



Make a gift that lasts to a school that makes a difference

**SUPPORT PEARSON COLLEGE
WITH AN ESTATE GIFT**



We invite you to join the many distinguished founding members of the Lester B. Pearson Legacy Society, who have included Pearson College in their wills. Estate giving to Pearson College offers you tax and estate advantages while perpetuating the ideals and values upon which the school was built.



HOPE FOR THE FUTURE

From the moment she first heard about Pearson College in the 1970s, Joyce Folbigg was taken with the idea of bringing young people from around the globe to learn together. She has followed the College with great interest ever since.

An avid traveller, Joyce has seen firsthand many of the countries and conditions from which Pearson recruits its students. She knows it is not unusual for Pearson Scholars to come from refugee camps and war-torn countries, and she wanted to provide a legacy for deserving youth regardless of their family or financial situation.

This got Joyce thinking about putting Pearson College in her will.

“I started by talking to my lawyer. We visited the campus and met with staff about establishing a bequest. The staff assured me that the funds would be used according to my wishes,” says Joyce. She created an endowment to provide scholarships for students with financial need—especially those from single-parent families or without parents.

Joyce still lives in the modest Oak Bay home her parents built when they emigrated from England in 1930. “I feel lucky to have inherited such a lovely home in such a peaceful country. That is one of the reasons I wanted to provide a legacy gift. It is worth investing in these young leaders. They give me hope for the future.”



WHY PEARSON COLLEGE?

Pearson College is a unique and vital Canadian institution with an international mission: to make education a force that unites people, nations and cultures for peace and a sustainable future.

It was founded in 1974 by a group of visionaries. Their goal: to create a national memorial to Nobel Peace Prize laureate and former Prime Minister of Canada, Lester B. Pearson, in the form of a school that would bring together young people with great leadership potential from every corner of the world.

More than 40 years on, Pearson College continues to produce alumni who have learned crucial lessons about tolerance, trust, integrity and responsibility.

Our students make a lifelong commitment to the values they absorb here. They live, learn and lead together in an intensive, intercultural and residential experience, wrestling with world issues that include violent conflict, climate change, racism and inequality.

The education is rigorous and demanding, designed to help them evolve into the next generation of political, business, academic, arts, and not-for-profit leaders and activists—individuals who understand that change is possible through skilled dialogue, courageous action and determination to make situations better.

Many Pearson alumni are using the lessons and values acquired at the College to make real and lifelong differences in their communities and across the globe.

Support this program by making your own lifelong commitment to Pearson College.

Leaving a gift to the College in your will represents an example of the kind of passion, vision and leadership we aspire to instill in our students—skills and values embodied by our namesake, Lester B. Pearson.



MORE THAN MY COUNTRY

Hiro (Year 41/2016) remembers the excitement her family felt when they learned they would be leaving their refugee camp to start a new life. She felt the same excitement when she found out she was selected to study at Pearson College.

Political unrest and oppression forced Hiro and her family to flee from Kurdistan to a refugee camp in Van, Turkey, where they lived until they were offered placement and citizenship in Finland.

She considers herself both a Kurd and a Finn. “I can never represent an entire country, but I can represent myself, and it is a great privilege to do so,” she says. “At Pearson I’ve learned I am so much more than my country. I’ve learned how to see past people’s places and see them as my friends.”

She admits that it hasn’t always been easy, but when things get challenging, Hiro remembers her mother’s advice. “She taught me that learning and appreciating the language and culture of others won’t take yours away. Even though we have some differences, we are also the same. Now I see how what she said was true. Every individual brings something special to this community.”

Hiro plans to pay that lesson forward by returning to volunteer in the Van refugee camp and by studying international law.



WHY AN ESTATE GIFT?

An estate gift is a form of stewardship for the future. It is one of the most significant ways to have a lasting impact on the organizations you care about. This type of donation also enables you to make wise financial plans for the future, and to put to good use some of the assets you have accumulated during your lifetime, such as savings, investments, real estate, retirement plan benefits and life insurance policies.

WHEN YOU LEAVE A GIFT IN YOUR WILL TO PEARSON COLLEGE, YOU HELP TO:

Perpetuate our mission to make education a force that unites people, nations and cultures for peace and a sustainable future.

Ensure deserving students have access to a Pearson College education through scholarships and bursaries.

Revitalize the campus buildings and infrastructure, now over 40 years old, where the transformative Pearson education happens.

Support a purposeful and highly experiential program—one that tackles relevant global challenges, such as social justice, economic prosperity, cultural tolerance and environmental sustainability.

WHEN YOU LEAVE A GIFT IN YOUR WILL TO PEARSON COLLEGE, YOU CHOOSE AN INSPIRING WAY TO:

Epitomize integrity, tolerance and courage—the values of Canada’s former Prime Minister and Nobel Peace Prize laureate, Lester B. Pearson.

Make a permanent statement about your commitment to educating future leaders who are dedicated to using intercultural understanding to make a difference in the world.

Make a much larger gift than you ever thought possible.

Increase benefits to your estate and its beneficiaries by reducing the tax burden.

Opposite: Pearson College Spiritual Centre



“No Canadian has been so deservedly renowned for his influence in the direction of conciliation and peace amongst nations.”

ROLAND MICHENER, FORMER GOVERNOR GENERAL OF CANADA. PART OF HIS OFFICIAL AND PERSONAL TRIBUTE TO THE LATE RIGHT HONOURABLE LESTER B. PEARSON



DESIGN YOUR GIFT

The Pearson College Legacy Giving Team can help you design a gift that achieves your philanthropic goals and aligns with your passions and values. You may decide to allocate your gift to the area of greatest need—which will allow us to direct your support to our most pressing priorities.

You might also choose to designate your gift to a particular project or area of study. Either way, your gift is an integral contribution to creating impassioned and principled global citizens of the future.

You can be sure that your commitment to this purposeful, experiential and highly unique education will have a direct and lasting impact on our complex and changing world.

Your confidence in these young people and in the transformational education we provide is an investment in our future. You can help to ensure that we equip these passionate individuals with the skills and understanding to make a difference in the world.

“Lord Mountbatten observed that many people live their lives never having done anything that they felt was significant. He then declared, ‘If you get involved with this new college, you will do work that is significant—something that makes a real difference.’ We did—and it has.”

**JIM COUTTS, FOUNDING BOARD MEMBER AND PERSONAL SECRETARY TO LESTER B. PEARSON
AND PIERRE ELLIOTT TRUDEAU**

CREATING A FAMILY LEGACY

When Michelle and Michael Gordon met as students at Pearson College in 1990, they had no idea it would mark the beginning of a lifelong love affair—with one another and with the College. More than a quarter century on, the Gordons, who married in 1993, remain steadfastly committed to each other, to Pearson and to passing on the values they learned there.

The Gordons, who live in Orillia, Ontario, are parents and active community volunteers. Michael served on Pearson's Board of Directors from 2000 to 2013 and is now president of the Community Foundation of Orillia. Michelle heads the Department of Neonatal and Pediatric Medicine at Orillia Soldiers' Memorial Hospital and is the recipient of a humanitarian award from Toronto's Hospital for Sick Children.

Their experience with not-for-profits has shown them firsthand how challenging it can be to replace operating revenue when loyal annual donors pass away.

To ensure Pearson is not in that situation, they have remembered the College in perpetuity through a bequest. "We believe so strongly that this place should be preserved for future generations that we made a gift equivalent to 25 times our current annual gift in our wills," says Michael.

Pearson provided an extraordinary foundation for Michael and Michelle. Their generous bequest will provide the same for many others.



“I have been in schools all my life and I have never been in any educational environment where there is more genuine kindness. I think this comes from the mixture of nationalities as well as gender.”

**JACK MATTHEWS,
FOUNDING COLLEGE DIRECTOR**

CONSIDERING YOUR OPTIONS

Once you have made the decision to make an estate gift to Pearson College, there are a number of different options that will help maximize your gift to the College and the tax advantages to your estate.

We encourage you to consult your tax, financial and/or legal advisors to help you decide the type of estate gift that makes the most sense for your personal situation and long-term goals.

Here are a few you might consider.



BEQUESTS

The simplest way to make an estate gift is to designate Pearson College as a beneficiary in your will. It could be a specific dollar amount, an asset or a percentage of your total estate.



REAL ESTATE AND OTHER GIFTS IN KIND

You can donate tangible assets like real estate and art to Pearson College, either by gifting it outright or by retaining the use of it during your lifetime.



LIFE INSURANCE

You can designate Pearson College as an owner and/or beneficiary of an insurance policy. In either case, a gift of life insurance lets you make a significant contribution to Pearson College at a relatively low cost.



CHERISH THE MEMORY

When Aileen and Fleming McConnell moved from Edmonton to Nearaway Farm in Metchosin, BC, they brought along their passion for China. The couple, both doctors, had visited China, studied Chinese philosophy and spoke Mandarin.

In their new home, they discovered the magic of Pearson College and wanted to give Chinese youth an opportunity to learn there.

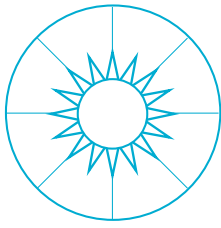
And so began an enduring link between the McConnells, the College and Suzhou, China's No. 9 School. Aileen and Fleming helped recruit Chinese students, acted as surrogate parents and welcomed them to their sheep farm on weekends and holidays.

In 2003, the couple created a permanent legacy at Pearson by purchasing a life insurance policy and transferring its ownership to the College. That allowed the McConnells to make a significantly larger gift than otherwise possible. The proceeds will establish the Drs. Aileen and Fleming McConnell Scholarship Fund to support Chinese students.

When Fleming passed away in 2008, parents of Pearson alumni dedicated a bench in the McConnells' honour, adorned with the Chinese inscription "Cherish the memory."

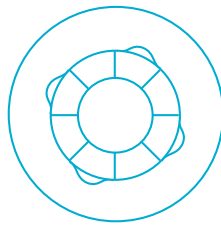
Thanks to the McConnells' gift of life insurance, deserving Suzhou students will find a Canadian home on Vancouver Island in perpetuity.





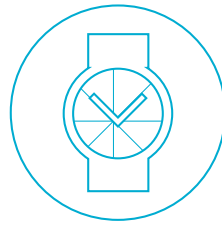
RETIREMENT ASSETS

You can designate Pearson College as a beneficiary of your RRSPs, RRIFs or TFSAs. Donating remaining retirement funds can help to reduce taxes in your estate.



SECURITIES

Gifts of securities to Pearson College can provide excellent tax advantages. While you will receive a donation receipt for the full market value of the security, there are no capital gains taxes payable on securities donated to charity.



ANNUITIES

A charitable gift annuity lets you increase your income, reduce your taxes and make a substantial gift to Pearson College. You make a contribution of cash or other property to the College in exchange for a guaranteed lifetime income.

More details about specific types of estate giving, including suggestions for bequest language and the tax advantages of various forms of giving are on our website at: pearsoncollege.ca.

“I was inspired to help with the creation of Pearson College by the educational philosophies of Kurt Hahn. I admired the high intellectual level of the students and their sense of service to the community.”

KEN ROTENBERG, FOUNDING MEMBER OF THE CANADIAN NATIONAL COMMITTEE



A TRANSFORMATIVE OPPORTUNITY

“Pearson College has changed me and made me realize what is important in life,” says Roger Dai (Year 41/2016).

He came to Pearson with support from donor Aileen McConnell, who provides scholarships specifically for students from Suzhou, China.

Roger says Pearson opened his eyes to opportunities he may never have seen had he stayed in China—opportunities to make positive change in the world.

“Back home, actions are very utilitarian. You want to live a good life and follow a set path. Now, I know there are options. I am learning to think for myself and make decisions based on what I believe, not just on what everyone else thinks and does.”

Roger now understands the value of experiential learning, something he says that without Pearson he would have seen as a waste of time.

“One of the most important lessons I have learned is to take responsibility for my decisions. If I make the wrong ones, I’ll do better next time. If I don’t try, I’ll never know what I am capable of,” he says. “I’d never be here if it wasn’t for Aileen and the scholarship she offered. I know I’ll donate to Pearson as soon as I am able. Money is just an object, but once you give to Pearson, you turn it into a tool to transform a life.”



What will your legacy be?

If you have decided to leave Pearson College a gift in your will, we would be grateful if you would let us know. Please be assured that this notification is not binding in any way and will be kept in the strictest confidence. It will allow us to thank you and to recognize you as a member of the Lester B. Pearson Legacy Society along with our most committed and valued supporters.

FOR MORE INFORMATION

To learn more about bequests and other estate giving opportunities at Pearson College, please contact our Legacy Giving Team by phone at [250.391.2463](tel:250.391.2463) or email to legacy@pearsoncollege.ca.

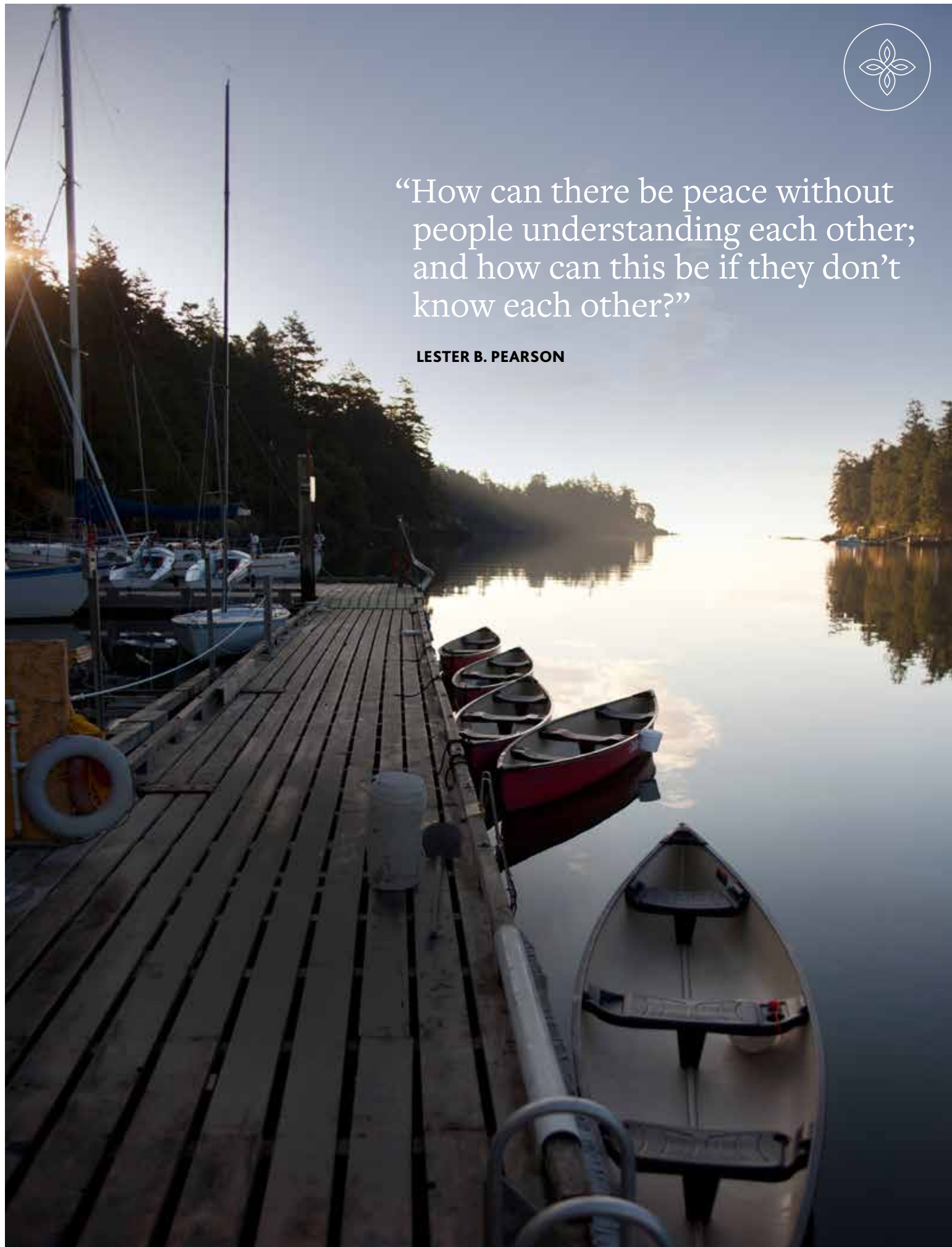
DONORS FROM OUTSIDE CANADA

Pearson College is fortunate to have committed patrons, alumni and friends from across the globe. If you would like to make an estate gift from outside Canada, please contact us to discuss your options.



“How can there be peace without people understanding each other; and how can this be if they don’t know each other?”

LESTER B. PEARSON





PEARSON COLLEGE



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