for three years and are members of the Sam Ruth Legacy Society. “It’s a worthwhile investment,” Lawrence says of their commitment to support Baycrest in the future.

“I got to know Sam Ruth quite well when I started volunteering. You could always be assured of a good handshake when Sam was around.”

Lawrence recalls the recent plaque dedication ceremony for Legacy Society members with great pleasure. “We were listening for names we could recognize – like my sister, Winnie Posner – and there were so many others we knew.”

Both Lawrence and Kay have always felt closely tied to Baycrest. “I became very attached to a lady named Reta Morley in the Jewish Home for the Aged, who made beautiful collages out of buttons,” Lawrence says. “I was in the textile industry and would collect buttons for her.”

He’s also been involved in Meals on Wheels, while Kay has been volunteering for 40 years in music programs. “One of the shows was *Carmen Cohen*, and I was Carmen,” Kay says. “It was so successful, they took it on the road and raised enough money to furnish a room at Baycrest.”

Kay participates in the choir at the Terraces, and has just been rehearsing ‘20s tunes like *Toot Toot Tootsie*. “I know everyone in our group,” she says. “It’s great to have so many friends, I never feel alone.”



Left to right, Kay and Lawrence Sandy with their son Howard at a recent Sam Ruth Legacy Society event.

Contact Us!

Baycrest To Life! is published semi-annually to keep you up-to-date on individuals, events and programs that relate to activities at Baycrest.

Please address your comments or ideas to the Editor at: The Baycrest Foundation
3560 Bathurst Street, Toronto, ON M6A 2E1
416-785-2500, ext. 2037 • pfeldman@baycrest.org

Editor: Pam Feldman Contributor: Krystyna Lagowski

To subscribe or report a change of address, please call: Kris Shenvi at 416-785-2500, ext. 2261.

If you’ve already made provisions in your will for Baycrest, or you’d like to know more about joining the Sam Ruth Legacy Society, please call Florence Weinberger at 416-785-2500, ext. 2055 or e-mail fweinberger@baycrest.org, or call Howard Mammon at ext. 2005 or e-mail hmammon@baycrest.org.

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