The Wisconsin Humane Society

The Gift in the Back of Your Drawer

Don't throw that life insurance policy away!

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The Forgotten Gift.

Couples with very young children often purchase a life insurance policy as extra protection for their families, just in case something happens to dad or mom, the breadwinner is no longer able to work, or something catastrophic occurs. After the children are grown, what happens to the policy?

Often, nothing at all. It is common for the policy to be put in a file drawer along with other important documents and forgotten.

That's why we call this: "The Gift in the back of your drawer."

If you still have a life insurance policy that you no longer need, what you may not know is that it can make a great gift to the Wisconsin Humane Society. You can designate the Wisconsin Humane Society as the beneficiary of this existing policy and, as a result, make a considerably larger gift than you thought possible — larger than if you were to donate the cash equivalent of the policy's premiums.

If you make us the owner and beneficiary of the policy, you can receive an immediate income tax deduction and future premiums may be deductible. If these tax deductions are not important, you can remain as the policy owner and name the Wisconsin Humane Society as a sole or partial beneficiary.

You might be tempted to turn the policy in for the "face value." Please realize that this value may be arbitrary, and may not represent the full current value of your policy. If you give the policy to the Wisconsin Humane Society, we may be able to receive a payment that exceeds this arbitrary number calculated by the policy provider.

We'd be happy to discuss, without obligation, the charitable possibilities of using life insurance. Just let us know what questions you have or what additional information would be helpful.

Let us show you how you can take advantage of this great giving incentive.

Contact Information

Planning your estate and legacy for future generations including your charitable interests takes careful evaluation. Consulting with the appropriate professionals can assist you. Discussing your charitable intentions with us can lead to a much better result than going it alone — and will ensure that your gift is used just as you wish. We can provide valuable information about any of the creative giving techniques mentioned in these planned giving pages.

Act now to take the steps that you need to do to be a good steward of the resources you intend to leave behind. You can contact us below, or use our request for information form on our website to get more information.

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