



Emmanuel

LUTHERAN CHURCH & PRESCHOOL



# Planned Giving

AT EMMANUEL

Adult Forum Information Session  
Planned Giving and  
Emmanuel's Endowment Fund

March 14, 2021



# Welcome!

## ➤ Endowment Team

- Pastor Tony Prinsen, Pastor Lydia Posselt, Bob Thomas, Steve Montgomery, Paula McGinnis, Janet Celly, Erica Schmitz, Susan Olenchuk, Dennis Moyer, Tom Redding, Kelly Champagne, Nancy Durso, Greg Stolp

## ➤ Zoom Instructions

- Please ensure you are on Mute.
- To hear everyone clearly, it is important that only one person speak at a time.
- There will be a Q&A at the end. Throughout the session, feel free to ask your questions or make a comment using the Chat function. Please open your Chat window.
- There will be a few slide presentations like this. When we share the screen to show you slides, Zoom automatically goes to full screen. We recommend that you exit full screen so you can see the chat window.

# Agenda

- Overview of Planned Giving and the role of the ELCA
  - Reverend Yvonne Lembo
- Planned Giving and Emmanuel's Endowment Fund
  - Susan Olenchuk and Dennis Moyer
- Results of ELC Planned Giving Survey
  - Greg Stolp
- Q&A Session



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# Planned Giving

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## Planned Giving and Emmanuel's Endowment Fund Information Session

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# Planned Giving and Emmanuel's Endowment Fund

- Planned Giving
- The Emmanuel Lutheran Church Endowment Fund
- Information Resources
- Upcoming Events



# Planned Giving

- A structured gift (i.e., donation) made either during a donor's lifetime or upon a donor's death as a "legacy" or charitable estate gift
  - Often made on installment basis over several years (i.e. "Lifetime" gift)
  - May be designated for deposit into Emmanuel's Endowment Fund or made directly to Emmanuel without designation for the Endowment
  - Can be unrestricted (used for any purpose consistent with Emmanuel's ministries) or restricted (can be used to support only the ministries or activities specified by donor)
- A restricted gift is reviewed by either the Endowment Team or Council to ensure consistency with Emmanuel's ministry goals and gift policy
- A donor who establishes a legacy gift creates an "expectation" or "expectancy" for Emmanuel while the donor is alive



# Types of Planned Gifts

- Cash, check, electronic payment (“traditional gift”)
- Qualified Charitable Distribution from an IRA
- Beneficiary designations (“legacy” gift)
  - Will
  - Retirement Account
  - Bank/brokerage accounts
  - Life insurance
  - Living trust
- Asset transfer\*
  - Securities from brokerage account
  - Real estate
  - Ownership of life insurance
  - Personal Property
- Deferred Gifts
  - Charitable gift annuity
  - Charitable remainder trust
  - Donor advised fund
  - Named endowment
  - Life estate

\*Non-cash gifts are reviewed by either the Endowment Team or Council to ensure consistency with Emmanuel’s ministry goals and gift policy

# What is an Endowment?

- A specified fund established by a non-profit organization, like Emmanuel
- Funds donated to an endowment are invested to generate income and earnings that are used to support purposes specified by the organization
- Generally, the donated funds (*i.e.*, “principal” or “corpus”) themselves are not used to support the fund’s stated purposes
- Rather, the corpus grows over time and is invested to continually generate funds that the organization uses to provide long-term financial support for the specified purposes, without having to rely on the organization’s operating funds

# Emmanuel's Endowment Fund

- Purpose is to encourage planned gifts to provide sustained, long-term support for Emmanuel and its ministries
- Created by Emmanuel in 2020
  - Council-approved Endowment Fund Gift Policy
  - Congregation-approved Bylaws authorized the Emmanuel Lutheran Church Vienna Endowment Fund and established policies governing the management of the Fund
- Funded by initial \$25,000 deposit from Emmanuel's operating account
- Established as a separate account within the Evangelical Lutheran Church in America (ELCA) Endowment Fund Pooled Trust
- Owned by Emmanuel and its members



# Why give to Emmanuel's Endowment Fund?

- Provide a consistent, long-term source of financial support for Emmanuel and the work of its ministries for future generations
- Congregational survey indicated preference for balanced approach supporting “Community Impact” and “Facility Care” ministries
  - Community Impact: outreach ministries in local, national, and global communities; investment in new ministries to grow membership and faith; and supporting ELCA missions in these areas
  - Facility Care: recapitalization; major upgrades and maintenance of Emmanuel's facilities and property

# Fund Governance: Emmanuel's Endowment Team

- Members
  - Executive Team
  - Captains of Stewardship Team and Finance Team
  - Three at-large members appointed by Council
- Coordinates day-to-day operation of the Endowment Fund in accordance with the Endowment Fund Gift policy and Emmanuel's Bylaws
  - Makes decisions regarding accepting gifts, especially restricted gifts
  - Approves distributions of income and earnings generated by the Fund
- Reports to, and is overseen by, the Congregation Council

# Distributions from the Endowment Fund

- Donations to the Endowment Fund can be *restricted* or *unrestricted*
- A *restricted* donation means:
  - Principal and generated income and earnings can be distributed to support only the ministries or activities specified by donor
  - The restriction must be approved by Endowment Team
- An *unrestricted* donation means that the principal and generated income and earnings may be used for any purpose recommended by the Endowment Team and approved by Congregation Council
  - Distributions of unrestricted donations will be used to support Community Impact and Facility Care goals



# Distribution of Unrestricted Donations

- Once the Endowment Fund's balance reaches \$100,000, distributions from previous year's unrestricted Fund balance begin
- What is the "unrestricted Fund balance?"
  - The unrestricted principal, plus interest, dividends, and realized/unrealized capital gains on that principal
  - Does not include funds associated with restricted donations
- How much is distributed?
  - Minimum distribution = 3% of unrestricted Fund balance
  - Maximum distribution = 6% of unrestricted Fund balance
  - Distributions outside of these percentages must be approved by Council

# Distribution of Unrestricted Donations

- When a distribution from the unrestricted fund balance is made, 10% of the annual distributed amount must be tithed as follows:
  - 50% for community ministries supported by Emmanuel
  - 50% for ELCA-related ministries
- Only in very rare circumstances would distributions from the Endowment Fund be used to reduce or eliminate any shortfall in Emmanuel's annual operating budget

# Information Resources

**Emmanuel's Planned Giving Communicators:** provide information about the Endowment Fund and planned giving options, respond to questions, and assist with implementation

- Dennis Moyer
- Susan Olenchuk

Both can be contacted at [plannedgiving@elcvienna.org](mailto:plannedgiving@elcvienna.org).

**ELCA Regional Gift Planner:** Reverend Yvonne Lembo

- Liaison to ELCA and provides guidance on implementation of the Endowment Fund
- [Yvonne.Lembo@elca.org](mailto:Yvonne.Lembo@elca.org)



# Upcoming Events

- Congregation-wide Survey on Planned Giving: Ongoing (survey may be found at <https://forms.gle/yP8NuuVbaLCjXa2j7>)
- Planned Giving and Endowment Fund Information Session: Sunday, March 14, 2021
- Estate Planning Workshop (Virtual): Saturday, April 17, 2021 at 1:00 pm
  - Estate Planning Seminar presented by local estate attorney
  - Reverend Yvonne Lembo, ELCA Regional Gift Planning
- Endowment Fund Campaign Kick-off: Sunday, May 2, 2021
- Endowment Fund Campaign: May 2 - June 6, 2021

# Emmanuel's Website

**Emmanuel's website:** <https://elcvienna.org/give/plannedgiving/>

- Information on Planned Giving and Emmanuel's Endowment Fund
- Frequently Asked Questions
- Information Request Form
- Link to Congregational Survey



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# Planned Giving

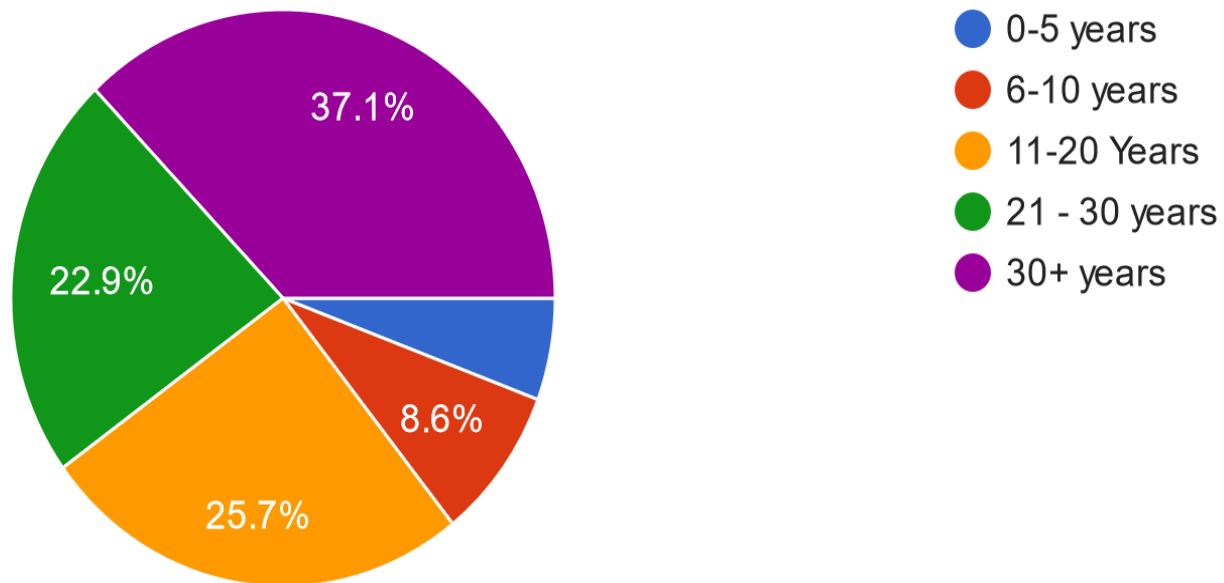
AT EMMANUEL

## Planned Giving and Emmanuel Endowment Fund Survey Results

March 14, 2021

- Out of 35 responses to date, 86% of respondents have been members 11 years or more.

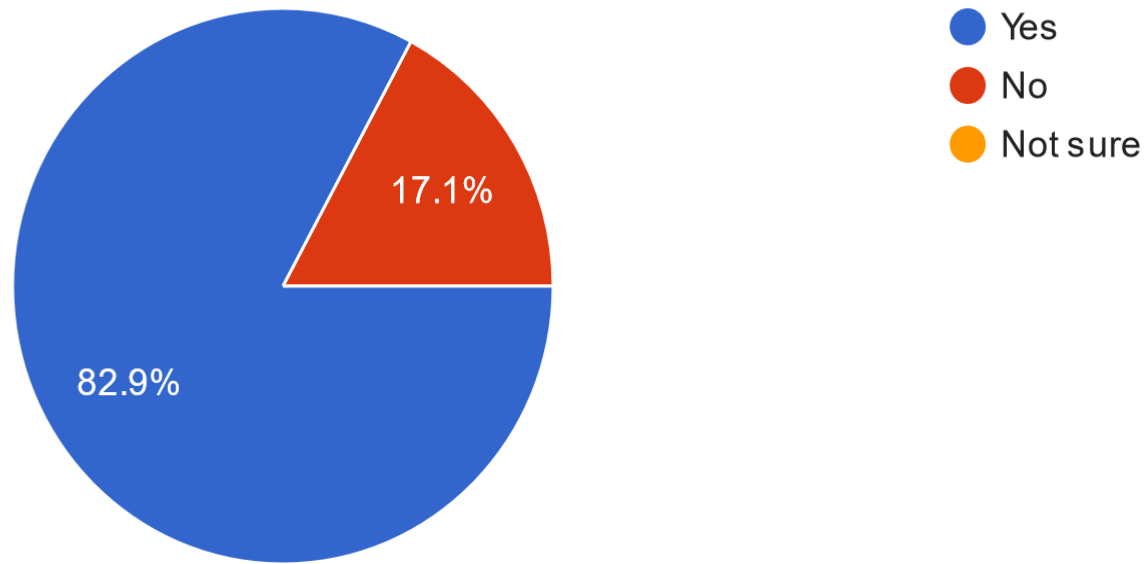
How many years have you been in community at Emmanuel Lutheran Church?





- 29 of the 35 respondents have estate plans. Of the 29, they relied upon the following people for advice or assistance in crafting their estate plans (multiple responses allowed):

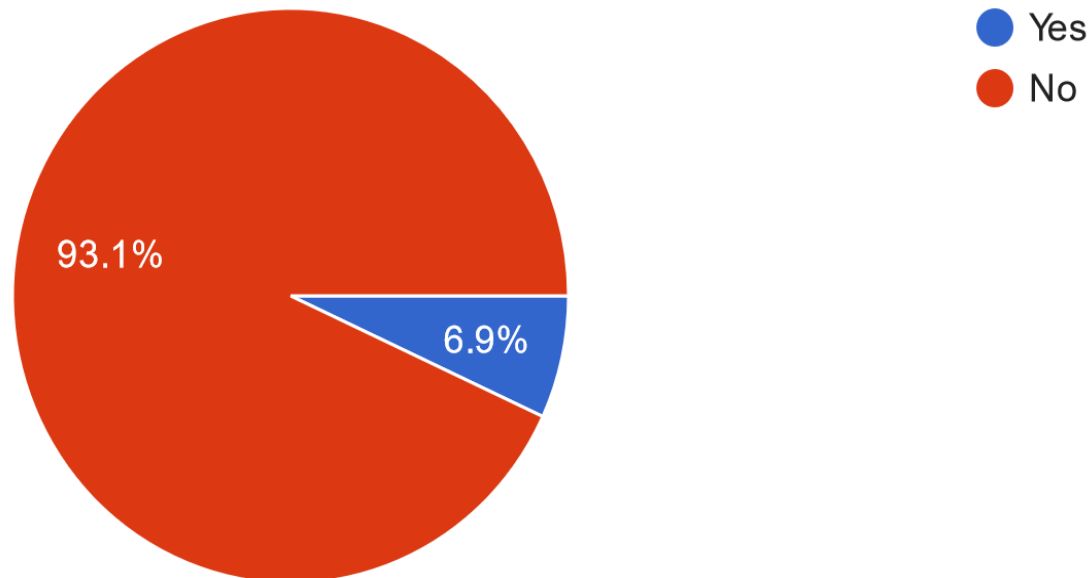
Do you currently have an estate plan (will or trust)?



Lawyer - 27  
Financial Consultant - 9  
Family member - 5  
Accountant – 1  
Friend – 0  
Pastor – 0  
Gift Planner – 0  
Member of Emmanuel – 0

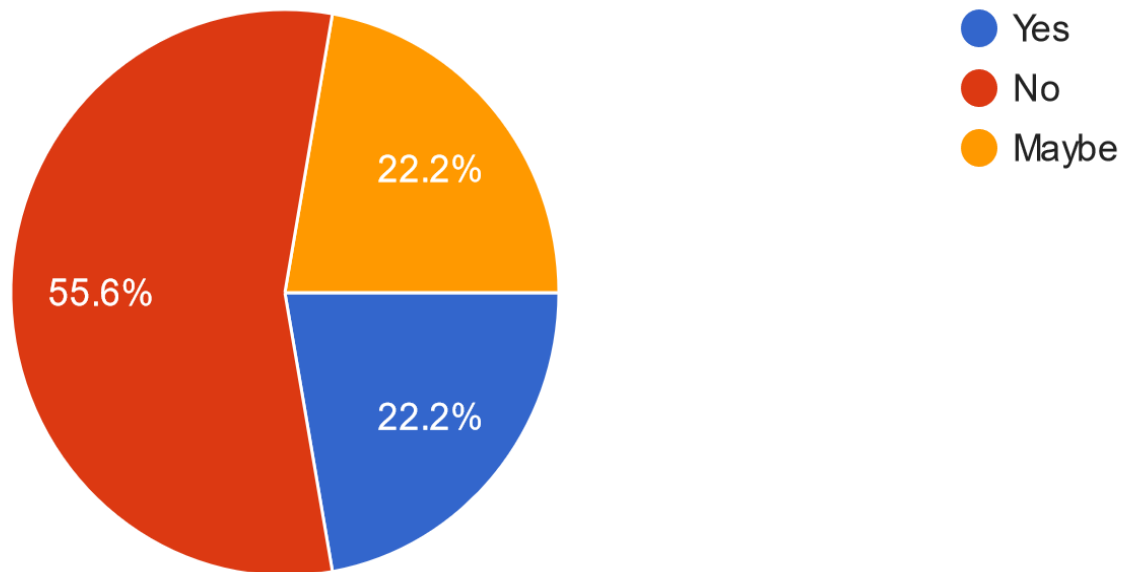
- Of the 29 who have estate plans, 2 designated Emmanuel Lutheran Church in their will or trust. Of the 2, 1 had notified the ELCA Regional Gift Planner.

Do you currently have Emmanuel Lutheran Church included in your estate plan?



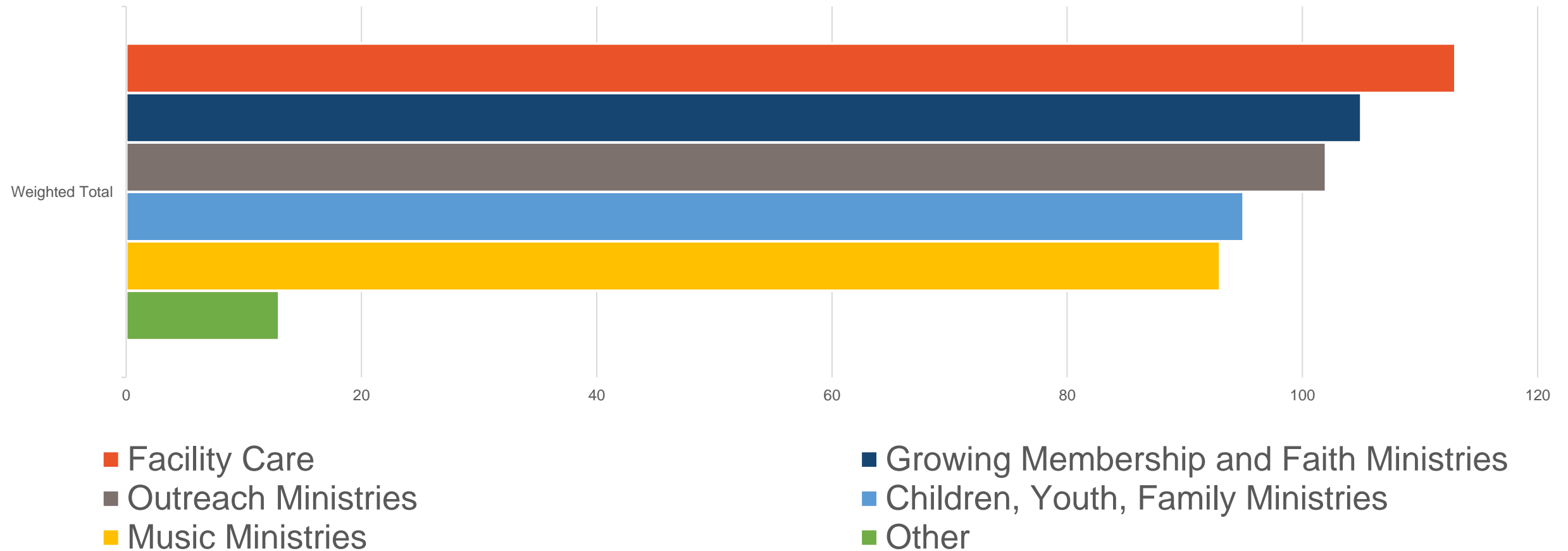
- 15 members are interested in attending a complimentary estate planning workshop to either update their estate plan or learn more about creating an estate plan.

Would you be interested in attending a complimentary estate planning workshop to either update your current plan or learn about opportunities to include Emmanuel in your plan?





- **Facility Care and Community Impact** (Growing Membership and Faith, Outreach) were the highest levels of importance for the purpose of the Endowment.
- 5 defined broad ministry areas and Other
- A 6-scale rating with 0 not being important to 5 being the most important.



**Emmanuel's website:**

<https://elcvienna.org/give/plannedgiving/>

**Emmanuel's Planned Giving Communicators:**

Dennis Moyer, Susan Olenchuk

[plannedgiving@elcvienna.org](mailto:plannedgiving@elcvienna.org)

**ELCA Foundation Regional Gift Planner:**

Reverend Yvonne Lembo,

[Yvonne.Lembo@elca.org](mailto:Yvonne.Lembo@elca.org)

