

Tools & Resources for raising resources for your Episcopal School

Leadership Overview-Webinar
National Association of Episcopal Schools (NAES)

Jim Murphy, Managing Program Director

March 14, 2018

The Episcopal Church Foundation (ECF)

Independent, lay-led organization, founded in 1949



Empowers congregations through strategic visioning and planning, leadership development, and raising financial resources for ministry

Through our programs, ECF is helping to build a Church characterized by:

- Lay and clergy leaders working together to transform the Church
- Healthy, vital, vibrant Episcopal communities of faith
- Meaningful opportunities for Christian stewardship and effective fundraising
- Innovative, mission-based ways to be the Church of the future

What is the Episcopal Church Foundation (ECF)?

Overview:

- Independent and lay-led foundation
- ECF's mission is to strengthen the **leadership** and **financial** capabilities of Episcopal congregations, dioceses, and other institutions
- ECF carries out this mission through a wide array of programs including...



Leadership Resources

- ECF Vital Practices (ecfvp.org)
- Vestry Resource Guide
- Fellowship Partners Program
- Educational Events
- Vital Teams

Financial Resources

- Capital Campaigns
- Planned Giving
- Endowment Management
- Annual Giving/Stewardship
- Strategic Resources

What can your donors give?

- Cash
- Appreciated assets
- Estate planning and various planned gifts
- Donor-advised Fund (DAF) grants
- Private Foundation grants
- Individual Retirement Accounts (IRA)
and Qualified Charitable Distributions (QCD)

Remember what your school must do!

- Build Trust
- Be Transparent
- Be Inclusive
- Be Brave
- Build relationship & Say 'thank you'

Tax Updates: Charitable Giving is NOT Going Away

- **Charitable Deduction still available**
 - Some may 'bunch' donations in Major Gifts or via Donor-advised Funds (DAF)
- **Some enhancements to charitable deductions**
 - Pease Amendment Repealed
 - AGI Limitation for Cash donation increased to 60% from 50%
- **What comes next??**
 - More diversity in giving different kinds of gifts: DAFs, LIGs, Other assets
 - Focus on **IRA Qualified Charitable distribution (QCD)**
 - DAF will continue to be a useful tool

Tools available through ECF

- Planned Giving Resources
- Life Income Gifts (LIG)
- Donor-advised Funds (DAF)
- Endowments created by the donor F/B/O
- Endowment accounts for your Episcopal school

Types of Gifts

- **Ordinary** - Annual Stewardship/Annual Giving
Funds contributed toward on-going daily ministry and operation of a school.
- **Extra-Ordinary** - Capital Campaign
Special funds raised for a specific need, typically for new or enhanced facilities.
- **Ultimate** - Planned Giving
Gifts to support the future ministry and security of a school and its mission.

What is special about Planned Giving?



- Future focus
- Donor passion
- A planned gift raises the institution to the level of family in a person's estate plans
- Sensitivity to individual needs, estate planning and end of life issues
- Building trust & sustaining awareness

Existing PG resources from ECF

- Direct Leadership Support
- Funding Future Ministry
- Life Income Gift Illustrations
- Planned Giving Sponsored Website for Donors www.episcopalgifts.org
- ***Planned Giving on Demand***



Types of Planned Gifts

- Bequests given through Wills/Trusts/
Designated Allocations
 - 80% of Planned Gifts
- Life Income Gifts (LIG)
 - Pooled Income Funds (PIF)
 - Charitable Gift Annuities (CGA)
 - Charitable Remainder Trusts (CRUT/CRAT)
- Special Asset Gifts: 401(k) & Tax Deferred Accounts, Life Insurance, Real Estate, other appreciated property
- Charitable Lead Trusts



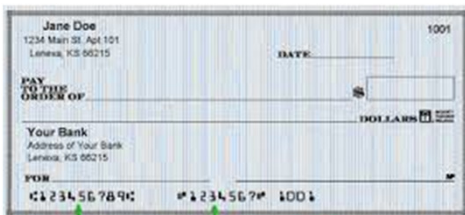
What is a Donor-advised Fund (DAF)

A donor-advised fund, or DAF, is a philanthropic vehicle established at a public charity. It allows donors to establish their own individual fund, make charitable contributions to that fund, and receive an immediate tax benefit for that contribution. The donor then recommends grants from the fund to qualified charities.

What is a donor-advised fund?

A hybrid...

checking,



savings,

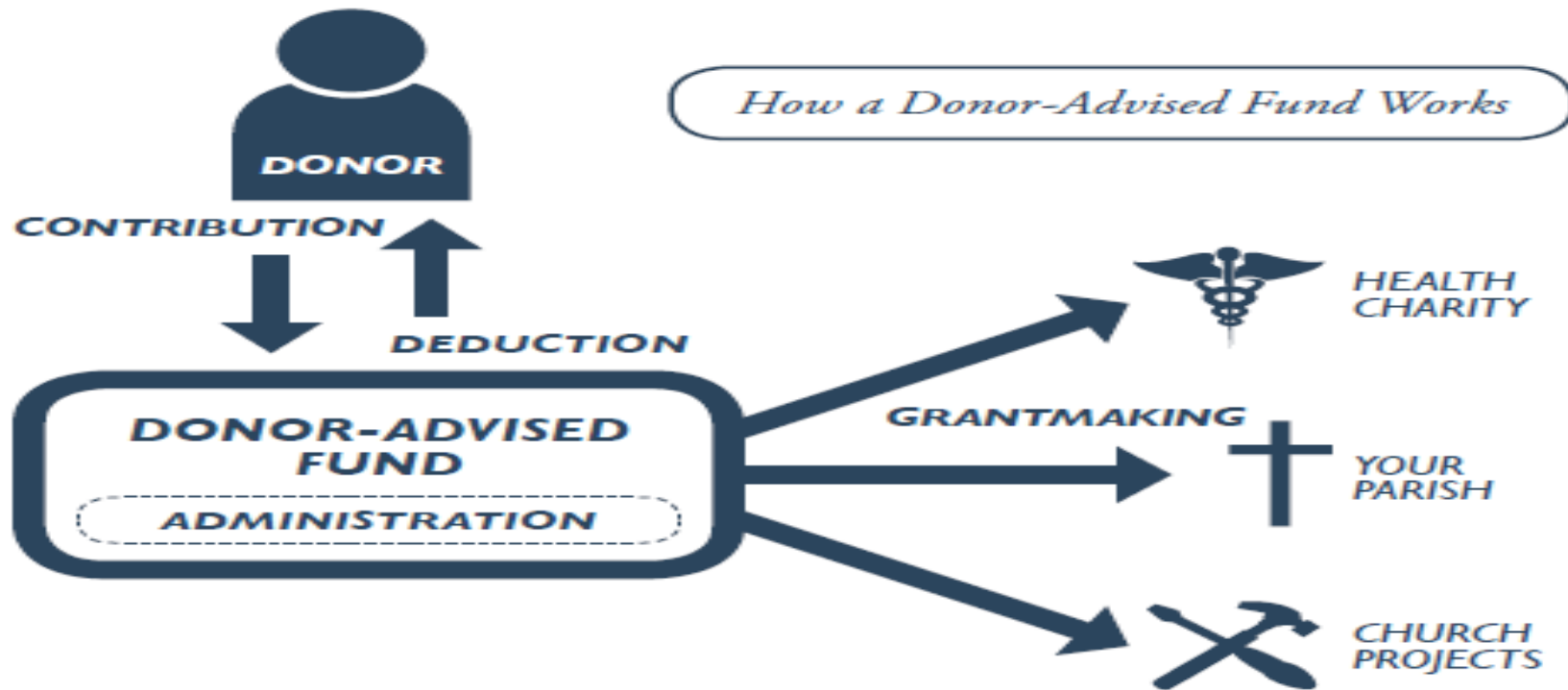


& investment



account exclusively for charitable giving

What is a donor-advised fund?



What is the appeal of DAFs to donors?

- Simplicity
- Ease of use
- Flexibility
- Customize to donor needs
- Anonymity, if desired



Cautions: The “Don’t” Cheat Sheet

1. Don’t allow or encourage donors to pay pledges with grants from their DAFs
2. Don’t allow DAF grants to be used for the donor’s personal benefit (ex-memberships, tickets or other benefits)
3. Don’t accept grants into non-approved legal structures
4. Don’t provide the donor with a tax acknowledgement letter

Maintain the relationship: The “Do” Cheat Sheet

1. Do acknowledge that DAFs exist and are becoming an increasingly common and important component of philanthropy.
2. Do mention that you accept DAF gifts in your contact points.
3. Do provide a thank you letter to your DAF grantors.
4. Do get to know your DAF grantors.
5. Do let your needs as a school be known.

Do your Donors have a DAF or a Private Foundation?

- Ask them!

Endowment Funds for your Episcopal School

- Restricted Funds
- Unrestricted Funds
- Funds held For the Benefit Of (f/b/o)

Questions??

Recorded Webinars to Empower your Leaders

- Basics of Planned Giving for Parish Leaders
- Basics of Endowment Management for Parish Leaders
- Prospective Donors of Planned Gifts
- Basics of a Capital Campaign
- Annual Stewardship
- Vestry Leadership 101

For links to recordings visit: www.ecfvp.org

Upcoming Free Live Webinars

*Check our website, under
Events, for more info.*

At your service

ECF always available to assist at (800) 697-2858

Jim Murphy, Managing Program Director

jmurphy@episcopalfoundation.org

Ken Quigley, Senior Program Director

ken@episcopalfoundation.org

Josh Anderson, Associate Program Director

janderson@episcopalfoundation.org

Carsten Sierck, Financial Resources Consultant

csierck@episcopalfoundation.org

Demi Prentiss, Financial Resources Consultant

dprentiss@episcopalfoundation.org

Andrea Zmuda, Program Associate

azmuda@episcopalfoundation.org

