

Ignite Generosity

Get more gifts, non-cash gifts,
engage major donors



National Christian
FOUNDATION

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Who Are We?



National Christian
FOUNDATION®



National Christian Foundation

- ◆ Founded 1982; 30 years
- ◆ \$5 billion in contributions
- ◆ \$3.5 billion in distributions
- ◆ 20th largest charity
- ◆ 20,000 charities supported via NCF
- ◆ Ranked by Forbes/Fortune as one of the most efficient charities

Practical Giving



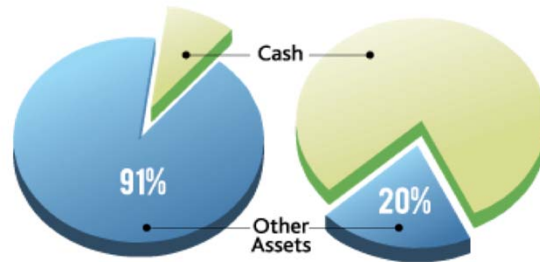


Our Story

- ◆ Like most ministries, we started off with cash...
- ◆ 50% of our contributions at year end, but
- ◆ We got a car, a timeshare, real estate,
S corp stock and we began to wonder. . .

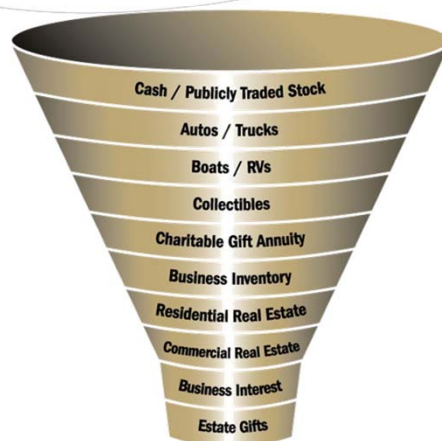
Perspective

Typical Asset Portfolio **Typical Asset Giving**



- 91% of wealth is held in NON-CASH assets.
- Only 20% of Giving is done using NON-CASH gifts.

Gift Funnel



We found a few key points

- ◆ Since 2001, the non profit world has virtually doubled—1.7 million non profits
- ◆ The giving pool has remained flat at \$300B
- ◆ Online giving is currently at 8% but growing at double digit rates
- ◆ Non-cash world is \$40B but faith based gets only 8% despite 50% being given...
- ◆ So if you want more gifts...

You should consider:

- ◆ Going online
- ◆ Going after non-cash of all kinds
- ◆ Including major gifts

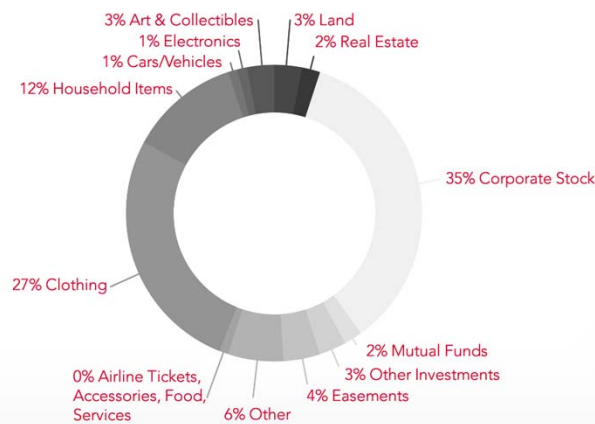
iDonate


Give More Options
Get More Gifts




Non-Cash

Estimated 2012 Non-Cash Giving - \$27B to \$30B






\$9,000,000,000.00
Consumers are sitting on \$9 billion in old iPhones and just 20% of iPhone owners sell their old models.



A donut chart with a green segment representing 20% of the total. The number '20%' is displayed in the center of the chart.



Impact Goal Show Our History
\$3,303 of \$10,000



One smart phone can equal fourteen pairs of shoes

Building Families One Neighborhood at a Time

- \$99 = 1 year(s) school supplies
- \$26 = 1 week(s) of groceries
- \$4 = 1 pair(s) of shoes

Give Non-Cash >

Give Cash >

About The Impact Project

The Impact Project is a Ministry focused on impacting the neighborhoods in which we live. In order for the body of Christ to accomplish God's work here on earth, believers must work together.

Our organization encourages believers to unite into a local body where they can truly put faces on "the family of God". It is in the family our children learn how to work, and parents

WE CAN DO SOMETHING **BIG** HERE

0 of 200 1 of 16 08 of 50

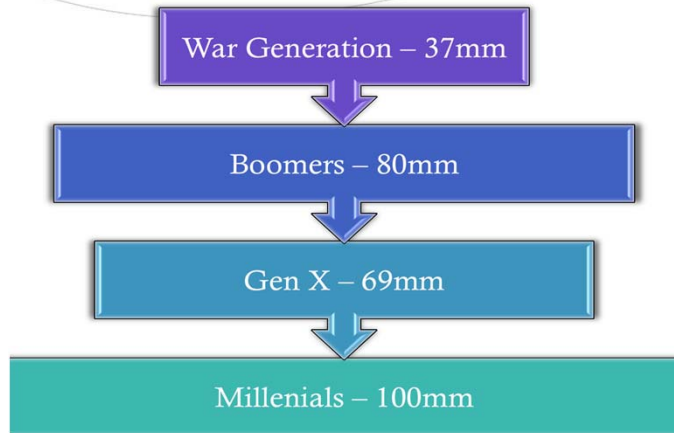
Sample of Gifts

- ◆ 2000 Dodge Caravan
- ◆ Louis Vuitton Purse
- ◆ Gas Grill
- ◆ Grain
- ◆ Land

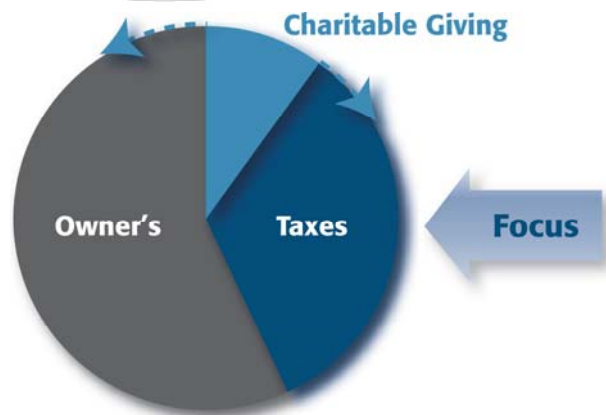
Who Are the Major Donors

- ◆ They are War Generation and Boomer Generation era...
generally...
- ◆ They are:
 - ◆ Core Business Owners
 - ◆ Serial Entrepreneurs
 - ◆ Real estate owners
 - ◆ Professionals
 - ◆ Inheritance

The Perfect Storm



Tax Savings--Liquidity



Key Principle

1. The government allows you to give 50% of your income each year.
2. **30% of your income** can be deducted in the form of non-liquid assets.
3. **DON'T SELL YOUR BUSINESS! REAL ESTATE!**

Before

XYZ Widget Corp

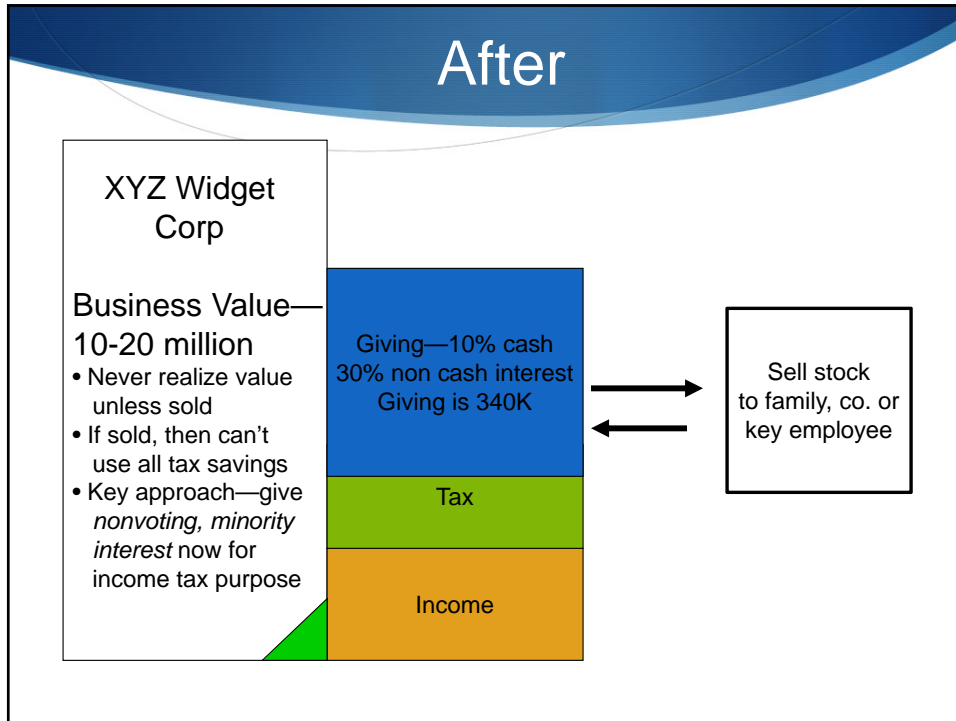
Business Value—
10-20 million

- Never realize value unless sold
- If sold, then can't use all tax savings

Giving—30K

Tax

Income



Results

	BEFORE	AFTER*
Giving	✓ \$30,000	✓ \$330,000
Lifestyle	\$200,000	\$200,000
Investment	\$382,000	\$502,000
Taxes	✓ \$388,000	✓ \$268,000

**“After” sums \$1.3mm because \$300,000 charitable gift came from the value of the company, not out of earnings.

What Should I Do?

- ◆ Are you getting only cash gifts online?
- ◆ Ask for everything—all forms of non-cash.
- ◆ Look for the major donors—
 - ◆ Income Tax opportunity
 - ◆ Year End Giving via Non-cash
 - ◆ Business Sales

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