

Sarah Lewis and Insurance Agent David Giddings, CLU



Mission of Love

David Lewis always went the extra mile to help others. As a pediatric cardiologist, he was known for spending endless hours with his young patients, giving his home number to their families, and managing to make them laugh in difficult times.

David's commitment to children extended all the way to Ecuador where he made regular trips to provide free medical care. His responsibilities to his patients and community were a very important part of his life, but David never lost sight of his top priority, his wife Sarah and their three young children.

"David wanted to make sure his family was taken care of no matter what happened, and life insurance was a key part of his plan," says David Giddings, CLU, Lewis's friend and insurance agent. To make sure their coverage remained up-to-date, the

Lewis's met with David twice a year to review their coverage.

During his sixth mission to Ecuador on September 12, 2001, David suffered a heart attack and died in his sleep at age 43. Because of the way David lived his life, the many people whose lives he touched have had a hard time dealing with his death. This is particularly true of his family. While the pain from their loss may never go away, life insurance allowed David to leave a valuable legacy. The benefits from his policy have enabled Sarah to pay off the mortgage, hire someone to help with the children, set up college funds, and maintain the family's quality of life. "The greatest gift you can give your family is to think ahead and be prepared," says Sarah. ♦

Answering the 2 Most Important Life Insurance Questions

How Much Do I Need?

The best way to determine your life insurance needs is to have an insurance professional conduct a Financial Needs Analysis. First, estimate what your family members would need after you're gone to meet current and future financial obligations. Then, add up the resources your surviving family members could draw upon to support themselves. The difference between the two is your need for additional life insurance.

Though the calculation sounds simple, it can get quite complicated. Seeking professional advice can help you avoid the biggest mistake most people make: buying too little coverage. The average adult only has coverage equal to four times his or her annual income.¹ When you consider all the things that life insurance proceeds need to fund and how long the money will be needed, you begin to realize that your true need for coverage is often 10 or 15 times your gross income, sometimes more (see *below*). For an estimate of your needs, visit LIFE's Insurance Needs Calculator at www.lifehappens.org/howmuch.

¹ Source: LIMRA International, Trends in Life Insurance Ownership, 2005

Insurance Proceeds Can Fund Many Types of Expenses

Immediate Expenses	Ongoing Expenses	Future Expenses
<ul style="list-style-type: none"> ✓ Funeral Costs ✓ Uncovered medical expenses ✓ Mortgage and other debt ✓ Taxes ✓ Estate settlement cost 	<ul style="list-style-type: none"> ✓ Food ✓ Housing ✓ Utilities ✓ Transportation ✓ Health care ✓ Clothing ✓ Insurance 	<ul style="list-style-type: none"> ✓ College ✓ Retirement

What Kind Should I Buy?

The main reason to buy life insurance is for the *death benefit*: the lump-sum payment your beneficiaries receive when you die. It's the core reason, but not the only one. Some types of life insurance offer other features that might play an important role in your financial game plan, such as the ability to accumulate cash value that grows over time.

Whether to buy Term Insurance, Permanent Insurance, or a combination of the two, depends on your financial goals and circumstances. A life insurance professional knows the questions to ask to help you figure out what kind is right for you. Or visit LIFE's interactive decision guide at www.lifehappens.org/whatkind.

Term or Permanent?

	Term	Permanent
Length of coverage	A specified term, typically 10, 20, or 30 years.	Until age 100 or later, as long as premiums are paid.
Premiums	Considerably lower than permanent insurance, when initially purchased.	Initially higher than term premiums, but often level for life.
Cash value	None.	Accumulates over time on a tax-deferred basis.
Key advantage	Typically offers the highest death benefit for the lowest cost.	Offers lifelong protection and tax-deferred savings.

This article has been reprinted with permission from the nonprofit LIFE Foundation.

Have a Say—Become a Branch Leader!

Consider becoming part of your local branch's planning committee. The responsibility for operating each branch and managing its affairs lies with its leaders. Branch board members are given responsibility, make significant contributions to a project, and feel a great sense of accomplishment once it's completed.

Biennial branch elections are held every even year between September and November. At election time, local branches hold a member appreciation event and recap the past two years of branch activities.

Keep an eye out for the invitation to your branch's 2010 member appreciation and election event. For more information about becoming involved in your local National Mutual Benefit branch, contact your district agency office (contact information located on page 3 of this magazine) or Fraternal Services at 1-800-779-1936 or fraternal@nmlife.org.

Why Volunteer?

- To help others
- To feel proud
- To meet new people
- To learn a new skill
- To keep busy
- To make a difference
- To gain job experience
- To gain leadership skills

Why Volunteer with NMB?

- To help decide which individuals, organizations, or community projects will receive a portion of the branch's \$2,000 of Community Benefit Grants and \$5,000 of Matching Funds Benefit Grants annually.
- To participate in a JOIN HANDS DAY event (youth and adults come together to complete a project that improves the community).
- To attend an annual leadership training seminar, through which you can learn new skills and enjoy fun activities.
- To plan family activities, patriotic events, flag donations, and fundraisers.



2010 Photo Contest Deadline Nearing

CATEGORIES: Animals, People, Local Scenery, Travel Scenery, and Patriotic Moments

PRIZES: First Place – \$150 • Second Place – \$100 • Third Place – \$75 • Honorable Mention – \$25 (prizes may be awarded in each category)

PLEASE NOTE: If there are less than five submissions in a category, entries will only be considered for Honorable Mention prizes.

RULES:

1. You must have an NMB life insurance policy or annuity contract by the application deadline. Termination of NMB membership automatically terminates eligibility in this contest.
2. Only one entry per member accepted.
3. The subject of your photo must be one of the five categories listed above.
4. Submit an 8" x 10" (preferred) or 5" x 7" color or black & white print by mail.
5. Attach a label to the back of your photo and print your **name, address, e-mail address, phone number, policy number, photo category, and photo title.**
6. You must have photographed your entry in the past year.
7. Photos must be mailed flat. Wrap in cardboard to avoid postal damage.
8. Framed or matted photos, and photos that have previously won awards, will not be accepted. No professional photos accepted.
9. Entries may **not** be altered using image editing software.
10. Entries must be postmarked on or before **July 10, 2010.**
11. All entries become the property of National Mutual Benefit and will not be returned.

MAIL ENTRY TO: Fraternal Services, National Mutual Benefit, P.O. Box 1527, Madison, WI 53701-1527.