

Strengthening Your Financial Future

Custom Planned Giving Solutions
for Ministry & Mission

Vision.

Communication.

Celebration.



Connecting People Who Care to Ministries That Matter



CONGRATULATIONS!!!

on completing the first stage of the visioning process of
American Baptist Foundation's (ABF's)

Strengthening Your Financial Future (SYFF)

Now that you have identified area(s) of ministry to build, it will be important to create resources and communications to garner support.

American Baptist Foundation (ABF) promotes the use of endowments or similar funds to receive and invest gifts. Once established, your fund will become the basis of a planned giving program and offer a continuous stewardship option that will provide members and donors with a deeper sense of purpose and connectivity to your ministry and mission.

What is an endowment?

Generally, an endowment is a permanent fund where the principal is protected and income is available for use. The endowment can be fueled by acceptance of gifts of cash, securities, and other property from a broad base of supporters.

What types of endowments work best?

ABF recommends purpose-driven endowments. Greater focus leads to increased motivation and support. Popular endowment purposes include (but are not limited to):

- **Mission Support**
- **Education and Scholarships**
- **Camping Ministries**
- **Youth or Elderly Ministries**
- **Operations and Maintenance**

Begin with a single purpose. ABF will assist you with program establishment, literature, gift development, and fund administration. Use experiences and knowledge gained throughout the process to establish similar resources for other areas of ministry.

Your endowment program will provide several benefits for your ministry, members, and donors.

Benefits for your ministry:

- **Organizational Health** – endowments ease financial pressure over time and provide stable income.
- **Relevance** – defined purposes allow gifts to be relevant now and in the future. Without definition, gifts may be received with too many restrictions, often outliving their purpose.
- **Transparency and Trust** – donors receive greater assurance that their gifts will be used for the intended purpose(s).

Benefits for your members and donors:

- **Purpose** – your endowment provides an avenue for your members and donors to fulfill their desires to support your ministry in a meaningful way.
- **Planned Giving Opportunities** – donors may contribute cash, stock, life insurance, retirement plans, and other appreciated assets as gifts.
- **Tax Savings** – ABF is a 501(c)(3) organization as defined by the IRS. Gifts contributed to ABF on your behalf are tax deductible to the extent that the law allows.



What if we have an existing endowment or fund?

ABF may be able to add life to an existing fund and transform it into a powerful ministry tool.

Next Steps:

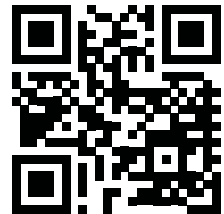
Establish your ministry endowment with ABF. This program is available to ministries that have an investment relationship with ABF.

- Complete and sign an application form. Return it to the ABF office by mail, fax, or e-mail. Contact the office if you do not have an application.
- Include an initial deposit. Your initial commitment will speak volumes to potential contributors.

Once your account is established we can move on to Stage 3, where certain preparations for introducing your program to members and supporters will be finalized.



Thank you to our partners, *American Baptist Regions (Multi-Region Corporation)*, *American Baptist Home Mission Societies (ABHMS)*, and *American Baptist International Ministries (IM)*. The Foundation encourages the support of these ministries.



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