LEAVE YOUR MARK
ON THE FUTURE

Your planned gift to Ryerson University can make our world a better place

The contributions you have made to Ryerson—as a student, parent, faculty or staff member—have fuelled our progress and success. Thanks to people like you, Ryerson is offering more opportunities for students to be leaders in Canada and make a difference in the world. Our programs and research identify Ryerson as a leader and catalyst for change.

“We have a responsibility to take care of others.”
– Bev Dales

Bev Dales (left), Merchandising Administration ’60, and her family. Ryerson is now in Bev’s will and a percentage of her estate is designated to support the Ted Rogers School of Management.
Why tie your own legacy to Ryerson’s?

More and more often, people are making legacy gifts to the university to allow them to have their own positive impacts on our world. Government support and tuition fees alone cannot fuel innovative research or ideas. We need supporters like you to help the university remain on the cutting edge.

As an enduring symbol of your ideals, your legacy gift can have remarkable outcomes, like:

• Being part of the next big idea—your legacy gift can fund ultra-modern equipment needed to test pioneering ideas, like engineering breakthroughs in green technology.
• Expanding Ryerson research efforts—Ryerson’s world-class researchers are renowned for breakthroughs including the development of a remarkable medical scanner already in use at hospitals. Researchers can do so much more with your help.
• Giving a hand to those with real potential—your estate gift can offer scholarships, awards and grants to outstanding but financially struggling students, for example, it could help a social work student who will dedicate his or her life to helping the most vulnerable.
• Helping to create innovations to meet future needs—your planned gift can help Ryerson fund new programs and research efforts to meet needs that are unforeseen today.

By taking some simple steps today, you can leave a legacy that will have a profound impact on future generations. You can choose to direct your gift or allow it to be put towards the area of greatest need.

Choose the type of estate gift that suits you best

• Bequests: You can include a provision in your will specifying a gift of a specific a dollar amount or percentage of your estate, or gifts of stocks and securities, real estate or items of value.
• Life insurance: By naming Ryerson University as the owner and/or beneficiary of an insurance policy, you can make a gift through insurance and enjoy significant tax advantages.
• Gifts of RRSPs, RRIFs and TFSAs: Naming Ryerson University as your beneficiary provides your estate with valuable tax relief. These gifts are not subject to probate and established administration tax.
• Charitable remainder trusts: When you make an irrevocable gift of property to a charitable remainder trust, you may receive tax relief based on the net current value of the gifted property. A CRT may also result in tax relief for your estate since Ryerson University is named as a remainder beneficiary. You may receive lifetime income unaffected by the fluctuations in financial markets.
• Charitable gift annuities: Assure your own future with guaranteed payments while also leaving a current gift of a fixed sum.
Benefits you’ll receive for making a planned gift
• Feel great about giving back: Your legacy can ensure the university is well equipped to offer real-world education. You can help students realize their full potential or fund a breakthrough research discovery. Most importantly, you will inspire future generations to take their places as leaders working for the good of all.
• Peace of mind: You can plan in advance exactly how you wish your gift to be used.
• Tax advantages: Planned gifts can offer significant current and future tax relief, which may allow you to leave more to your heirs. If your estate gift exceeds 100 per cent of your net income in your final year, the balance of your tax credit can be applied to the previous year.
• Use of your assets while you are alive: Make use of valuable assets such as your home during life, and convert those assets into gifts that can have great future impact through your estate plans.
• Inspiring others to follow in your footsteps: By allowing us to recognize you publicly for your generosity, you will be leading by example and encouraging others to also explore their own planned gifts. Of course, you can also choose to remain anonymous if you so desire.

Why one grad decided to give back to Ryerson

Ryerson is close to Bev Dales’ heart. It’s not only her alma mater, but her daughter’s. She hopes that it may be her grandchildren’s too. Graduating in 1960 with a diploma in Merchandising Administration, Dale says her education was her springboard to an interesting and engaging career.

Bev’s first job was at a Leamington radio station, which led to a position on the team that launched Toronto’s CFTO-TV. In 1977, after working in promotions for the Toronto Telegram, Bev established Beverley A. Dales Corporate Communication Inc., creating marketing and sales programs and training executives in the fine art of media relations.

In 1997, Bev was honoured to accept a position on Ryerson University’s Board of Governors and proudly served two terms.

Her business expertise was put to good use on the finance committee, where she gained first-hand knowledge of the challenges of running a university. It was here that she witnessed the enormous impact legacy gifts have on the university.

With envy, she looked on the massive legacy support enjoyed by more historic universities and queried what could be done at Ryerson to get similar results. Bev then decided to commit. “Okay, put your money where your mouth is,” she says. Ryerson is now in Bev’s will and a percentage of her estate is designated to support the Ted Rogers School of Management.

Bev hopes her legacy gift will help the faculty to grow and ensure future generations have a healthy and vibrant Ryerson to attend.

“I think we all need to look at how we personally can do something for the rest of society and not just be geared to ourselves or to our families,” she says. “We have a responsibility to take care of others.”

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Inspire others to give

We encourage you to let us know that you have left a planned gift to Ryerson. Doing so allows us to properly express our thanks. You can inspire others to follow in your footsteps by allowing us to publicly acknowledge your bequest and add your name to the growing number of those who have included the university in their estate plans.

Egerton Ryerson Society

When you make a planned gift to the university, you become part of the Egerton Ryerson Society, a society that recognizes your thoughtful contribution and enhances your lifetime relationship with Ryerson. Each spring, we recognize the generosity of Egerton Ryerson Society members with an annual reception.

For more information, please contact

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This information is very general in nature, does not constitute legal or financial advice and should not be relied upon as a substitute for professional advice. We strongly recommend that you seek professional legal, estate planning and/or financial advice before deciding upon your course of action.