



# STEWARDSHIP, STABILITY, & SUSTAINABILITY

---

## PLANNED GIVING

February 16, 2021



# Agenda

## *Opening Prayer*

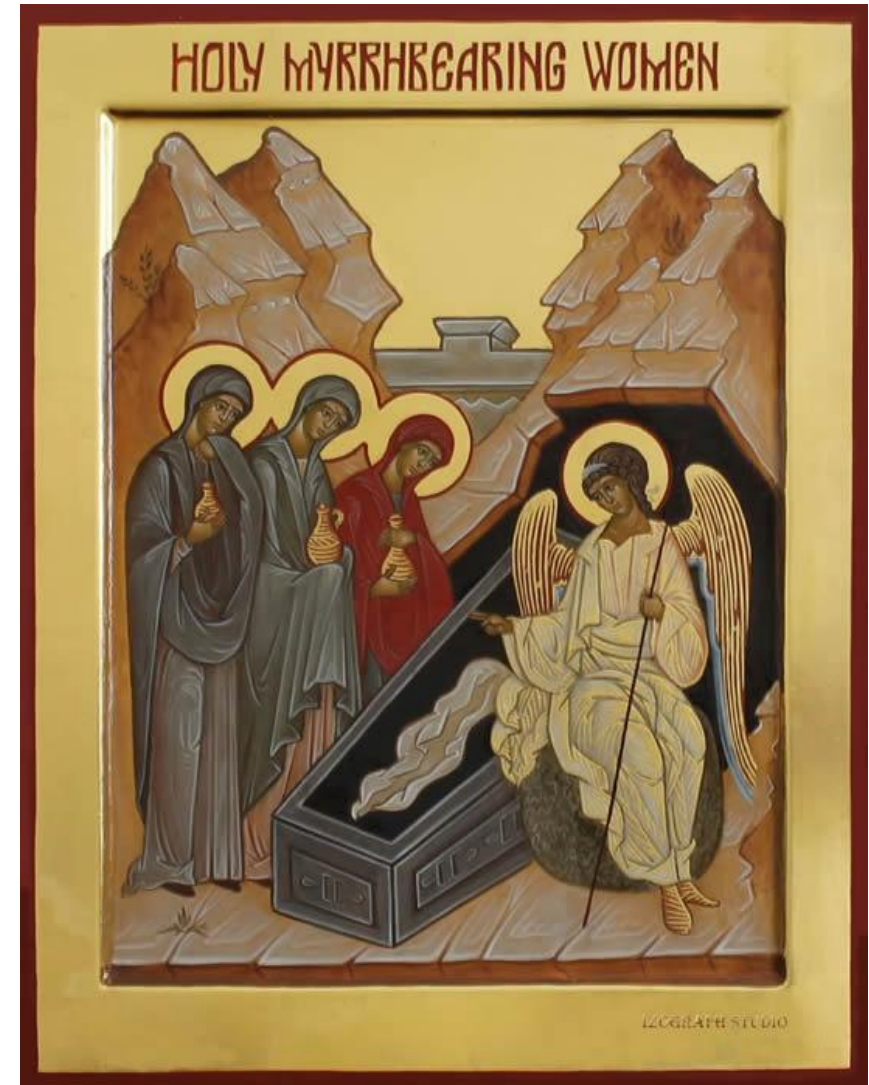
1. Planned giving and the church
2. Common types of planned gifts
3. Implementing a planned giving program

## *Closing Prayer*

## PLANNING AND GIVING – PLANNED GIVING

- Made in confidence and hope
- Elevates church to level of family
- Generally, takes effect at death

*Cultivating planned gifts is a ministry of pastoral care.*



## WHAT DOES SCRIPTURE SAY?

*Do not store up for yourselves treasures on earth, where moth and decay destroys, and thieves break in and steal. But store up treasures in heaven, where neither moth nor decay destroy, nor thieves break in and steal. For where your treasure is, there also your heart will be. ~Matthew 6:19-21*

## WHAT DOES THE CHURCH SAY ABOUT PLANNED GIVING?

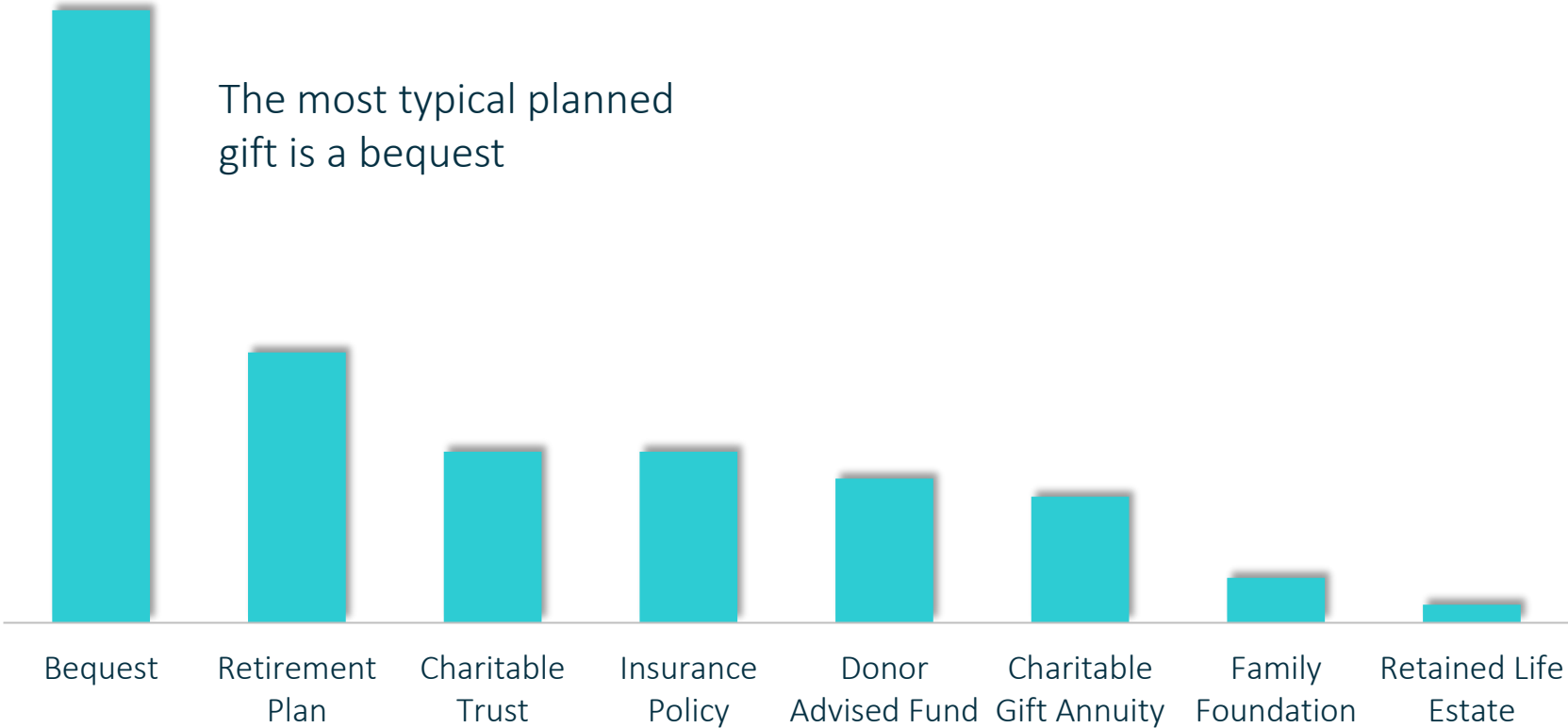
*The Minister of the Congregation is directed to instruct the people, from time to time, about the duty of Christian parents to make prudent provision for the well-being of their families, and of all persons to make wills, while they are in health, arranging for the disposal of their temporal goods, not neglecting, if they are able, to leave bequests for religious and charitable uses. – BCP p. 445*

## WHAT IS A PLANNED GIFT?

- ❑ Any current or future gift, made during lifetime or at death, in consideration of a donor's overall financial or estate planning.
- ❑ Planned gifts can be made with cash, securities, real property, life insurance, individual retirement accounts and a variety of other assets.
- ❑ There are many planned giving vehicles which donors may consider; some provide income back to a donor or another beneficiary.

# PLANNED GIVING IN THE U.S.

In 2019, Americans gave **\$449.64B** to charity – **\$43.21B** was from bequests.



*According to a Giving USA study on legacy donors:*

Average age donors make their will:

**44**

Average age donors added a charitable beneficiary to their will:

**53**

Source: Stats from Giving USA Foundation, 2019; Janus Henderson Investors "Four Lessons of Successful Wealth Transfers," ; 2018

# COMMON TYPES OF PLANNED GIFTS

## FUTURE GIFTS

- Bequests
- Life insurance policies
- Retirement plans and IRAs

## GIFTS THAT PAY INCOME

- Charitable gift annuities
- Charitable remainder trusts

## OUTRIGHT GIFTS

- Stock
- Real estate



# BEQUESTS

- Fixed dollar amount
- Percentage of the estate
- Specific property

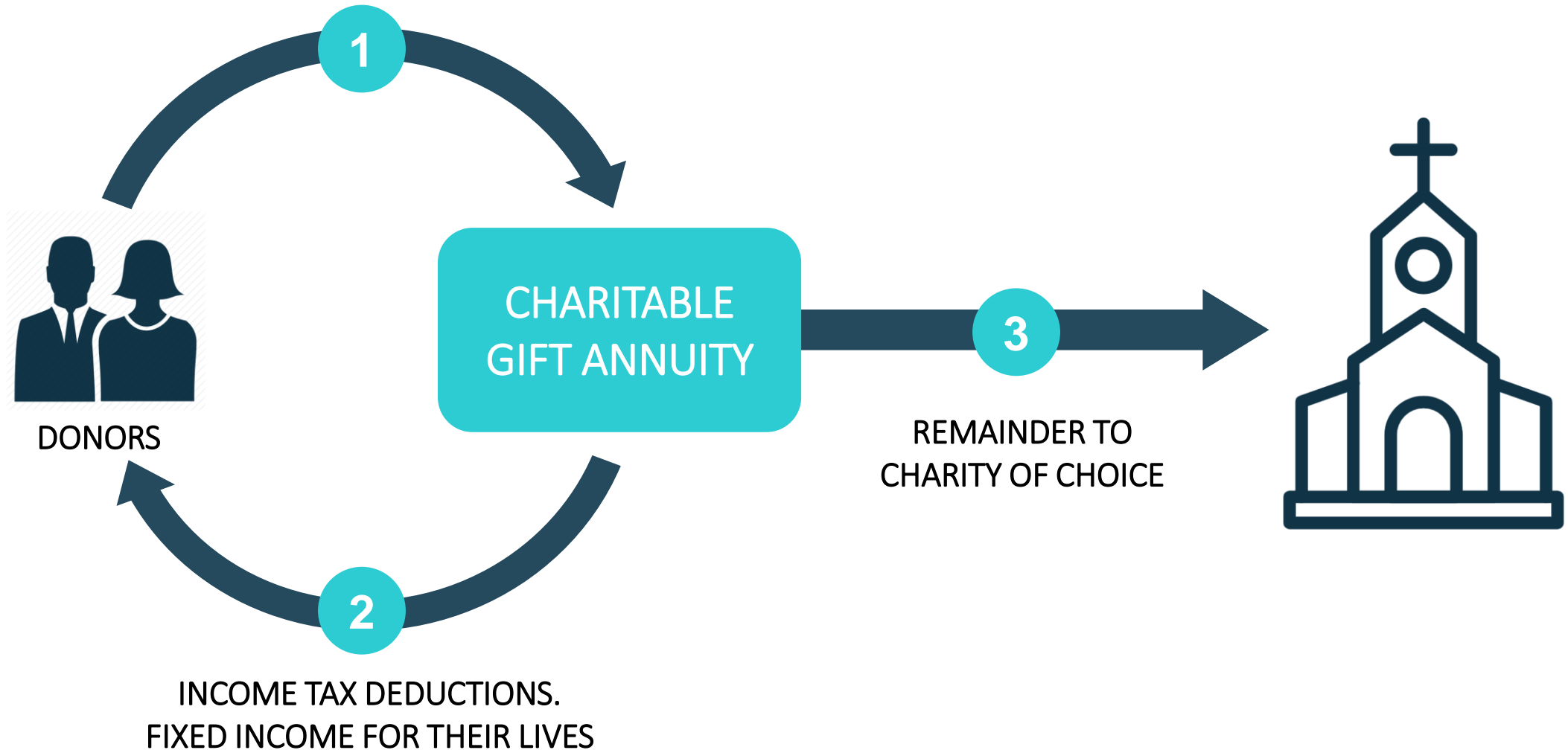


Giving by bequest, 1979-2019 (in billions of dollars)

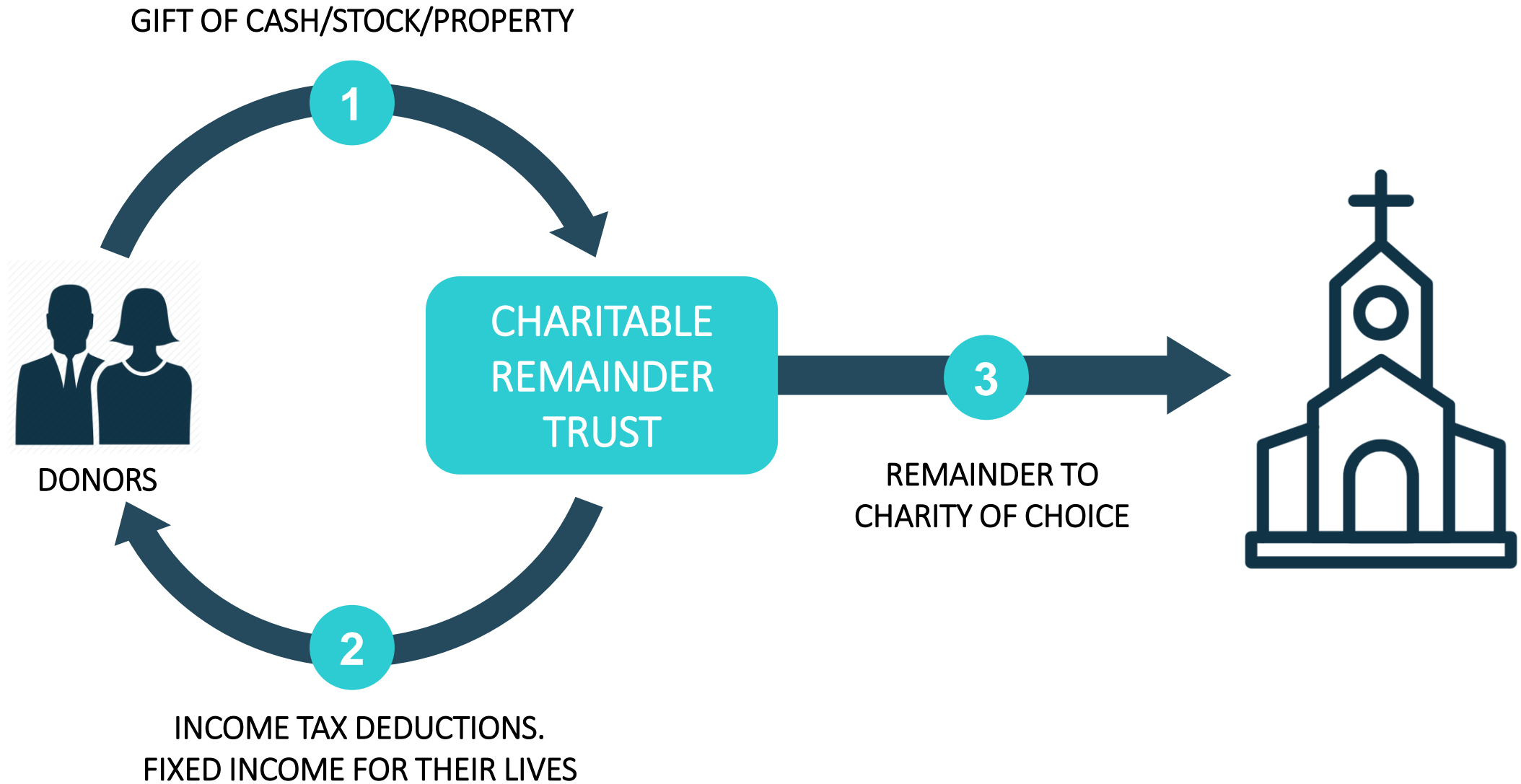


# CHARITABLE GIFT ANNUITY

GIFT OF CASH/STOCK/PROPERTY



# CHARITABLE REMAINDER TRUST



# WHY DOES SOMEONE MAKE A PLANNED GIFT?

- Desire to give to the mission and ministry
- The belief that the congregation they support will make a significant impact in its community
- The ability to make a larger gift in death than in life
- Create a legacy and demonstrate a commitment to stewardship
- Increase current income for the donor or others
  - Reduce income and/or estate taxes
  - Avoid or reduce capital gains tax
  - Pass assets to family at a reduced tax cost

**50-60%**

of adults do not have a will

**7-8%**

of Americans include a bequest in their will

**31%**

of Americans say they would include a bequest if asked to do so

**70-90%**

of planned gift donors never tell the charity

# IMPLEMENTING A PLANNED GIVING PROGRAM

- ✓ Build a team
- ✓ Build trust by having a plan, for example a gift acceptance policy
- ✓ Develop materials
- ✓ Identify prospects
- ✓ Cultivate donors, begin with bequests
- ✓ Consider a legacy society
- ✓ Market planned giving options
- ✓ Say thank you!



# DISCUSSION

---

Rev. Megan Thomas  
revmegan@stluke Sewing.org

ccsfundraising.com  
ednj@ccsfundraising.com

