

# Engaging High Net Worth Donors in Your

#iGIVECATHOLIC

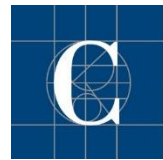
## Giving Day



# Brought to You By...

#iGIVECATHOLIC

and



**CAPTRUST**

# Presented by...



**Stephen H. Schott**  
*Principal, Director*  
CAPTRUST Financial Advisors



**Philip D'Unger, CFP®**  
*Specialist, Wealth Solutions*  
CAPTRUST Financial Advisors

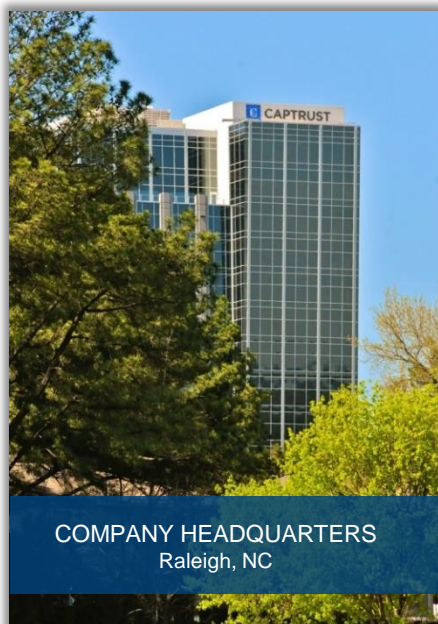


**Cory J. Howat**  
*Executive Director*  
Catholic Community Foundation  
Archdiocese of New Orleans

# Agenda

- CAPTRUST Overview
- Importance of Socially Responsible Investing to Your Donors
- Donor Advised Funds as Another Tool
- Engaging Donors Through #iGiveCatholic on #Giving Tuesday
- Review of Processes for Engagement and Notification and Use of Gifts

## ABOUT CAPTRUST



### Corporate Structure and Ownership

- 32-year operating history
- Employee owned
- 574 employees\*
- More than 1,700 institutional clients
- \$340 billion in client assets under advisement\*
- 35 years experience with religious institutions
- 98% client retention (average since 2007)
- Team Schott ranked #3 in 2019 and #5 in 2018 among the top 50 institutional investment consultants in the nation by [Barron's](#) magazine

\*estimated as of 2Q19

### Locations

AKRON, OH	CHARLOTTE, NC	GREEN, OH	LAKE SUCCESS, NY	PHILADELPHIA, PA	SALT LAKE CITY, UT
ALLENTOWN, PA	CINCINNATI, OH	GREENSBORO, NC	LEXINGTON, VA	PORT WASHINGTON, NY	SAN RAMON, CA
ATLANTA, GA	COLUMBIA, MO	GREENWICH, CT	LOS ANGELES, CA	PORTLAND, ME	SANTA BARBARA, CA
AUSTIN, TX	DALLAS, TX	HARRISONBURG, VA	LYNCHBURG, VA	RALEIGH, NC	TAMPA, FL
BETHLEHEM, PA	DAYTON, OH	HOLLYWOOD, FL	MINNEAPOLIS, MN	RICHMOND, VA	WASHINGTON, DC
BIRMINGHAM, AL	DES MOINES, IA	HOUSTON, TX	NEW YORK, NY	RIVERSIDE, CA	WILMINGTON, DE
BOSTON, MA	DETROIT, MI	JACKSON, MS	ORLANDO, FL	ROANOKE, VA	

Data as of 06.30.2019

## REPRESENTATIVE CLIENT LIST – RELIGIOUS SERVICES

Archdiocese of Detroit

Detroit, MI

Archdiocese of Hartford

Hartford, CT

Archdiocese of New York

New York, NY

Catholic Bishop of Northern Alaska

Fairbanks, AK

Catholic Community Foundation of  
South Carolina

Charleston, SC

Catholic Foundation of the  
Archdiocese of Mobile

Mobile, AL

Catholic Guardian Services

New York, NY

Catholic Indemnity Insurance  
Company (Archdiocese of NY)

New York, NY

Christ Episcopal Church  
Foundation, Inc.

Ponte Vedra Beach, FL

Diocese of Baton Rouge

Baton Rouge, LA

Diocese of Burlington

S. Burlington, VT

Diocese of Cleveland

Cleveland, OH

Diocese of Fargo

Fargo, ND

Diocese of Palm Beach

Palm Beach Gardens, FL

Diocese of Winona

Winona, MN

First Presbyterian Church of Tampa

Tampa, FL

Joint Perpetual Care Fund  
(Archdiocese of NY)

New York, NY

Michigan Catholic Conference

Lansing, MI

New York Catholic Foundation  
(Archdiocese of NY)

New York, NY

Northway Christian Church

Dallas, TX

Pontifical Institute for Foreign  
Missions (PIME) Inc.

Detroit, MI

St. Patrick's Cathedral

(Archdiocese of NY)

New York, NY

St. Vincent de Paul Regional  
Seminary

Boynton Beach, FL

The Florida United Methodist  
Foundation, Inc.

Lakeland, FL

### WE PROVIDE ADVISORY SERVICES TO THE FOLLOWING STRUCTURES RELATED TO OUR CATHOLIC CLIENTS:

General Funds, Deposit and Loan  
Funds, Pension Plans, 401(k) and  
403(b) Plans, Endowments and  
Foundations, Operating Reserves,  
Cemetery Perpetual Care Funds,  
Captive Insurance Programs

Representative clients are selected to  
illustrate the firm's depth of experience  
with clients of a specific industry, plan  
type, size, service offering, or region.

This list of faith-based institutions  
should not be construed as an endorsement,  
reference, or comment from representative  
clients regarding the quality of investment  
advisory services CAPTRUST provides.

## RELIGIOUS SERVICES TEAM

### Investment Consulting Services

#### Institutional

- Catholic Foundations
- Captive Insurance Programs
- Cemetery Perpetual Care Funds
- Colleges, Universities, and Seminaries
- Hospitals and Healthcare Facilities
- Religious Orders

#### Arch/Diocesan Investments

- Deposit and Loan Funds
- Endowments
- General Funds
- Operating Reserves

#### Retirement and Benefits

- 401(k) Plans
- 403(b) Plans
- Lay Employees' Pensions
- Non-retirement Benefit Pools
- Priests' Pensions

### CAPTRUST Resources



#### Chief Investment Officer

Kevin Barry  
Chief Investment Officer



#### Asset-Liability Practice Leader

Grant Verhaeghe  
Senior Director



#### Defined Contribution Practice Leader

Scott Matheson  
Managing Director



#### Investment Research

David Hood  
Director



#### Performance Reporting

Ashley May  
Manager

### Your CAPTRUST Service Team



#### Advisor

Stephen Schott  
Principal and Director



#### Advisor

Kyle Campbell, CFA, CAIA  
Vice President  
Financial Advisor



#### Advisor

Robert Piccirilli, CIMA, CAIA  
Senior Vice President  
Financial Advisor



#### Client Service

Heidi Spencer  
Client Relationship Manager

## SOCIALLY RESPONSIBLE INVESTING

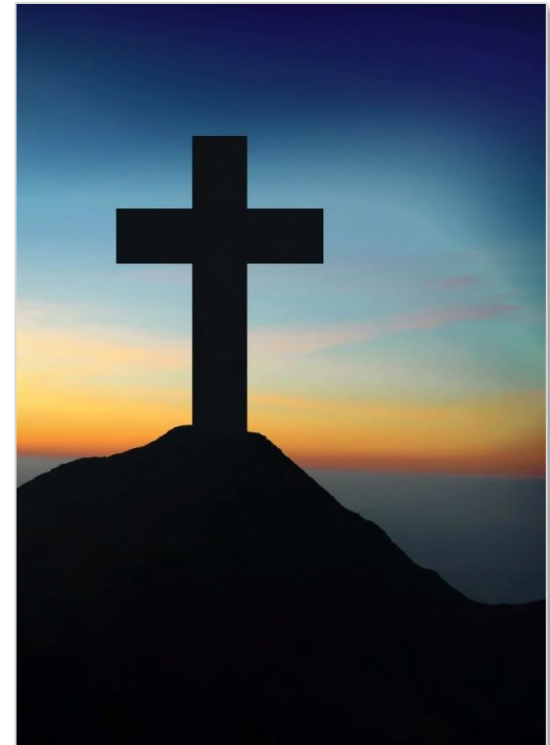
CAPTRUST's screening criteria is based upon the United States Conference of Catholic Bishops (USCCB) Socially Responsible Investment Guidelines.

CAPTRUST partners with a leading provider of environmental, social, and governance research and analytics to institutional investors and asset managers. This research covers more than 1,000 discrete data elements across a global universe of companies.

CAPTRUST has developed screening criteria across the following areas:

- Abortion and abortifacients
- Adult entertainment
- Contraceptives
- Discrimination
- Environmental
- Fair lending
- Landmines
- Nuclear weapons
- Stem cells (embryonic)

Many of the issues covered involve multiple data points that are evaluated based on the USCCB Socially Responsible Investment Guidelines and interpretations developed specifically for CAPTRUST and its clients.





# CAPTRUST

## Catholics and Donor Advised Funds

- High net worth donors want to be engaged through socially responsible investing.
- What issues matter most to Catholics?
  - Survey says....

## ARE CATHOLICS MORE MOTIVATED TO DONATE IF ETHICAL INVESTING IS ASSURED?

500 Catholic adults participated in a survey for Boston-based Catholic Investment Manager found that about 87 percent of respondents would be more likely to donate to Catholic institutions if they knew the money would be invested in ways consistent with church teaching and values.

9 of 10 Catholics surveyed said they want their donations to church institutions to be ethically invested

Respondents said church money should not be invested in such endeavors.

- pornography industry, 60%
- tobacco products and e-cigarettes (57 percent),
- alcoholic beverages (52 percent),
- medications used during an abortion (52 percent),
- casinos and gaming (51 percent),
- medical facilities where abortions occur (50 percent),
- gun manufacturing (47 percent),
- for-profit prisons/detention centers (45 percent), security,
- defense and large-scale weapons (44 percent),
- research on embryonic stem cells (37 percent),
- manufacturers of birth control (31 percent)
- Oil and natural gas extraction (30 percent).

The survey also asked participants what investments Catholic institutions should be making .

- Clean air and water (67 percent),
- workforce education/job training (66 percent),
- education technology (65 percent),
- agriculture and food (65 percent),
- health care providers (62 percent),
- affordable housing (60 percent),
- recycling (57 percent),
- renewable energy (53 percent),
- land conservation (50 percent),
- fitness/nutrition (49 percent)
- Banking and financial services to low-income people and small businesses (46 percent).

Source <https://www.ncronline.org/news/accountability/survey-catholics-want-church-invest-funds->

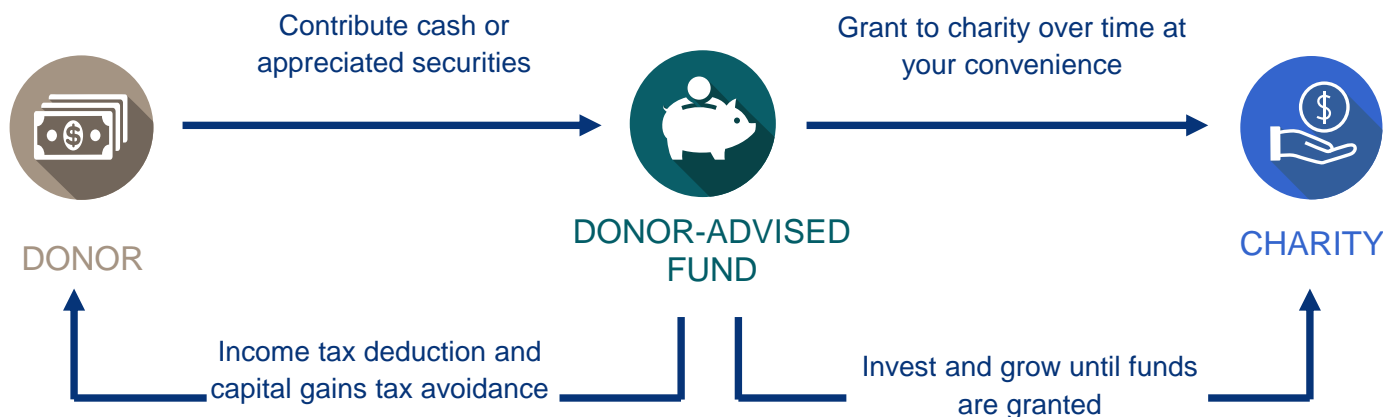
# CAPTRUST

- Donor Advised Funds as One Tool for That Engagement...
- Why? What are they? How do they work?

### DONOR-ADVISED FUNDS

A donor-advised fund is an easy-to-open, low-cost, and flexible account for charitable giving. A donor contributes cash or appreciated securities to a donor-advised fund via an irrevocable donation and receives an immediate tax deduction. The donor-advised fund remains invested until grants are made to charity. Grants can be made at any time and to as many charities as the donor wishes. This can be an easy way to front load or bunch charitable deductions for tax purposes.

#### DONOR-ADVISED FUND GIFTING PROCESS



- Donor-advised funds are popular, easy-to-access vehicles for charitably inclined individuals and families
- A common alternative to private foundations
- Effective for facilitating anonymous giving

- Can enable the donation of appreciated securities to charities that don't have the means of handling such donations directly
- Provide simple tax reporting for charitable donations
- Help educate future generations about charitable giving

### Donor Advised Funds – Lasting Legacy

In the United States, a donor-advised fund (“DAF”) is a charitable giving vehicle administered by a public charity created to manage charitable donations on behalf of organizations, families, or individuals.

- 463,622 individual donor advised funds. (60.2% increase from 2016)\*
- Charitable assets in donor advised funds accounts totaled \$110B (27.3% increase from 2016)\*
- Grants from donor advised funds to Qualified Charities totaled \$29.08B (19.9% increase from 2016)\*
- Average Donor Advised Fund size is \$173,241

“Many large DAF Sponsors have resources and experience to help donors efficiently convert assets into mission-critical financial support for charities in the U.S. and even around the world”

*Eileen Heisman, CEO National Philanthropic Trust*

\*Information based on 2017 Study National Philanthropic Trust

## WHY USE DONOR ADVISED FUNDS

The Tax Cuts and Jobs Act of 2017 represented the largest change to tax law in 30 years. And while corporations were the major beneficiary of these changes, many individual taxpayers have also seen benefits. As year-end approaches, the continued impact of the recent tax reforms will be increasingly apparent. Now is the perfect time to evaluate your current tax situation and adjust as appropriate.

INDIVIDUAL	CHARITIES
<ul style="list-style-type: none"><li>• Tax Law Benefits – Avoid Capital Gains and Get Tax Deduction</li><li>• More cost effective than creating a Foundation</li><li>• Easily Bunch Charitable deduction and gift when you want to</li></ul>	<ul style="list-style-type: none"><li>• More consistent giving</li><li>• Receive the gift without any of the hassle of liquidation</li></ul>
GIFTING	GIFTING
<ul style="list-style-type: none"><li>• Pre-funding planned charitable gifts can considerably reduce taxable income. Donor-advised funds allow investors to make tax-deductible donations now and decide on a charity to send it to later.</li><li>• By donating stock that has appreciated for more than a year, you are giving 20 percent more than if you sold the stock and then made a cash donation. The reason is simple: avoiding capital gains taxes.</li></ul>	<ul style="list-style-type: none"><li>• Contributions can be set up to come in year over year rather than a large amount all at once and nothing for the following years.</li><li>• Remove the task of liquidating gifts for cash- This is especially helpful with illiquid assets.</li><li>• Legacy gifts as invested DAF funds grow and can be gifted in the future</li></ul>

# Stewarding the Donor Through an #iGiveCatholic Giving Day

- Donor sees their gift impacting total giving on the leaderboard, etc.
- Many major donors don't feel appreciated for their gifts - this gives a tangible way to thank them.
- Donors can remain anonymous, yet, celebrate their favorite ministry.
- Donors can use their DAFs to fund multiple organizations in one day, giving them an easy avenue not to just let donations sit in an account, and encourage their ongoing philanthropy.



**CAPTRUST**

#iGIVECATHOLIC

# Stewarding Continued...

- **DAF Holders:** Invite participation in #iGiveCatholic
  - Send a letter and a list of participating organizations to which they might give
  - Use their gifts as possible funds for matching
    - ✓ Donors love to give year-end gifts - this puts that gift to work
  - Helping their favorite non-profit win prizes
    - ✓ Donor's gift is entered as an "offline gift" at strategic times to drive momentum...for example during media broadcasts or to win a prize for the organization
  - Peer-to-Peer fundraising
  - Anonymity or Not – their call!



# Example

CHOOSE YOUR OWN AMOUNT

Maria Immacolata Catholic School serves a very diverse community; hence, promoting Catholic identity helps us to get to the heart of what it means to be Catholic. Our students learn and practice their faith each day with morning prayer and weekly masses.

With your support, we can continue to provide a loving, caring, Christian environment for all students who come through our doors.

Maria Immacolata Catholic School is unique in a variety of ways, including:

- Small class sizes
- Strong Academic Curriculum
- Special Needs Inclusion
- 55% of Educators have Master's Degrees
- 5 Enrichment Programs - PE, Library, Computer Lab, Music, Spanish
- Resource
- E+ Intervention/Enhancement

DONATE

## Matches

Anonymous: MICS

**\$21,000** MATCH **\$21,000** REMAINING

## Fundraising Champions

[Larke Lottinger](#) **\$0.00**

[Jennifer Dusenbery](#) **\$0.00**

[Emily Collins](#) **\$0.00**

[Karen DeBlieux](#) **\$0.00**

[Debbie Adams](#) **\$0.00**

[See More Champions](#)



CAPTRUST

#iGIVECATHOLIC

# Timeline and Working with Recipient Organizations

- **DAF Letter Mailing timeline:**
  - *Late September*—initial outreach with response deadline of Nov. 6
  - *Mid-October*—follow up with any additional organizations
  - *Nov. 6*—deadline to designate DAF funds
  - *Post-Nov. 6*—alert organizations of funds received
- **Recipient Organization Letters:**
  - Notify them that they are receiving a DAF gift and how the donor wishes it to be applied



**CAPTRUST**

**#iGIVECATHOLIC**

# Sample Letters

Date

Dear Fund Holder:

The Catholic Foundation of \_\_\_\_\_ invites you to participate in #iGiveCatholic, the first-ever online giving day devoted to supporting your parish, schools, and favorite nonprofit ministries. Held on November 28, #GivingTuesday, #iGiveCatholic is a way for Catholic donors to come together and be part of something big.

As a service to our fund holders, you may designate distributions to participating organizations using the form below. By giving through your donor advised fund (DAF), you will avoid any platform or credit card fees, allowing organizations to benefit from the full impact of your giving. Gifts through your DAF will be added to the leaderboards of your selected organizations, generating even more excitement and encouraging others to give.

To learn more about #iGiveCatholic in our arch/diocese, we invite you to go online at [iGiveCatholic.org](http://iGiveCatholic.org) and view participating ministries. Organizations will be added to the website until November 3, so check back frequently.

The deadline to allocate your gift is Tuesday, November 14. For any additional questions, please contact \_\_\_\_\_ at \_\_\_\_\_ or \_\_\_\_\_.

Sincerely,

(Foundation Director)

#iGIVECATHOLIC

☐ Yes, I would like to participate in #iGiveCatholic through my donor advised fund.

Distribution Amount	Organization

(Include here your standard instructions for distribution requests.)

Donors



CAPTRUST

Date

Dear Organization:

The Catholic Foundation of \_\_\_\_\_ is delighted to share with you that a distribution from the (NAME) Fund has been made towards your #iGiveCatholic campaign. This donation will appear on your leaderboard on November 28. Payment will be distributed separately from your online donation check.

(Use your standard DAF distribution language here in terms of acknowledgement.)

We thank you for participating in #iGiveCatholic, and for your trust in – and partnership with – our foundation.

Sincerely,

(Foundation Director)

Recipient Organizations

#iGIVECATHOLIC

# Questions?

*Contact us!*

Cory Howat, Executive Director  
Catholic Community Foundation of the  
Archdiocese of New Orleans  
[chowat@ccfnola.org](mailto:chowat@ccfnola.org)

Steve Schott  
Principal, Director  
CAPTRUST Financial Advisors  
[Steve.Schott@captrust.com](mailto:Steve.Schott@captrust.com)

## LEGAL DISCLAIMERS

Individual investors have particular needs and no single solution fits every investor.

CAPTRUST does not render legal, accounting, or tax advice. This material has been prepared solely for educational purposes and is not a solicitation or an offer to buy any security or instrument or to participate in any trading strategy.