

# Building a Legacy: A Journey of Giving with Jocelyn Willoughby

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Jocelyn Willoughby, a board member of DeafBlind Ontario Foundation, has always supported causes close to her heart. Her journey with the Foundation began when she sought to support a local charity in her community of Innisfil. A firefighter friend, familiar with the Foundation through one of the people we support who volunteered at the fire hall, recommended that Jocelyn connect with us.

After meeting with a member of the Foundation team, and inspired to take action, Jocelyn organized a golf tournament fundraiser for DeafBlind Ontario Foundation. The experience showed her the tangible impact of the Foundation's work, and she was deeply moved by our commitment to empower the people we serve. "The vulnerability of people with sensory loss resonated deeply with me," she reflects. "It's all about helping them gain independence, which is so important for everyone."

## A Strategic and Heartfelt Decision

As a Senior Investment Advisor, Jocelyn understands the value of long-term planning. When considering her legacy, she knew she could make a significant impact through planned giving. "I don't have dependents, and while I want my family cared for, I also wanted to consider the bigger picture," she explains. "There are tax benefits to planned giving, and it ensures my money is used for good and not paying unnecessary tax."

For Jocelyn, leaving a legacy gift to DeafBlind Ontario Foundation is both an emotional and rational choice. "It's an emotional return for me," she shares. "Even though I won't see the impact, I know my gift will make a difference." She appreciates that her contribution will help provide necessary support for those served by the Foundation.



## Planning for the Future with Purpose

Jocelyn believes in balancing immediate and long-term impact. "It's important to think beyond just the immediate beneficiaries of your legacy planning," she advises. "What if I no longer have beneficiaries? That's where thinking about a charity comes in." She also suggests considering donor-advised funds to create a family legacy of giving.

## A Call to Action: "Don't Procrastinate"

Jocelyn's advice is straightforward — "Get it done. Don't be afraid to make the decision. It provides clarity and peace of mind for you and your loved ones." She emphasizes that even a small investment, just 1%, can have a big impact and she recommends seeking professional advice to ensure your wishes are honored.

Through her thoughtful planning, Jocelyn's legacy will continue to support people who are deafblind, as well as those living with a developmental disability who are Deaf, hard of hearing or use non-traditional forms of communication for years to come. Her story is about more than giving—it's about leaving a legacy that reflects her values. By including DeafBlind Ontario Foundation in her Will, she is helping create a future where people receive the care and independence they deserve.

If Jocelyn's story inspires you to consider a gift in your Will, contact us at [Development@deafblindontario.com](mailto:Development@deafblindontario.com) to learn more.