

## Join Our Red Door Society

- ❖ Complete the Letter of Intent. You may download a form from [www.gildasclubrochester.org](http://www.gildasclubrochester.org) or call Kathleen at 585-423-9770 x 305.
- ❖ Provide GCR with a copy of your estate plan documents, if appropriate.
- ❖ Let GCR recognize your generosity today – recognizing you encourages others to join the Red Door Society.



If you are interested in exploring planned gift opportunities, please contact:

Kathleen Kiernan  
Director of Development  
585-423-9700 x 305  
[kkiernan@gildasclubrochester.org](mailto:kkiernan@gildasclubrochester.org)

Bob Russell, CEO  
585-423-9700 x 308  
[brussell@gildasclubrochester.org](mailto:brussell@gildasclubrochester.org)

## Thank You in Advance for Your Generosity

As a friend of Gilda's Club, we encourage you to consider our organization as a part of your estate plans. Planned giving can offer many unique benefits to donors, as well as Gilda's Club. Your attorney, accountant or other professional advisor can help you explore the various opportunities for including Gilda's Club. This information will be helpful to them:

### Our official name:

Cancer Action, Inc.  
DBA Gilda's Club Rochester

### Our address:

255 Alexander Street  
Rochester, NY 14607

### Our IRS status:

501(c)(3) nonprofit charitable organization  
EIN #16-0836556

*The information in this publication is not intended as legal or financial advice. You are encouraged to seek independent tax and legal counsel. Gilda's Club Rochester can provide names of qualified professionals if necessary.*



## Plan Your Legacy

With

## Gilda's Club

## Rochester

## Join Our Red Door Society

*"We make a living by what we get, we make a life by what we give."  
- Sir Winston Churchill*

## Creating Your Legacy

*Your life.  
Your passions.  
Your family.*

A common misconception is that planned giving is only for the wealthy. The reality is that even people of modest means can make a difference through planned giving.

There are many ways to make a contribution. You can design a gift that honors your philanthropic intentions while achieving your financial and tax planning goals.

When shaping your estate plan, you should make certain it meets two goals: A plan that honors your loved ones and also leaves a legacy that will make a meaningful difference to your community. As always, all gifts made to Gilda's Club Rochester are used locally.



## Open the Door to the Future



Gilda's Club Rochester (GCR) provides social and emotional support to people affected by cancer. While our program activities are offered at no cost to those who attend, our program, clubhouse and outreach activities are not free to operate. We rely on the generosity of individuals, foundations, local businesses, community organizations and special events to help ensure our programs remain available and free.

Donors who make a planned gift to GCR will leave a legacy to both their family and people touched by cancer. Planned gift donors will be included in our Red Door Society, no matter the gift amount, and, with the donor's permission, recognized on our new Red Door Society display at our clubhouse and in some of our publications.

## Planned Giving Options

*Common ways you can support  
Gilda's Club Rochester during  
your lifetime and beyond.*

- **Bequest** – Include GCR in your will and specify an asset, amount of money, percentage of your estate, or a variety of other designations.
- **Charitable Trust** – Whether a lead or a remainder trust, both your family and GCR can benefit from either the income on the trust or the asset.
- **Retirement Assets** – Name GCR as the beneficiary or partial beneficiary of your IRA, retirement or pension plan.
- **Insurance Policies** – Gift an existing life insurance policy naming GCR as the beneficiary or partial beneficiary.

*Not ready to commit to a planned gift?  
Please consider an outright gift of cash  
or appreciated securities.*

