

1 year & 100+ gifts: How the PAN Foundation empowers donors & drives legacy giving

RESULTS IN 1 YEAR

\$1.3M raised in gift commitments

118 legacy donors



We've heard back from some of our donors sharing how PAN helped them or a family member, and it only made sense to them to leave a gift to us in their will — and that means the world to us.

LEENA PATEL
VICE PRESIDENT OF
DEVELOPMENT



THE CHALLENGE

The Patient Access Network (PAN) Foundation, which provides grants to underinsured patients to help pay for necessary treatments and medications, did not have a legacy program to actively seek planned gifts from their supporters. They knew they were missing out on this untapped pool of gifts that could further support their organization for years to come. After forming a powerful annual giving program, PAN wanted to get more sophisticated in other fundraising techniques to support the sustainability of their mission and organization.

THE SOLUTION

To jumpstart legacy giving at PAN, they decided to offer FreeWill's platform as a resource to their supporters. The tool allows their constituents to make their wills for free in simple-to-follow steps, and seamlessly include PAN as a beneficiary — without the ask feeling forceful or sounding insensitive.

FreeWill has helped PAN learn more about their constituents and connect with their donors in a meaningful way. Their team now has a large pool of individuals who they know regard PAN highly, and are able to tailor their outreach strategies to better steward and cultivate these donors.