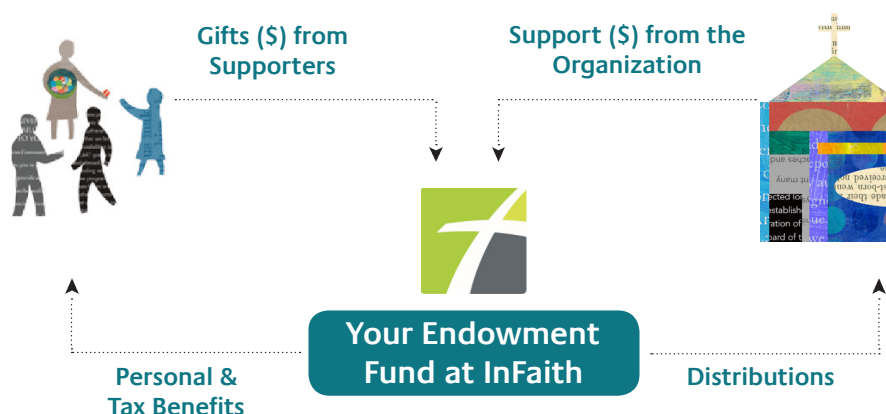


ENDOWMENT FUNDS FOR ORGANIZATIONS

Committing to Your Future Mission

Many churches and faith-based nonprofits recognize the need for perpetual income to support their future missions. InFaith Community Foundation offers these organizations a flexible option to build an endowment fund for whatever charitable purposes they choose.

Why consider InFaith for your organization's endowment fund? Beyond proven stewardship, InFaith offers a full range of charitable giving options and professional giving expertise to help supporters give in ways that match their personal circumstances. In addition, your endowment fund assets are invested in a large, fully-diversified pool of low-cost institutional investments, with advisement by leading investment advisors. InFaith also offers a suite of resources to help grow your endowment fund among supporters. Your church or faith-based nonprofit can create an endowment fund with a required minimum of \$25,000, intended for general or specific giving purposes.



Benefits to Your Organization

Streamlined Administration: InFaith assumes the complexities of administering the endowment fund. This includes accounting and investment responsibilities, transaction assistance and gift planning consultations. The organization gains significant professional expertise at a low cost and investment portfolios typically not available to smaller endowment funds.

Investment Expertise: The organization benefits from the investment expertise of its investment advisors, Cambridge Associates and Veris Wealth Management, two leading advisors to nonprofits nationally.

Gift Options: Supporters of your church or faith-based nonprofit have access to a full range of charitable giving options, including charitable remainder trusts, gift annuities and other gift options.

Distribution Flexibility: Your endowment fund can be structured to include special-purpose gifts and specific distribution arrangements.

Marketing Assistance: InFaith provides its *Endowment Marketing Toolkit* to help grow awareness and promote planned gifts to build your endowment fund. This kit includes content such as a marketing calendar, bulletin blurbs, newsletter articles, letters, social media posts and more.

RESOURCES TO PROMOTE YOUR ENDOWMENT

at InFaith Community Foundation

To grow a successful endowment fund, organizations must build awareness of the fund and encourage additional gifts from supporters. Organizations with an endowment fund at InFaith Community Foundation have access to giving options and a variety of complementary resources designed to educate, build awareness and grow your endowment fund.

In addition to assistance from InFaith's knowledgeable staff, there are a number of **InFaith endowment resources** available to help support your endowment fund:

ENDOWMENT MARKETING TOOLKIT

InFaith's *Endowment Marketing Toolkit* offers print and online resources including:

- Marketing calendar (for planning content)
- Bulletin blurbs and newsletter articles
- Postcards, ads and flyers
- Legacy letters and year-end letters
- Sample social media posts and images
- Guide to planning events



CUSTOMIZED BROCHURE

With your endowment committee's input, InFaith creates a custom brochure outlining giving options for supporters with your endowment fund's mission and purpose.



CUSTOMIZED BOOKMARK

InFaith can design custom bookmarks that have multiple uses.



ENDOWMENT FUND BUTTON



This is a button you can put on your website. When someone clicks the button, it will link back to InFaith's website where supporters learn about endowment fund giving options.

GIFT PLANNER EXPERTISE

InFaith's gift planners can help educate your supporters about a variety of giving options.



ENDOWMENT FUND ARTWORK



InFaith provides artwork for you to use on your endowment fund materials to build a cohesive look and recognition for your endowment program.

An endowment fund is a celebration of your church or faith-based nonprofit's mission. InFaith is here to make marketing and growing your endowment fund a seamless process.

Online resources are only available to organizations with an active endowment fund at InFaith Community Foundation.

InFaith Community Foundation is a national charity with a mission to serve donors, spread joy and change lives. Through InFaith, giving is customized to each donor's charitable interests and financial circumstances. InFaith is a proven steward of these gifts, earning consistently high ratings from Charity Navigator and GuideStar for sound fiscal management, transparency and commitment to excellence. Together with donors, InFaith grants millions of dollars annually to charities serving local, national and global communities. To learn more, visit inFaithFound.org.