



Help preserve the legacy

"I went to the Juno Beach Centre thinking I knew what happened on D-Day, but here the story of what it meant to live, serve and sacrifice in Normandy 1944 came alive. Thank you to the Juno Beach Centre for helping me to understand why it matters in the world today." - Ruth Hall, visitor to the Juno Beach Centre



*Remember Today.
Remember Always.*

Where do I start?

We encourage everyone who is considering making a gift through their estate to speak with their financial advisor or legal representative to ensure you are maximizing the benefits to you.

The Juno Beach Centre Association would be pleased to work with you and your financial advisor to confirm the purpose for which your planned gift is to be used, and appropriately recognize your gift (if you wish) in your name or that of someone you love.

Take this to your financial advisor or legal representative

- I give the Juno Beach Centre Association \$ _____ for use as it may deem appropriate.
- I give the Juno Beach Centre Association _____% of my estate for use as The Juno Beach Centre may deem appropriate.
- I give the Juno Beach Centre Association all of the residue of my estate for use as it may deem appropriate.

Charitable Registration No. 8912 5714 9 RR000

Questions? Contact our Canadian Office:

Juno Beach Centre Association
Unit 44 – 760 Brant Street
Burlington, ON L7R 4B7, Canada
905 581-5001 | jbca@junobeach.org



Planned Giving

Juno Beach Centre Association



What is Planned Giving?

Planned giving is the process of designating financial gifts to a charity to ensure a lasting legacy is created for generations to come. Your gift can be a one-time donation, a series of payments over a set-period or on-going support.

Planning your will is one way of ensuring you can provide for those you care about. In addition to accounting for loved ones, your will also enables you to support charitable organizations such as the Juno Beach Centre Association through a gift of money, securities or other assets.



How does it impact the Juno Beach Centre?



The Juno Beach Centre in Normandy, France

Planned giving is one of the most meaningful types of gifts that you can provide to the Juno Beach Centre Association. With a planned giving donation, you can make a tremendous impact on the future of the Juno Beach Centre, its memorial programs, educational initiatives and heritage preservation while enjoying significant tax savings.

What kind of gifts can I give?

(Gifts by Will) Bequests

Individuals may make a gift through a bequest, where the Juno Beach Centre Association is named as a beneficiary in a will or trust. The bequest may be for an exact amount or for a percentage of the estate.

Stocks, Securities & Transfer of Funds

Tax rules make it easy to give stocks, bonds, transfers of funds as well as shares in mutual funds without paying capital gain. This can greatly reduce the out-of-pocket expenses of making a donation. A conversation with your financial advisor and next-of-kin can clarify the fine print for you.

Gift of Life insurance

This names the Juno Beach Centre Association as the beneficiary of a life insurance policy that may no longer be needed for you and your family. Life insurance is not a matter of public record. You can plan, arrange, and announce the gift yourself and you will know that it will occur just as you planned.