

Turn Intention Into Impact

A No-Cost Way to Grow Your Legacy Giving Program

We're making it easier for Canadians to leave a gift in their Will and helping charities like yours benefit from it. Let's make legacy giving simple, accessible, and powerful.



LegalWills
CANADA



A Note from Our CEO

"I founded LegalWills.ca 25 years ago to make estate planning more affordable and accessible. Since then, we've helped over half a million Canadians create their Wills.

But I believe estate planning should also support the causes that shape our communities. That's why this year, I'm personally committed to partnering with 25 Canadian charities to help them grow their legacy giving programs at no cost."

Tim Hewson, CEO and Co-Founder of LegalWills

At A Glance

25

years in business

**Fully bilingual
& accessible**

in all provinces
and territories



More than
ONE MILLION
estate documents
generated



Secure, private,
and **proudly**
Canadian-owned



Over
500,000
Wills created

**Proven probate
success:** Wills
created on our
platform have stood
the legal test of time



Why Legacy Giving Needs to Change

- ✓ 62% of Canadians don't have a Will
- ✓ 12% have one that's outdated
- ✓ Many charity websites simply say:
"Talk to your lawyer to include us in your Will"

But most people don't — *and the intention to give never turns into impact.*



Our Solution

We simplify legacy giving for your supporters and your team:



A custom-branded landing page
(e.g. *LegalWills.ca/YourCharity*)



Built-in charitable gift prompts
during Will creation



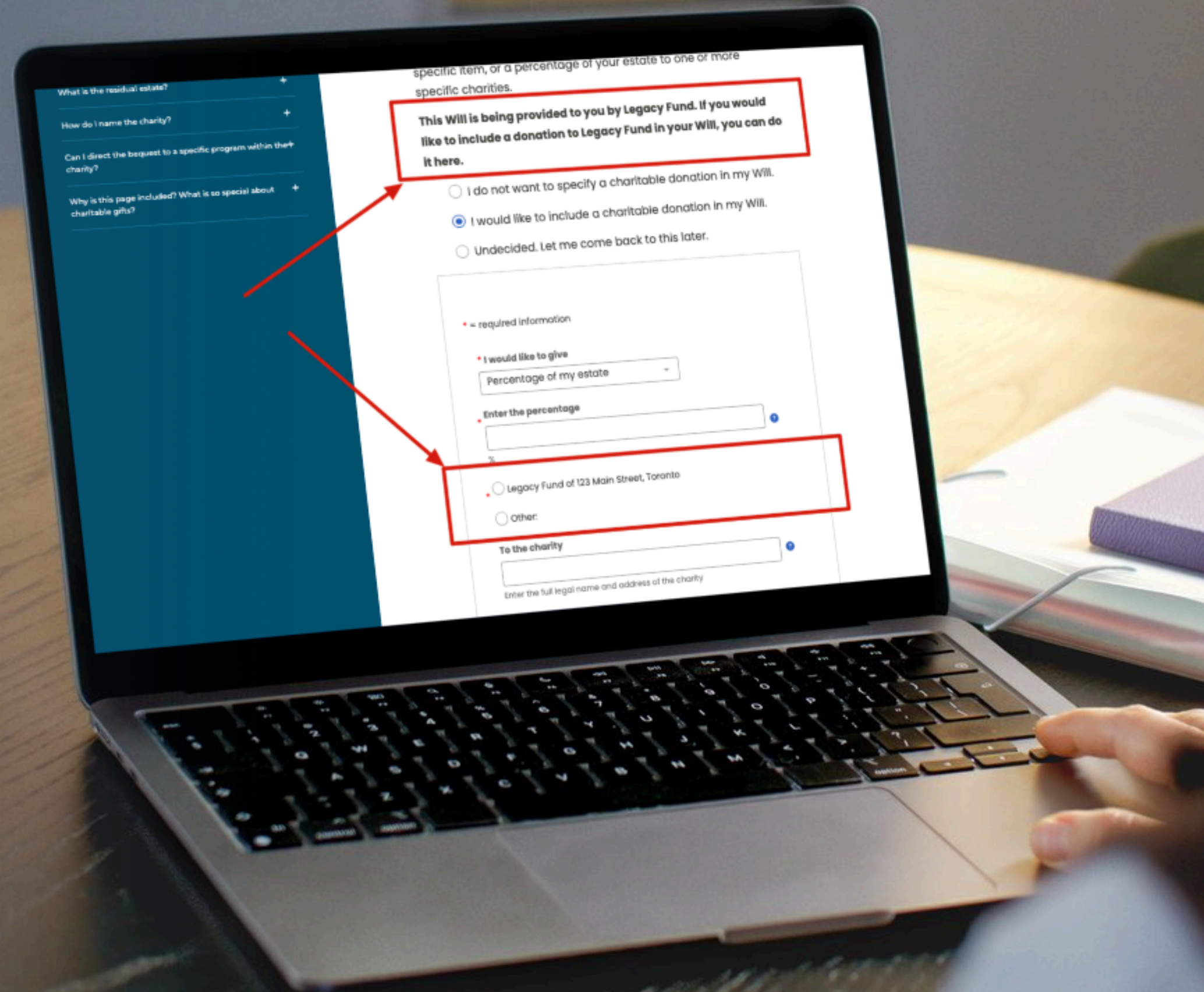
Legally valid Will with your organization
listed as a bequest option



Option to embed the full Will-making
tool directly into your site



Real-time reporting to track results



Zero Cost. High Value.

There are no fees to participate:

- ✗ No Subscription
- ✗ No Minimum Orders
- ✗ No Setup or Licensing Fees

Your Organization Receives:



A Custom Affiliate Link

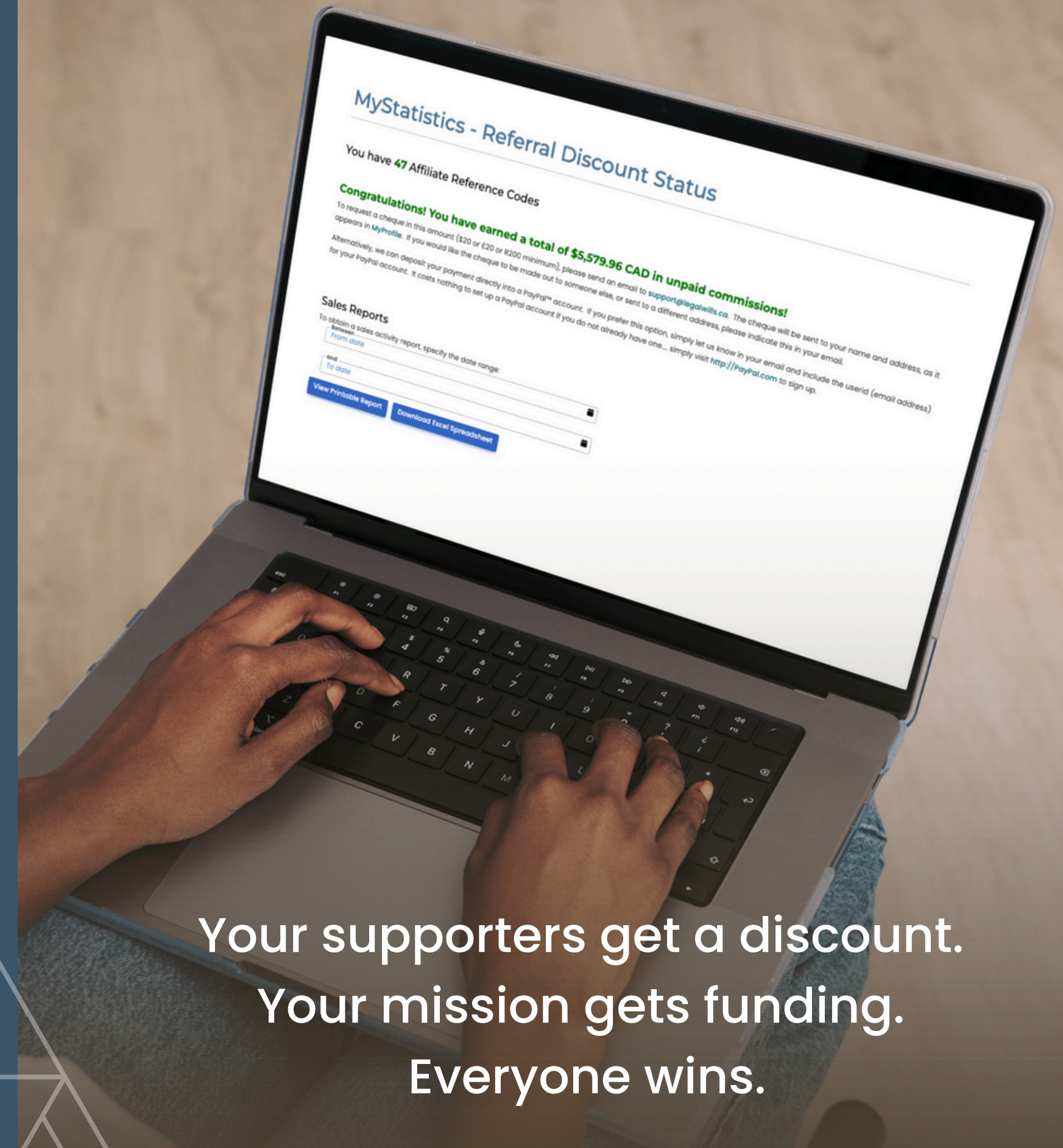


30% Revenue Share from Every Will Created



Flexibility to Allocate this Share:

- * e.g. 10% discount to supporters / 20% donated
- * Or 30% donation back to your cause



Your supporters get a discount.
Your mission gets funding.
Everyone wins.



A Growing Movement in 2025

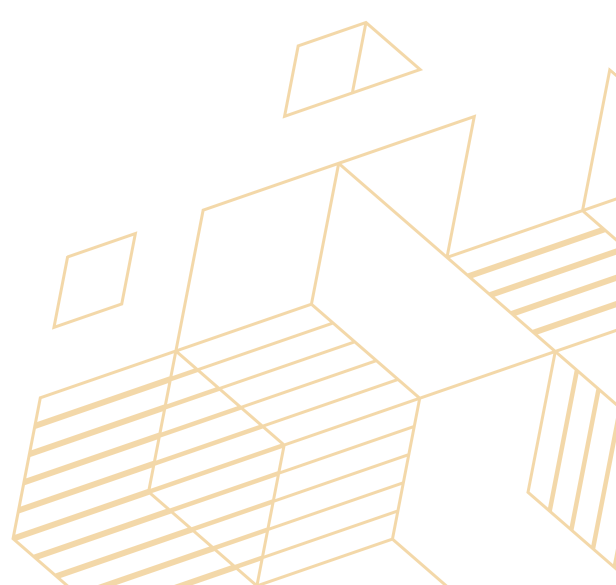
As part of our 25th anniversary, we're committed to partnering with at least 25 Canadian charities to grow legacy giving programs across the country.

Whether you're just starting or looking to expand your planned giving efforts, we're here to support you, at no cost.

Partners will receive:

- ✔ Visibility through our national anniversary campaign
- ✔ Storytelling support to share your organization's impact
- ✔ Access to campaign-wide insights and collective milestones

**We've already begun building this network
— and we'd love for you to be part of it.**





Your Impact, Your Way We'll Help You...

- ✔ Customize gift language to match your tone
- ✔ Include your charity number, mission, and suggested giving language
- ✔ Update content any time
- ✔ View on-demand reports with name, email, and date of Will download (with consent). All data is stored securely and is compliant with Canadian privacy laws.

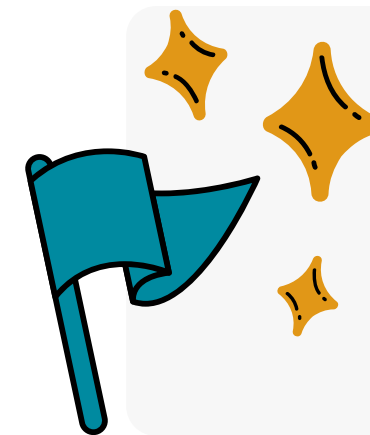


Real Stories. Real Results.

From organizations just starting their legacy giving programs to those building on years of fundraising success, **our partners are already seeing meaningful impact.**



Over **10,000**
charitable Wills
created



Causes supported include
healthcare, education, housing,
animal welfare, **and more**



An estimated
\$380.8M bequested
to charities in our Wills

Real Stories. Real Results.

Estate planning is something many people put off and I understand why. It can feel daunting, even emotional. But it doesn't have to be.

I started LegalWills.ca to make the process simpler, more accessible, and more meaningful for everyone. That includes your supporters, and the causes they care deeply about.

If you're curious, have questions, or want to talk through how this might work for your organization — I'd love to connect.



Questions? Book a call with me today!

Tim Hewson Co-Founder/CEO, LegalWills.ca



LET'S BUILD SOMETHING IMPACTFUL, TOGETHER.

LegalWills.ca



@LegalWills