

Conventional Giving vs. Lasting Giving

At Wilmot – Conventional Giving

The envelope

Operating

- Runs the church on a day-to-day basis, salaries, utilities, supplies, light maintenance, insurance
- Absolutely essential – provides for the work of Wilmot

Capital Maintenance

- Provides for upkeep of the building and its major equipment
- Absolutely essential – provides for the work of Wilmot

Mission and Service

- Funds for the greater United Church – enables work that one congregation cannot possibly do on their own

Outside the envelope

Benevolent

- Periodic request for money that goes directly to those in need in our community

Fund Raisers

- Periodic events that provide food and/or entertainment and raise funds for specific needs

The Memorial Fund

- Gifts (usually small) made in memory of someone who has recently died.

All these givings are focused and the funds are spent within a short space of time.

Lasting or “non-conventional giving”

From time-to-time substantial gifts are received, typically from estates. These are “planned gifts” the donors and their families have decided that a gift will be made in their memory and details have been provided for example in a will or an insurance policy i.e., a bequest. Usually there are instructions or guidelines as to how the gift is to be used. These may include financial instructions (e.g., “spend the principle and interest”) and instructions as to purpose (e.g., “for outreach in the community”).

Catch Phrases:

“Lasting Gift”

“Make a Difference”

“Be Remembered”

Note the conflict

- **“A Lasting Gift”** – i.e., spend the interest of a gift, may be for a designated purpose – including “where need is greatest”
- **“Make a Difference”** – i.e., spend the principle of a gift, may be for a designated purpose – including “where need is greatest”
- **“Be Remembered”** – pay for a window

How should we distinguish these?

Should one or the other be encouraged? If so, how? They are all important.

Can we encourage broad definitions of “purpose”?

How is it possible to predict and describe future needs?

Even \$100 is important; these gifts don’t all have to be \$1000’s.

Some may wish to make a (substantial) gift before the bequest – while they are still alive

How can we describe the processes – making a bequest, the investment policies, what purposes are appropriate?

Things to do right away

Re-energize the “Memorial Fund”.

This fund is intended to allow gifts to be made by friends and relatives in memory of someone who has recently died. Usually the gifts are small but over a year there can be a large number of them. My recollection is that we could count on several thousand dollars a year. With an aging population this may be an area of growth we can count on.

These gifts were acknowledged by a note in the bulletin “gifts to the memorial fund were received from X, Y, Z in memory of So and So.”

The money was used for “semi-permanent” items and work, furniture, office equipment, repairs to fixtures, books, music, tools, etc. It enabled work like this to be done on short notice outside the annual budget. Sometimes it is used to “top up” other fund raising, for example, choir gowns.

- Begin with a note in the bulletin (or an announcement by the Stewards) reminding that the Memorial fund exists and what it does.
- Resume acknowledgments in the bulletin.
- Have an annual acknowledgement – Anniversary Sunday?

Acknowledge and Celebrate Planned Giving

- Have an annual time to do this – for example, Anniversary Sunday – *not* the annual meeting.
- Celebrate the donors and their gifts! Read out their names. Make people aware they can provide “A Lasting Gift”, “Make a Difference” or “Be Remembered”.
- Celebrate the results of these gifts – what were the funds used for, what did they accomplish?

Acknowledge Wilmot’s place in the community

(Ignoring theological implications, faith compared to works, etc.)

Every month or so, describe (promote?) an activity that Wilmot participates in or aids for example:

- Saturday night
- Legal advice
- Who rents the gym, other uses of the building
- Cuba committee
- Community kitchen
- Work with Presbytery
- Work with Executive committee
- Cemetery

Appoint “gift advisors”

These would be two or three appropriate persons to be available for confidential advice to those who may be contemplating non-conventional giving. They might act as go-betweens; exploring mechanisms (wills, insurance, etc.) and purposes (outreach, education, youth, etc.). While nominally Stewards, they should have the job with continuity over years.