

Why Endowments Work

John and Mary Lewis have been giving to ABC Charity for many years. In fact, we've grown downright dependent on their annual generosity. We've become true partners in this great enterprise. Consequently, when they are gone, the absence of their giving will be felt.

John and Mary know this and are doing something to make sure their giving never runs dry. They are taking steps, through their will, to create the John and Mary Lewis Endowment Fund. A portion of their estate will be set aside for a special fund that will generate annual gifts to continue the giving they are doing now.

Endowments work well for people like John and Mary. Here are three reasons why:

1. Endowment Funds are Protected

Like artesian wells, endowment funds keep giving and growing. They allow people like John and Mary to lock in their giving. Gifts may crumble and people may come and go, but endowments last.

Each year, in the future, family members such as children and grandchildren will be reminded of John and Mary's involvement with ABC and the value of making regular gifts to support worthy causes. What a wonderful legacy to leave behind!

2. Endowment Funds are Protected

Endowment funds at ABC are set aside and kept separate from operating and capital fund accounts. John and Mary have the assurance that their endowment fund will be secure. The written agreement will be on file and the terms will be carefully followed.

3. Endowment Funds are Personal

While it is possible, and sometimes desirable, to create an unnamed, unrestricted endowment fund, many people want their fund to bear a person's name. And they want to tailor the purpose of their endowment to benefit a specific area of interest. They appreciate the flexibility and the opportunity to personalize their "artesian well."

ABC Charity has developed sound policies for creating and managing endowment funds. This information is available upon request. Ask your planned giving officer, *John and Mary*, to show you the various ways you can contribute to gift planning. Endowments are a dream come true -- whether established through a current gift, or later through your estate plan. You will be happy to visit or correspond with us about this exciting area of philanthropy.

The response form below will let us know how to assist you. If you fill it out and send it in, we will respond immediately. Or if you'd rather call, contact [Name] at the gift planning office (000-123-4567).

(Please complete and return this reply form.)

Dear Friends at ABC Charity:

- Please send me more information about the endowment fund program at ABC Charity.
- I am interested in setting up an endowment.
- Please send me information about the ABC Heritage Society.

Name: _____

Address: _____

City: _____

Province: _____ Postal Code: _____

Phone: _____ Email: _____

Mail this form to:
 ABC Charity, 123 Main Street, Anytown.