



Orthodox Planned Giving 101

*“If you’re
going to live,
leave a
legacy.”*



Setting The Stage

The Planned Giving Opportunity

Bill Marianes

Stewardship Calling &
Orthodox Ministry Services

**“A society
grows great
when old men
and women
plant trees in
whose shade
they shall
never sit.”**

Greek Proverb



**“We make a living
by what we get.**

**We make a life by
what we give.”**

Sir Winston Churchill

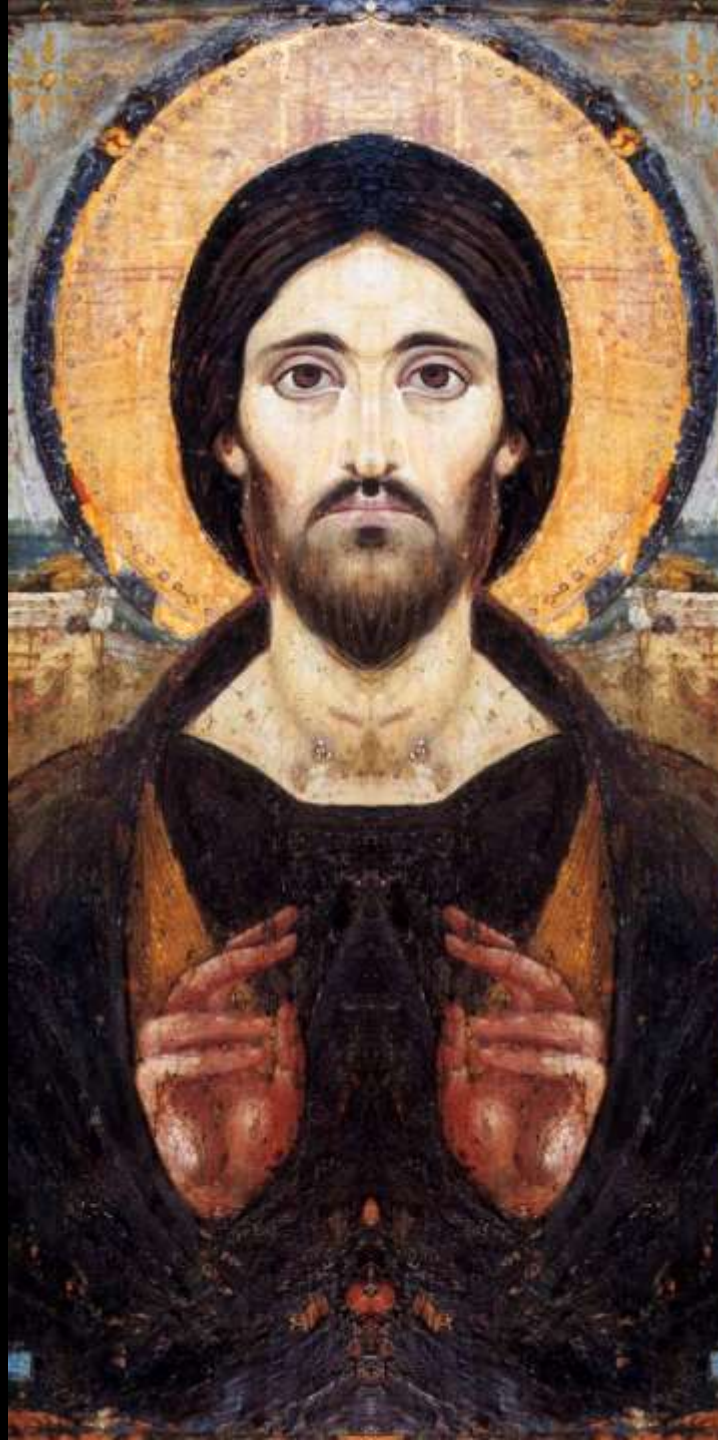




**“That the end of
our lives may be
Christian, without
pain, blameless
and peaceful,
and for a
GOOD ACCOUNT
before the
AWESOME
JUDGMENT SEAT
of CHRIST.”**

**2 Corinthians 5:10
Orthodox Divine Liturgy**

**Christ's
possible
very difficult
question to
you**

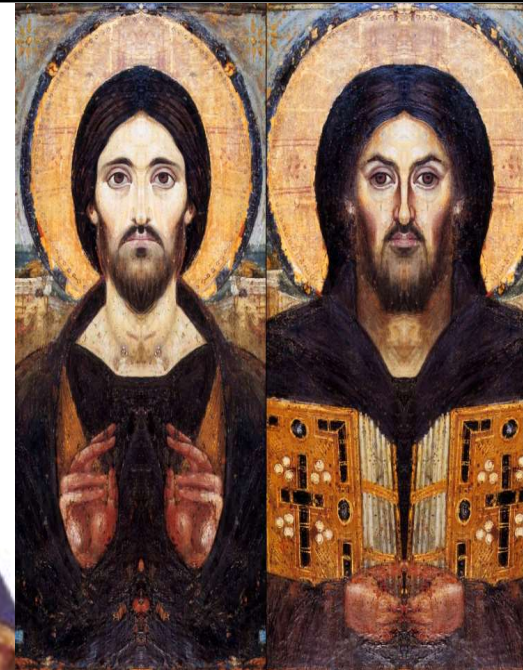




**What did
you do for
My church,**



**under your
watch, given
all the gifts I
gave you ?**



The Opportunity

\$30 Trillion will be transferred by Baby Boomers (those born between 1944 - 64) over the next several years.¹

\$68 Trillion will be transferred within the next 25 years.²

¹ *The Greatest Wealth Transfer In History: What's Happening And What Are The Implications* - Forbes Magazine 11-11-19 (<https://www.forbes.com/sites/markhall/2019/11/11/the-greatest-wealth-transfer-in-history-whats-happening-and-what-are-the-implications/#64c33e834090>)

² *What The Coming \$68 Trillion Great Wealth Transfer Means For Financial Advisors* – CNBC October 21, 2019 (Cerulli Associates is a research and consulting firm specializing in asset management and distribution trends worldwide) (<https://www.cnbc.com/2019/10/21/what-the-68-trillion-great-wealth-transfer-means-for-advisors.htm>)

What You Might Not Know

- ~ 67 % of people don't know what "planned giving" means
- ~ Planned Giving is making a charitable gift during your life or in your Will / Estate Plan
- ~ The #1 reason donors made a major Planned Gift to a charity (church, school, hospital, etc.) is.....?

"because they were asked"

Why Have A Planned Giving Program? ¹

- ~ In 2017, 58% - 60% of Americans had NO Will or Estate Plan
- ~ By 2020, it grew to 68% of Americans
- ~ If you don't have a Will, your State will decide how to allocate your assets when you die

¹ Haven't Done A Will Yet? You've Got Company. Neither Have 6 In 10 U.S. Adults - AARP February 4, 2017 Caring.com 2020 Estate Planning and Wills Study <https://www.caring.com/caregivers/estate-planning/wills-survey>

Why Have A Planned Giving Program? ¹

- ~ Only **4.5%** of Americans have made a charitable Planned Gift bequest
- ~ Which mean, **95.5%** of your parishioners are your Planned Giving campaign opportunity

¹*Survey of Wills Created by Everyday Donors Shows an Average Bequest of \$78,630*

Why Have A Planned Giving Program? ¹

~ Top 4 reasons people don't have Wills:

1. procrastination
2. think they don't have enough assets
3. think they are too expensive
4. don't know how to do it

~ Your Parish Planned Giving program helps your parishioners address all 4

¹ Caring.com 2020 Estate Planning and Wills Study <https://www.caring.com/caregivers/estate-planning/wills-survey>

Why Have A Planned Giving Program? ¹

- ~ **95%** of people's wealth is in stocks and property
- ~ Planned Giving of these assets doesn't impact cash flow so that people of all income levels can do it

¹ "What's The Big Deal About Planned Giving Anyway" - June 2, 2018 at PlannedGiving.com - <https://plannedgiving.com/the-importance-of-planned-giving/>

Why Have A Planned Giving Program? ¹

- ~ The typical Planned Gift is **200 times** the size of a donor's largest annual fund gift
- ~ People who make Planned Gifts in their Wills typically **increase** their annual giving

¹ "What's The Big Deal About Planned Giving Anyway" - June 2, 2018 at PlannedGiving.com - <https://plannedgiving.com/the-importance-of-planned-giving/>

Why Have A Planned Giving Program? ¹

- ~ Average Will charitable bequest = **\$78,630**
(20% of Wills have 2 such bequests)
- ~ Multiply your number of parishioners by **\$78,630** to estimate what your church can receive in time

| | |
|----------------------------------|----------------------------------|
| 100 = <u>\$7,863,000</u> | 200 = <u>\$15,726,000</u> |
| 300 = <u>\$23,589,000</u> | 400 = <u>\$31,452,000</u> |

Why Have A Planned Giving Program? 1

Multiply the number of your parishioners who died last year by \$78,630 to estimate what your church could have received if it had an effective Planned Giving Program

The Four Types of Generosity All Parishioners Must Be Taught To Practice

1. Annual Stewardship Tithe - to fund parish operations
2. Periodic Capital Campaigns - to acquire, construct, or improve parish capital assets
3. Emergency Philanthropy - to address emergency needs
4. Planned Giving – to fund non-operating parish needs and opportunities

If established properly, with effective parishioner education,
NONE of these will cannibalize any other generosity

A Theological Basis for Planned Giving

Fr Jim Kordaris

Director of Stewardship, Outreach & Evangelism

“Everything comes from you
and we have given you only
what comes from your hand”

I Chronicles 29:14



Stewardship of Income *and* Stewardship of Wealth

As a wealthy and gifted people,
we are called to invest in the
kingdom yet to come.



46TH BIENNIAL
CLERGY-LAITY
CONGRESS
Legacy · Renewal · Unity

Benefits of Endowments & the G.O.A. Endowment Guidelines

Elaine Allen
Senior Advisor to the
Archbishop



WHAT IS AN ENDOWMENT?



Donations



Safe
Investments



Interest



Ministry

IT'S A GIFT THAT KEEPS ON GIVING

Planned Giving Ministry of the Archdiocese

Proposed budgets for 2023 and 2024 include initial funding for a department of planned giving to assist parishes with the establishment of planned giving programs

- Resources for parishes (toolkits on planned giving for parishioners)
- Certified planned giving professional to assist Metropolises or parishes with implementing programs and act as a resource



Archdiocese Endowment 8 Guidelines



Parish Assembly approves Endowment Fund, Rules & Regulations, Investment Guidelines and any separate 501(c)(3) corporation.

Parish Endowments must be under the ultimate control of the Parish Council and Priest.

Endowment Boards & Committees are appointed by the Parish Council or elected by the Parishioners.

Endowment Boards & Committees provide financial statements and disbursement and investment reports to Parish Council, Parish Assembly, and all parishioners.



Archdiocese Endowment 8 Guidelines



Endowment funds must be held in the Parish's name (however a Parish Endowment Corporation may hold assets in its name, as long as Parish Council has ultimate control).

Endowment investments and financial statements are subject to the oversight of the Parish Council and are audited by the Parish Auditors.

Parish Council ultimately approves all Endowment grants and transactions consistent with Endowment Rules & Regulations or applicable donor restrictions.

Endowment Charters, Rules and Bylaws must provide that on any liquidation, termination, or prolonged inactivity, all Endowment funds and accounts revert solely to the Parish (or its successor).



Integrating Planned Giving with Your Tax and Estate Planning Goals

William Kambas

Partner, Withersworldwide

Giving back ... to the Greek Orthodox community

*An introduction to charitable contributions and
planned giving options*

By: William J. Kambas

Who ... gives?

- All of us have *something* to give.

Ask yourself:

- Do you want to give?
- What do you want to give?
- When do you want to give?

Conventional wisdom holds that people between 50 and 70 years in age make planned gifts.

What ... To Calculate?

Overview of Tax Considerations



- US Estate Tax – top rate of 40% in 2022 (State Tax?)
 - *After lifetime exemption is applied*
 - *Imposed on value of property at time of death*
- US Gift Tax – top rate of 40% in 2022 (State Tax?)
 - *After lifetime exemption is applied*
 - *Imposed on value of property at time of gift*
- US Income Tax – on whom is it levied?
- No US tax on transfers to US citizen spouses
- No US tax on transfers to US charitable organizations

Where ... does the gift go?



For example:

✓ A General Fund

❖ *Serving our community*

✓ A Building Fund

❖ *Increased options for our community*

✓ An Endowment Fund

❖ Core Fund

❖ *Specific Direction – Sports, Landscaping, etc.*

❖ *Named Scholarship*

each of which nourishes our community

How ... is a gift given?



- ✓ Meet with a qualified professional who can:
 - a) review your gifting ideas and
 - b) suggest options.

- ✓ Gifts should be part of an overall plan
 - ❖ planned giving tools could be useful for income tax, estate tax, and Medicaid eligibility purposes.

For example: Should you consider annual “year-end” tax planning?

How .. .to make a gift?

“Outright” Donations

1. Gifts of Cash (deduction at 50% AGI limit)
2. Gifts of Securities (appreciated or depreciated values, deduction at 30% AGI limit)
3. Gifts of IRA Distributions (up to limits for RMDs)
4. Gifts of Property
5. Gifts of Real Estate

How .. .to make a gift?



“Split Interest” Donations

1. Remainder Interest in Real Property
2. Charitable Remainder Trust (“CRT”) (Trust distributes to beneficiary for fixed term; principal remaining at end of term to charity)
3. Charitable Lead Trust (“CLT”) (Trust donates to charity for fixed term; remainder passes to family beneficiary at end of term)
4. Charitable Gift Annuity (“CGA”) (a contract with a charity; donor makes lifetime gift of money or property to charity; charity promises to pay annuity to beneficiary for life; charity gets remainder)

Let's Explore *Ways to Create a Future Gift*

Option #1

Bequest in a Will

Option #2

Gift in a revocable or other living trust

Option #3

Retirement Account Beneficiary Designation

Let's Explore *Gift Options*

Payment of a
Specific Annuity

Gift of a Specific
Amount

Gift of a
Percentage of
the Trust/Estate

Gift of a Specific
Asset

Let's Explore ...

Some Questions That Typically Arise



- Statement of intent?
- Date declaring the gift?
- Date gift made or annuity started?
- Key persons involved?
- Information needed (due diligence)?
- Binding commitment (now or the future)?

Thank you ...

for caring about our
Greek Orthodox
Community

William J. Kambas

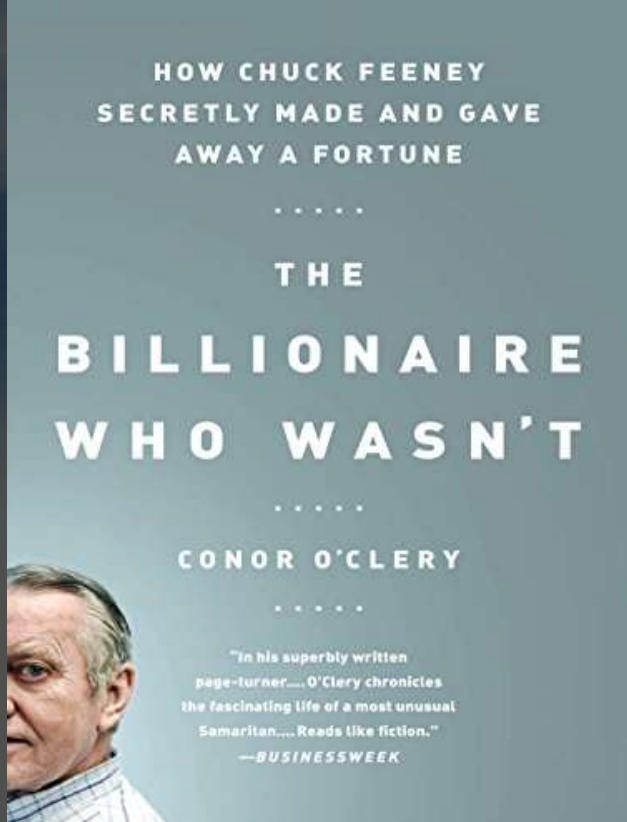


How to Begin a Parish Planned Giving Program



Bill Marianes

Stewardship Calling &
Orthodox Ministry Services



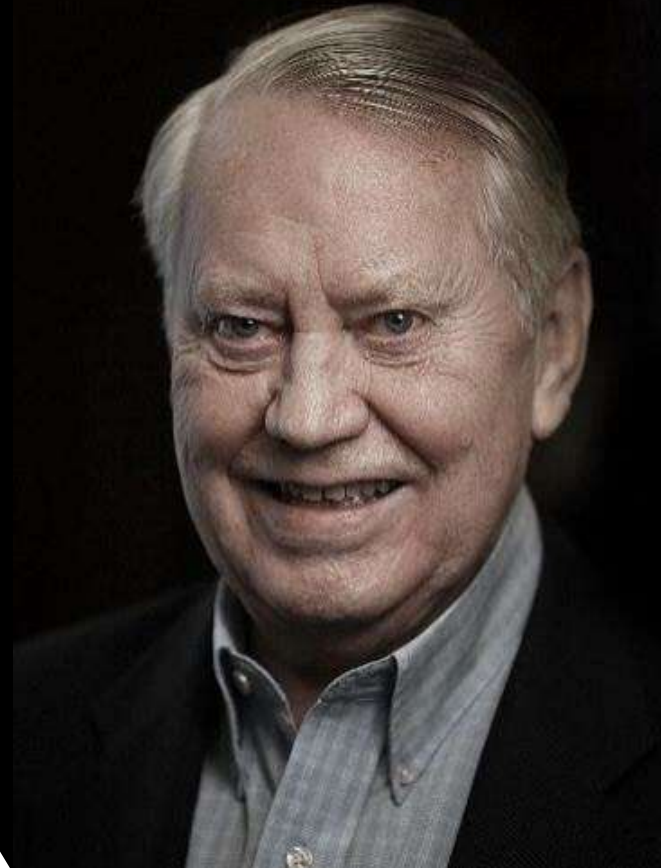
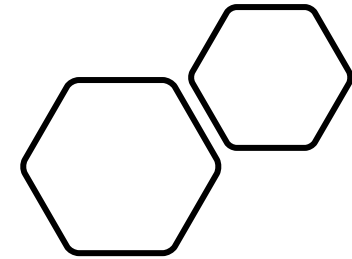
~ Chuck Feeney co-founded the airport
Duty Free Shops

~ Chuck amassed billions living frugally
and said he wanted to die broke¹

~ Over 40 years, he anonymously
donated over \$8 Billion
to various charities

¹ *The Billionaire Who Wanted To Die Broke . . . Is Now Officially Broke*- Forbes Magazine 9-15-20

(<https://www.forbes.com/sites/stevenbertoni/2020/09/15/exclusive-the-billionaire-who-wanted-to-die-broke-is-now-officially-broke/#3261c49f3a2a>)

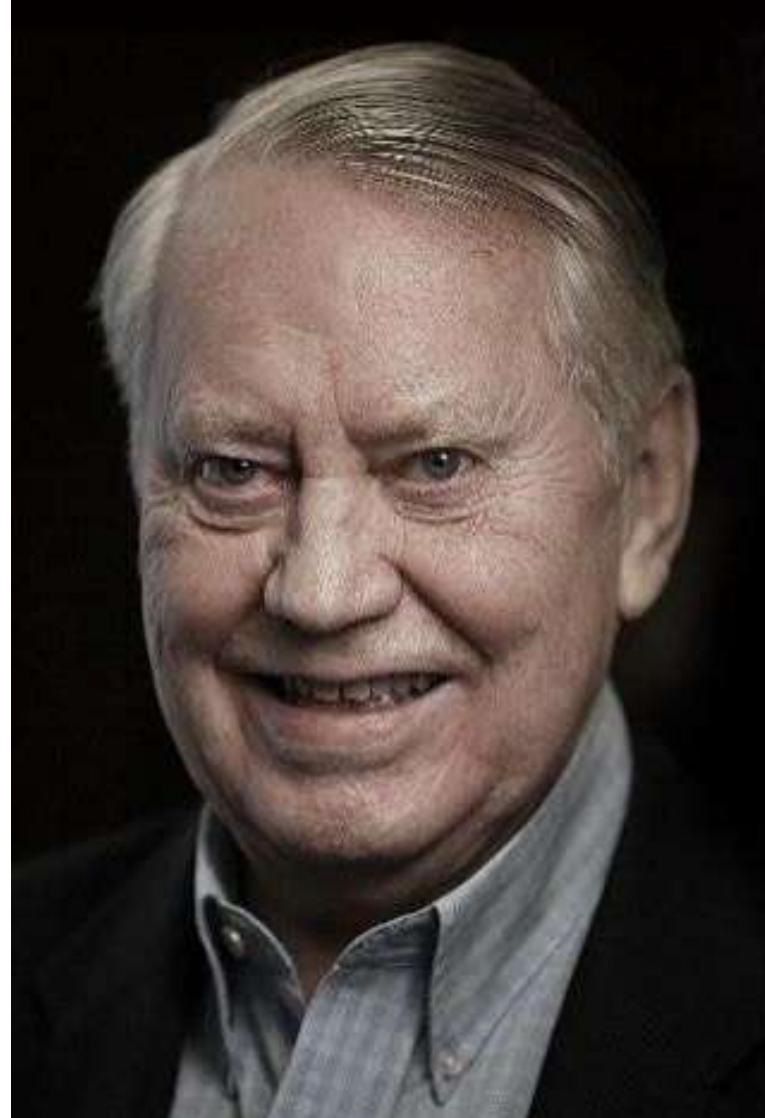


“ If you want to give it away, think about giving now.

It's a lot more fun than when you're dead. ”

CHUCK FEENEY
From \$6 billion to \$0.00
in 2016

Who is
the Chuck
Feeney in
your
Parish?



5 STEPS TO CREATE A SUCCESSFUL PLANNED GIVING PROGRAM

WHY

Determine
Your Planned
Giving
“WHY” and
Who / What
Receives the
Benefits

TEAM

Recruit a
Diverse
Planned
Giving
Ministry
Team

ENTITY

Create the
Endowment
Entity or
Account
That Will
Receive
The Funds

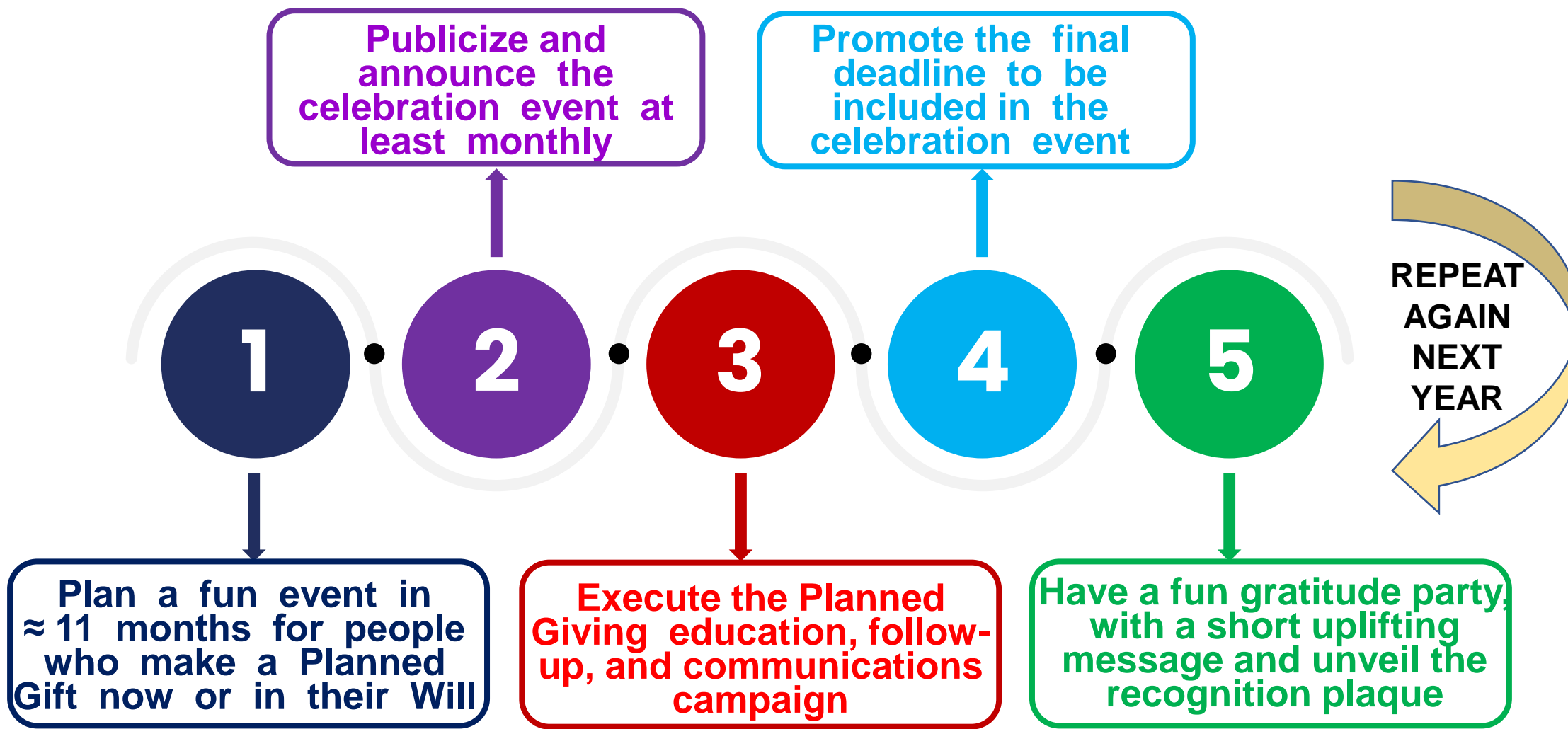
TEACH

Educate
Why
Everyone
Should Help
Achieve the
Ministry
WHY

ENGAGE

Engage
Everyone
Personally and
Communicate
At Least
Monthly

5-STEP PLANNED GIVING CAMPAIGN



Planned Giving Thoughts

- ~ Naming your church as a life insurance policy beneficiary is an easy way to give (and perhaps get a tax deduction)
- ~ Planned Giving education and appeals must be a part of your stewardship campaign as well as having it own solicitation campaign
- ~ Many financial and legal professionals offer free education programs / services
- ~ The longer you wait, the more your church loses



Join the Eternal Light Society

“...but lay up for yourselves treasures in heaven...”



REMEMBER YOUR CHURCH THROUGH

PLANNED GIVING

Everlasting Giving Ministry

The Annunciation Everlasting Giving Ministry was established in 2013 as a ministry of the church to assist parishioners in establishing a long-lasting gift as a testament to their love for God's church.

The Ministry provides "no obligation" legal, financial and end of life planning resources to our parish family for establishing estate plans, Orthodox living wills and other planning directives.

The Ministry also provides resources for tax-advantaged financial planning and charitable giving opportunities.

Come and See

Giving to the Church is an opportunity to examine our priorities and values. It is an opportunity to express our thankfulness, to give of ourselves and to grow in grace. Giving is not a substitute for our commitment – it is an expression of our commitment. **Come And See** what we can do together with your support.

**"Come and See
the works of God,
Who is awesome"**

Psalm 66:5

Help is Available

The Annunciation Everlasting Giving Ministry, in cooperation with the Cathedral clergy and the National Stewardship Ministries of the Greek Orthodox Archdiocese of America, has developed resources to guide the faithful in planning their estates according to their Orthodox Christian Faith and values.

Contact the ministry team to receive more detailed information and resources.



Annunciation Cathedral

555 North High Street

Columbus, OH 43215

Phone: (614) 224-9020

everlastinggiving@greekcathedral.com



GREEK ORTHODOX ARCHDIOCESE OF AMERICA

ANNUNCIATION EVERLASTING GIVING MINISTRY

"...but lay up for yourselves
treasures in heaven..."

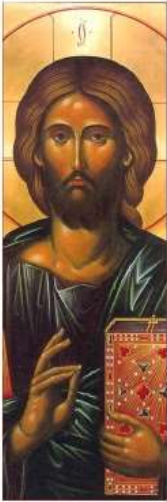
REMEMBER YOUR CHURCH THROUGH
PLANNED GIVING



Annunciation Cathedral Everlasting Giving Ministry

(front of trifold)

The Body of Christ



The Church is the Body of Christ on earth and carries on His ministry in the world today. Giving to the Church is an opportunity to examine our priorities and values, to express our thankfulness, to give of ourselves and to grow in grace.

Through a charitable gift, you can have a significant positive effect on the ministries of the Church and those people whose lives are changed

because of them. A charitable gift may also give you substantial current tax benefits as well as estate tax benefits.

For most people, the greatest financial gift we are able to give is what we leave behind when we fall asleep in the Lord. The impact of your gift provides the opportunity to leave a family legacy that will be felt for years and generations to come.

As you explore the ways that you can support the ministries of the Church, please know that the Annunciation Cathedral's Everlasting Giving Ministry is available to assist you in any way possible.

Ways to Give

Consider making a gift in one of the following ways:

- Bequest
- Matching Gift
- Gift of Cash
- Gift of Securities
- Gift of Life Insurance
- Gift of Real Estate
- Qualified Retirement Plans
- Charitable Gift Annuity
- Deferred Gift Annuity
- Charitable Lead Trust
- Charitable Remainder Trust

Americans give generously to charitable organizations in this manner. In 2009, more than \$250 billion was given by individuals through their estates.

Recipients:

- Religious Organizations: \$90 billion
- Education: \$41.6 billion

(Source: American Association of Fundraising Counsel 2009)

Planned giving can be very rewarding, allowing you to see your gift at work while receiving tax benefits now.

The material provided here is designed to furnish our Orthodox Christian faithful with general information. It is not intended as legal or financial advice. When considering a charitable gift, be sure to consult your attorney, professional adviser or accountant to ensure that it meets your individual circumstances.

Do You Have a Will?

Though you may not want to consider preparing a will, it will save your heirs significant time and money.

With a will, you also ensure that your family, charitable, and financial wishes are carried out.

Most people who prepare a will also have planning directives. These documents, known as powers of attorney, letters of instruction, and living wills provide guidance about one's wishes for:

- Medical Care consistent with your beliefs
- Tax-Advantaged & Charitable Financial Planning
- Distribution of personal property

Live with peace of mind knowing that your wishes will be followed...

~ Prepare a will ~

A NOTE ON LIVING WILLS

When doing your estate planning it is common to also include a Living Will dealing with how medical care will be provided if you are unable to give the instructions yourself. The Archdiocese has arranged for an Orthodox Living Will that can be completed by you and reviewed with your family, doctor and legal advisor. For Orthodox faithful, it is important that the Living Will reflect your Orthodox Christian beliefs. There are many prayers and observances that can give great comfort to you and your family. If you have your attorney prepare your living will, we urge you to include language that reflects your Orthodox Christian beliefs.

Annunciation Cathedral Everlasting Giving Ministry

(back of trifold)

Very Successful Non-Orthodox Planned Giving Endowments



St. Luke's

ST. LUKE'S EPISCOPAL CHURCH

HOME SUNDAYS VISITING NEWS & EVENTS SIGN UP MINISTRIES OUR CHURCH MEDIA

The Good Shepherd Society

for planned giving at St. Luke's

It is important that "all persons make wills, while they are in health, arranging in the disposal of their temporal goods, not neglecting, if they are able, to leave bequests for religious and charitable purposes."

The Book of Common Prayer p445



If you have ever been to a service at St. Luke's, walked onto our beautiful campus, or just parked in one of our parking lots, you have enjoyed the gifts given by countless people and multiple generations. Some are given by people you may have known, others were given by people who lived long ago. One need only sit in our sanctuary for a moment or two and reflect on the generosity surrounding us and the gifts given to us by past generations for us to realize that we are surrounded by a cloud of witnesses that not only spans generations but their witness and generosity continues to be formative in our lives today.

What is often critical, when we speak of past generations, however, is that we are the *foundational generation for future parishioners*. Those parishioners, those who are currently too young to speak and those who will not be born for years to come, will be looking for us to provide a foundation upon which their

Cathedral of St. Philip

THE CATHEDRAL OF ST. PHILIP

About

Planned Giving

Dear Friends,

Thank you for considering a planned gift to the Cathedral of St. Philip! This page is dedicated to all the valuable members of the Arbor Society, which is the collection of members and friends who have made an estate commitment to the Cathedral.

The Arbor Society is named after the old saying "Blessed are those who plant trees under which other people will sit." People who give to the endowment of the Cathedral of St. Philip are planting trees for other people to sit under. They are developing a rich and beautiful use of life at the Cathedral. They are members of our Arbor Society, and I encourage you to join them.

Sincerely,

The Very Reverend Samuel G. Cassler
Dean of the Cathedral of St. Philip

Cathedral Arbor Society and Gift Planning

Established in 1992, the Cathedral Arbor Society honors those who have remembered the Cathedral through provisions in their estate. Planned gifts of any amount qualify. All it takes to become a member of the Cathedral Arbor Society is to inform the Stewardship Office that you have made provision for the Cathedral of St. Philip in your will or estate planning.

Private gifts are held in trust by the Endowment Fund. Established by the Chapter in 1972, the Fund enables the Cathedral to develop and enhance ministries and properties beyond what is possible through annual operating funds. The Fund provides assurance that the life and ministry of the Cathedral will continue in perpetuity. The Fund is managed by a Board of Trustees consisting of five Cathedral members plus the Wardens of the Chapter and the Dean. If you have questions about the Endowment Fund, contact **David Rocco** at 404.363.1011.

Gifts can be made in life, by bequest, or on a deferred basis. Many of these gift opportunities offer significant financial benefits to the donor.



<https://www.stlukesatlanta.org/good-shepherd-society.html>

<https://www.cathedralatl.org/community/giving/planned-giving/>



“ITS NOT BUSINESS,
ITS
PERSONAL”

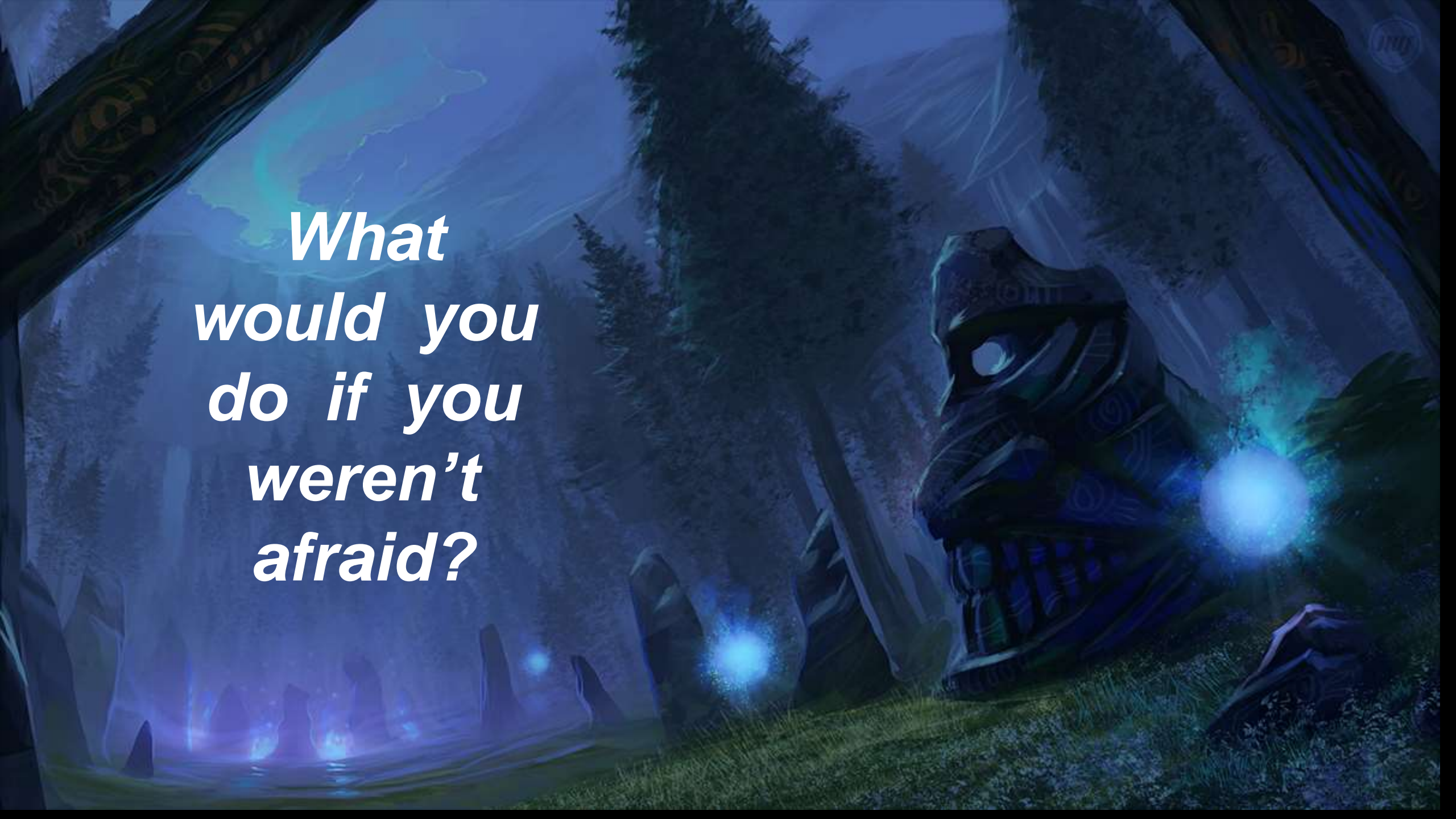


**“For everyone
to whom
much is given,
from him
much will be
required; and
to whom
much has
been
committed, of
him they will
ask the more.”**

(Luke 12:48)

A mannequin dressed in a dark suit, white shirt, and striped tie, with a black hat hanging above its head. The mannequin's head is missing, leaving a hollow space. The background is a textured, light-colored wall.

**When you disappear from this world,
what will your legacy be?**



***What
would you
do if you
weren't
afraid?***

Fortune Favors The Bold...

Now, Lord,
look on their
threats, and
grant to Your
servants that
with all
boldness they
may speak
Your word!

Acts 4:29



A Special Opportunity From



Orthodox
Ministry
Services



GOA
Stewardship
Department



Leadership
100

A Free Orthodox Effective Parish Assessment



To participate,
contact:
billmarianes@gmail.com

18 Selected GOA Parishes Will Receive for Free

1. **Effective Parish Assessment 1** of the Parish's operational effectiveness in the 6 Pillars of an Effective Parish
2. **Effective Parish Assessment 2** of the Parish's operational effectiveness in the 30 Building Blocks of an Effective Parish
3. **Preliminary Parish Improvement Plan** that provides a roadmap to address which of the 6 Pillars and 30 Building Blocks that need the most attention
4. **Two ZOOM Consultations** with subject matter experts to begin to craft a plan to address the Parish's greatest needs and challenges.



EFFECTIVE PARISH ASSESSMENT

COHORT PARISH OPPORTUNITY

Orthodox Ministry Services (OMS) has developed an Effective Parish Assessment (EPA) process and tools to help parishes. With the invaluable support of Leadership 100 and the Greek Orthodox Archdiocese Department of Stewardship, OMS will provide the Effective Parish Assessment process **FOR FREE** to at least 2 parishes from each Metropolis and the Direct Archdiocesan District.

OMS COHORT EPA PROGRAM

The empirical data shows that there are 6 Operational Pillars that must be optimized to excellence in the most healthy and effective Orthodox parishes. The research also shows that there are 30 Operational Building Blocks that support those 6 Pillars.

The OMS Effective Parish Assessment 1 (EPA 1) would give your parish an assessment of your effectiveness in the 6 Pillars. The Effective Parish Assessment 2 (EPA 2) would give your parish a more detailed assessment of your effectiveness in the 30 Building Blocks of operational excellence.

OMS EFFECTIVE PARISH MODEL



COHORT PARISH DELIVERABLES

- EPA 1 - Assessment of parish effectiveness in the 6 pillars
- EPA 2 - A detailed assessment of the parish effectiveness in the 30 building blocks of operational excellence
- Preliminary Parish Improvement Plan
- Two personalized consultations with OMS subject matter experts



If you want more information or to submit your parish to be considered as a Cohort Effective Parish, please email bill.marianes@gmail.com

Download This Presentation:

Stewardship Calling

What are you doing with all of the gifts God has given you?

[StewardshipCalling.com](https://stewardshipcalling.com)

[Stewardship Tab](#)

[Planned Giving Page](#)

<https://stewardshipcalling.com/planned-giving/>

The screenshot shows the website's navigation menu with the following items: WHY ARE YOU HERE?, STEWARDSHIP, STRATEGIC PLANNING, INTERNET RADIO & PODCASTS, KEYNOTES & LEADERSHIP, BLOG, and RESOURCES. The 'STEWARDSHIP' tab is highlighted with a red arrow. Below the menu, the 'Planned Giving' section is highlighted with another red arrow. The content area features a large image of an ornate church interior with a red arrow pointing to the 'Planned Giving' link. Text on the page includes 'Orthodox Giving', 'If you're leaving a legacy', and 'Direct Archdiocesan District & Metropolis of New Jersey - Igniting the Flame of True Orthodox Christian Stewardship'.

Parish Endowment Example Saint Mary's Greek Orthodox Church Minneapolis




GOA Planned Giving Resources



ANNUNCIATION
EVERLASTING GIVING
MINISTRY

“...but lay up for yourselves
treasures in heaven...”



REMEMBER YOUR CHURCH THROUGH
PLANNED GIVING

www.goarch.org/-/planned-giving



The screenshot shows the website for the Greek Orthodox Archdiocese of America's Planned Giving resources. The header includes the 100th Centennial logo and the text "GREEK ORTHODOX ARCHDIOCESE OF AMERICA". Navigation links for "About", "News", "Archbishop", "Chapel", and "Library" are visible. The main heading is "Planned Giving". Below it is the quote: "...but lay up for yourselves treasures in heaven..." followed by "Matthew 6:20 (RSV)". The text explains that the Stewardship Subcommittee has developed resources to assist the faithful in estate planning and end-of-life concerns. It encourages establishing a parish Planned Giving Committee and an Eternal Light Society to recognize donors. It notes that personal contact is more effective than mail-only campaigns. The planned giving folder includes a plan for implementation, sample documents like a codicil and gift form, and a living will. It concludes by encouraging the inclusion of the phrase "Remember the Church in Your Will" and "Join the Eternal Light Society of our Parish" in church communications.



Orthodox Planned Giving 101

*“If you’re
going to live,
leave a
legacy.”*