

## It Keeps On Giving and Giving and...

The memorable little figure in the commercial promoting long-lasting battery power reminds me of the enduring character of an endowed fund. Once established, it just keeps paying out money year after year after year. But unlike the battery that eventually runs down, an endowed fund lasts in perpetuity. And perpetuity is a long time.

The permanence of our endowment is exactly what attracts some of our donors to this means of supporting [ABC] Charity. They like the idea that the principal of their gift will stay intact while the income, or at least a good part of it, will be used for a worthy cause. They realize they will someday be gone and their outright annual gifts will no longer be available to help meet current needs. But through an endowed fund they can keep making their annual gifts.

Some endowment donors are attracted to the opportunity an endowed fund gives to memorialize a loved one or other respected person. They use this means to bring honour and recognition.

Some very thoughtful donors want to establish an endowed fund in their own name as a means to place themselves on permanent record as persons who believe in and support a particular program or cause. As Jennifer J. Jones says, "My endowed scholarship lets me invest my name and influence in an area of study I feel keenly about." *(Supply appropriate quotes throughout the article to enhance reader interest.)*

An endowed fund can be created during life, or at death through a bequest or trust remainder. It can be restricted to specific needs or unrestricted for general use. You can create your own endowed fund or contribute to one that already exists. Endowed funds can be created at once with a single gift or established over time with repeated gifts. Endowed funds can originate from a single source or through the efforts and support of many persons.

Endowed funds are especially useful in drawing other family members into the giving arena. For example,

grandparents who establish an endowed fund in the family's name are providing their children and grandchildren with a continuing tie with [ABC] Charity as well as a means for them to enjoy the satisfaction of seeing "their fund's" annual grant benefit a worthy cause.

There are other good reasons for tapping into the endowment opportunities at [ABC] Charity. You owe it to yourself, and your family, to consider this charitable option.

[ABC] Charity has developed sound policies for creating and managing our endowed funds. This information is available upon request. Also, our Director of Gift Planning, [add name], is able to show you a variety of ways to make an endowed fund dream come true. S/he will be happy to discuss with you about this exciting area of philanthropy.

The reply form below will let us know how to assist you. Please take a moment to fill it out and mail it in. We will respond immediately. If you would rather talk to [add name] personally, you can reach her at the office by calling (888-123-4567).

(Please complete and return this reply form.)

Dear Friends at [ABC] Charity:

- ☐ Please send me more information about the endowment program at [ABC] Charity.
- ☐ I am interested in establishing an endowed fund.
- ☐ 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.