



Gifting Permanent Life Insurance to Children or Grandchildren

The Gift That Keeps on Giving

When we think about gifts for the next generation, we often think of toys, clothes, or perhaps a financial contribution toward education. But what if you could give a gift that grows in value, provides lifelong benefits, and creates a financial safety net for decades to come?

Gifting a permanent life insurance policy to your child or grandchild is one of the most powerful and enduring gifts you can give. Permanent life insurance helps build cash value over time, an asset that can be accessed throughout their life for important milestones or unexpected needs.

Why Permanent Life Insurance is More Than Just Protection

Permanent life insurance offers two unique benefits:

1. **Lifelong Coverage** – The policy will be there for them no matter their age.
2. **Cash Value Growth** – Over time, part of the premium goes into a tax-deferred cash accumulation account. This money grows and can be used in many ways throughout their lifetime.

Creating A Living Legacy

The cash value inside the policy can be borrowed against or withdrawn to help with:

- **Education Expenses** – Supplement tuition, books, or living costs without needing traditional loans
- **Home Purchase** – Provide funds for a down payment, helping them enter the housing market sooner
- **Career Transitions** – Offer support if they decide to start a business, return to school, or take a new career path
- **Emergency Safety Net** – Be a ready source of funds for unexpected expenses
- **Retirement Income** – Later in life, cash value can help supplement retirement savings



How a Permanent Policy Could Be Used to Create a Lifetime of Income

1 Year Old

Policy is purchased by parent or grandparent



33 Years Old

Use portion of cash value for down payment on a home



65 Year Old

Use cash value as a retirement supplement



18 Years Old

Use a portion of the cash value to attend college



45 Years Old

A portion of the cash value is used to help start a new family business

Coverage amount plus any additional cash value is paid out to beneficiaries

Creating A Living Legacy

By securing a permanent life insurance policy for your child or grandchild now, you're locking in lower premiums based on their current age and health. You're helping to ensure future insurability. Most importantly, you're giving them a tool that will grow with them, providing both financial stability and flexibility.

It's more than a policy. It's a foundation for their future. It's the gift that keeps on giving through every chapter of their life.

