

Planned Giving Tip
April 2007
Annual Planned Giving Mailing

Minimally, every parish and school in the Rockford Diocese should send a planned giving mailing to a targeted audience (i.e. everyone 50 and over) once a year, with a reply card. Twice a year would be even better. This is a very important step in raising awareness in your donors - who are being contacted by many other charities to do the same – about the benefits of making planned and endowment gifts.

The message communicated in the mailing should be simple, clear and connected to the Catholic understanding of stewardship:

1. God has poured many gifts into our lives.
2. How we use and distribute those gifts indicates the depth of our commitment to the Gospel message.
3. Our assets provide a unique opportunity to make a gift that could potentially benefit us while we are alive and perpetually benefit the mission of the parish or school after we are gone.

Attached is a sample brochure and reply card that could accompany a letter from the pastor or principal to a targeted group of parishioners/donors/alumni. The brochure can be easily customized to include your parish or school name and picture. Also attached is the IRA Rollover sheet that could also be used in a mailing. Donors who are at least 70 ½ have until December 31, 2007 to make tax-free direct transfers (up to \$100,000) from their IRA to charity, which they could not previously do.

There is no right or wrong time to send the letter. Having a plan for at least one mailing per year is the key. Many parishes send something at the end of the year, but there is good reason to send another in, say, mid June toward the end of the fiscal year.

Call if you have any questions or concerns.

Keep planting seeds!

FYI, Parishes in the diocese are reporting \$3.6 million in bequests and \$2.7 million in other donations since July 1, 2006.

(Parish Name/Logo Here)

**Make Tax-Free Gifts to the Parish or
School from Your IRA Through
December 31, 2007!!**

How does it work?

- Donors age 70 ½ or older can make direct distributions from their IRAs to qualified charitable organizations (does not include charitable trusts, gift annuities, donor advised funds or supporting organizations).
- The charitable distributions count toward minimum required distributions.
- The distribution generates neither taxable income nor a tax deduction.
- The gifts may be made in addition to any other charitable giving the donor has planned.
- Donors may transfer up to \$100,000 per year directly from their IRAs.
- This provision is part of the Pension Protection Act signed into law by President Bush in August, 2006.
- Checks must be cut directly from the IRA administrator to the charity. Experts are recommending that the check contain notation that the contribution is from the donor's IRA.
- This is the year to be “extra generous!”

*From the U.S. Bishops' Pastoral Letter:
Stewardship – Disciple's Response:*

A Christian Steward:

- ❖ *Receives God's gifts gratefully;*
- ❖ *Cultivates them responsibly;*
- ❖ *Shares them with others out of a sense of love and compassion;*
- ❖ *Returns them to the Lord with increase.*

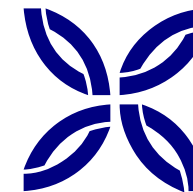
Join the Perpetual Light Society!

When you make a significant planned or endowed gift to your parish or school, you are automatically eligible for membership in the Perpetual Light Society. The Perpetual Light Society was established in 1996 by Bishop Doran to thank and celebrate with those parishioners who remember the Church in their Will or estate plan. Each member receives a certificate from Bishop, a biannual newsletter called *Perpetual Light*, and an invitation to a Mass and Brunch.

For more information on the Perpetual Light Society or any of the material in this brochure, please contact the Office of Planned Giving at 815/964-6711.



St. Mary Parish
232 E. Second St.
P.O. Box 1070
Byron, IL 61010
815/234-7431



ST. MARY, BYRON

ENDOWMENTS FOR
OUR FUTURE

*Stewarding Our Assets
Perpetuating Our Faith*

PURPOSE AND HOPE FOR OUR ENDOWMENT ACCOUNTS

St. Mary Parish currently has two accounts in the *Catholic Foundation for the People of the Diocese of Rockford*.

1. The first account was established in 1996 in memory of James E. Nauman. The purpose of the account is to provide tuition assistance to an active parishioner graduating from high school and pursuing a college degree.
2. A second account was established in 2000. The purpose of this account is to support the ministerial and educational needs of the parish.

POPULAR GIFT OPTIONS TO HELP OUR ACCOUNT GROW

Bequests: The most common type of planned gift is a bequest. A bequest is a gift to the Church in your Will. If you are a percentage giver with your income, consider bequeathing the same percentage of your assets to the parish. Or, if you have children, consider making the parish a “family member” and divide your estate accordingly.

Charitable Gift Annuities (CGA): A CGA is an agreement between you and the Catholic Foundation in which you transfer assets to the Catholic Foundation in exchange for fixed payments for life. There are several benefits of a CGA: competitive rates starting at 7% for those age 65 and going up to 12% for people 90+; guaranteed fixed payments for life with no investment responsibilities; an immediate charitable tax deduction; and the knowledge of making a significant future gift to your parish or school

Life Insurance: Do you have an existing policy whose purpose is no longer needed? Consider making the parish endowment account the beneficiary. Would you like a charitable deduction? Purchase a life insurance policy and make the parish endowment account the “owner”. All premiums paid are tax deductible.

Appreciated stock: Many experts say that giving appreciated stock is the best way to make a gift to charity. Here’s why: You bypass all capital gains tax, the parish does not pay capital gains tax; you receive a charitable deduction for the *full fair market value of the stock*; and you probably make a larger gift than you would if you gave cash which will perpetually strengthen the parish ministries if given through the Catholic Foundation.

Cash: Always encouraged, always accepted, *always appreciated!*

Charitable Remainder Trusts (CRTs): A simple CRT is a legal document drafted by an attorney in which assets are irrevocably transferred to the trust. The trust pays a life income to the beneficiary or to a family member. Upon the death of the income beneficiary or after a certain number of years, the assets are transferred to the parish. There are many types of CRTs. Please contact your attorney, accountant or financial planner for more details.

ABOUT THE CATHOLIC FOUNDATION (CF)

Bishop O’Neill established the CF in 1987 to give diocesan entities an opportunity to open accounts that would provide a permanent income stream. A highly qualified, experienced, all volunteer Board of Directors manages the CF. By pooling the funds together, the Board is able hire top-flight investment managers who adhere to a strict socially responsible investment policy. As of this printing in 2001 there are currently 210 accounts in the CF with assets totaling more than 30 million dollars.



Sample Reply Postcard

Yes, we are interested in knowing more!

Please send information about:

how to remember the Church in my will.

charitable gift annuities.

gifts of life insurance

how to endow my gift so it will benefit the parish in perpetuity

Name _____

Address _____

City, Zip _____

Phone _____

PLEASE REPLY BY

Please
Place
Stamp
Here

**Holy Family Parish
4401 Highcrest Rd.
Rockford, IL 61107**