

GREAT EXPECTATIONS

Volume 2, Issue 3

November 18, 2011

RED DEER PUBLIC LIBRARY'S PLANNED GIVING PROGRAM

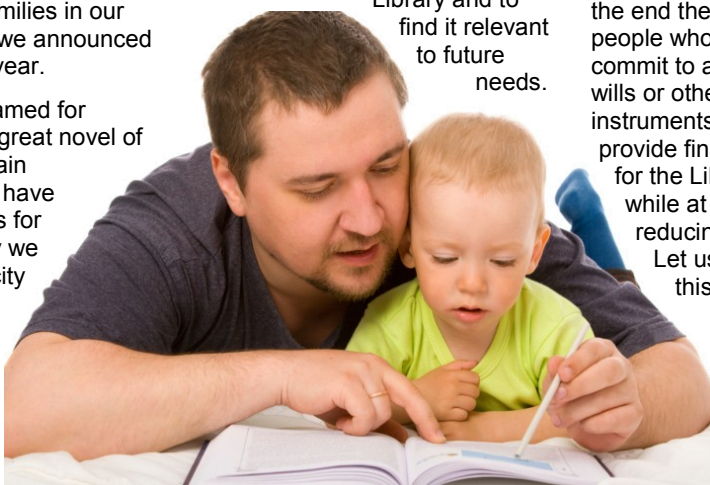
Great Expectations at Red Deer Public Library

Welcome to the fourth edition of Red Deer Public Library's *Great Expectations Newsletter*. We're gratified by the support of many individuals and families in our community since we announced our program last year.

Our program is named for Charles Dickens' great novel of 1840. Like the main character Pip, we have great expectations for the kind of Library we can build for our city in the future. We know that, like Pip, those expectations will be fulfilled

through our community.

We want to encourage everyone in Red Deer to connect with the Library and to find it relevant to future needs.



Planned giving might involve complex calculations that require help from a financial planner, a lawyer, or an accountant. But in the end the concept is simple. If people who love their library will commit to a future gift in their wills or other financial instruments, they can help provide financial sustainability for the Library in the future, while at the same time reducing their total tax bill. Let us help you learn how this can happen.

RDPL's Planned Giving Program

Bequests and other planned gifts are so important to the future of Red Deer Public Library that we have established *Great Expectations*. This program is designed to recognize those who

have made provisions for a future gift through a bequest, life insurance, annuity, or trust agreement.

As we move towards the

Library's Centennial in 2014, we look forward to a future Library which will continue to provide to our community the universe of information, experience, and ideas.

Inside this issue:

Great Expectations Patrons	2
Life Insurance: a Significant Gift	2
From Paper Books to Electronica	3
Green Expectations	4
You're Invited to our Christmas Gala!	4

Special points of interest:

- You can make a difference.
- You can make a significant gift through Life Insurance
- You're invited our Christmas Gala on December 6, 2011
- God Bless Us, Every One!

Great Expectations Patrons & Committee

Thanks to the
Patrons of Great Expectations
His Worship Mayor Morris and Mrs. Hazel Flewwelling

And, for their excellent support, the
Members of the Great Expectations Planning Committee

Duncan Anderson
Tom Stevens
Alf Cryderman
Bill Roberts
Cory Stier
Dean Frey

Make a significant gift through life insurance

“Giving life insurance can be a great way to do something significant for Red Deer Public Library.”

It’s actually very easy to make a larger gift than you could otherwise consider using life insurance. Simply make RDPL the beneficiary and possibly the owner of a life insurance policy. Gifts of life insurance can make sense in situations where other types of gifts may not be desirable or even possible.

Often, especially for older policies, the original reason for buying the life insurance may no longer exist. For example, the policy may have been purchased to pay off a mortgage or provide college funds for children if something happened to the insured. This insurance is often still in effect (maybe even forgotten) even though the house is now paid for and the children are grown. These policies can easily be donated, with very little impact on your financial situation.

Policies where RDPL is named as owner and beneficiary often make the best gifts for both you and the Library. When you elect to name RDPL

as your policy beneficiary, the tax benefit will come to your estate, but if you elect to transfer policy ownership to the Library, you will receive a tax receipt for the current paid up value, if any, and all future premium payments you make on the policy thus reducing your net premium cost by 50%!

Giving life insurance can be a great way to do something significant for Red Deer Public Library, whether you want to give a little at a time or use an asset that you already have but don’t need anymore. But as with any major financial decision, seek advice from your own tax and legal advisors, and get an appraisal of your policy’s value before acting.

For more information or to make a gift contact Dean Frey, Director, Red Deer Public Library, 403-342-9102, email dfrey@rdpl.org



From Paper Books to Electronica



Printed paper-based books have been the library standard for the past 600 years, but we’re seeing a major shift to eBooks and online texts and multimedia. We’re committed to providing information to our customers in the formats they prefer, so we’ll need to be investing in the various formats and technologies people in Red Deer choose to connect with the world of information, experience, and ideas.

Every time we change to a new format, though—paper books to eBooks, VHS video to DVD and BluRay, LP to CD to streaming music—we need to invest in new collections. That takes new dollars to build collections, and ongoing funding to maintain them. We know that Great Expectations will help us develop a non-tax revenue stream which will help us in the vital area of collection building at RDPL.

“We’re committed to providing information to our customers in the formats they prefer.”

For More Information

Thank you for your interest and continuing support of Red Deer Public Library. For more information about what Red Deer Public Library is doing for our community, call Library Director Dean Frey at 403-342-9102, or by email at dfrey@rdpl.org.

Neither the author nor this organization is engaged in rendering legal or tax advice. Rather, this

publication is intended to provide only information of a general character.

Both provincial and federal laws may apply in certain situations, and may change periodically. For advice in specific cases, the services of a lawyer or other professional advisor should be obtained.



Red Deer Public Library: Open for Discovery

RED DEER PUBLIC LIBRARY

4818-49 Street
Red Deer
Alberta
T4N 1T9

Phone: 403.346.4576
Fax: 403.341.3110
E-mail: dfrey@rdpl.org
www.rdpl.org/great-expectations



Green Expectations

Enjoy these newsletters, but would rather get the PDF version emailed to you?

Send an email to ge@rdpl.org, with the subject line "Green Expectations"

Rather not receive these mailings? No problem.

Send an email to ge@rdpl.org with the subject line "No GE", and we'll take you off our list

Thanks!

You're invited to our Christmas Gathering

You can learn more about Great Expectations, and about our plans for the future of the Library, by attending a special event on December 6, 2011, from 6:30pm to 8:30pm. This is a free event, made possible by a generous donation from the Friends of the Library.

We're planning an elegant but informal evening with some



Victorian Christmas themed entertainment, hors d'oeuvres, Christmas cookies, and rum punch. Featured performers will include Paul Boulton as Charles Dickens, and Teresa Neuman & Bruce Jacobson singing songs & carols from the Old Country. We'll also be showcasing the many Library programs that are supported by our Designated Funds at the Red Deer & District Foundation. And you'll learn a little bit about our plans for our Centennial Celebration in 1914, and our future development plans for Red Deer Public Library.

If you'd like to attend, please send an email to ge@rdpl.org or phone Jannie Ypma at 403-342-9100, by December 4th, 2011,

God Bless Us, Every One!

