

Sunshine Society

A SIMPLE WAY

to Make a Lasting Impact

Are you looking for a way to make a difference while also planning for your future? Legacy giving also known as planned giving offers a simple and effective solution. By designating Rochester Rotary as an insurance beneficiary or IRA/retirement beneficiary, you can make a lasting impact on a cause you care about.

Here's why planned giving is so easy:

- **No out-of-pocket costs:** You don't need to make a donation upfront.
- **Tax benefits:** Depending on your circumstances, you may be eligible for tax deductions or credits.
- **Flexibility:** You can choose the timing and amount of your gift.
- **Peace of mind:** Knowing your assets will support a cause you believe in can provide a sense of fulfillment.

How it works:

1. **Identify your beneficiaries:** Decide which charitable organization you want to support.
2. **Update your beneficiary designations:** Contact your insurance company or financial institution to update your beneficiaries.

Contact Heather King, Director of Development, at 585.546.7435 x203 or heather@rochesterrotary.org to discuss opportunities for a legacy gift.

