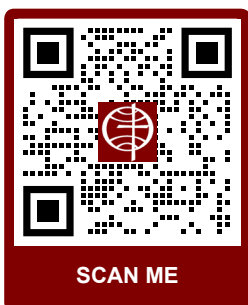




## Connecting People Who Care to Ministries That Matter

As a trusted partner, *American Baptist Foundation (ABF)* works with individuals, families and their advisors to develop effective gift and estate planning solutions that meet their needs and reflect their Christian values. Deciding *what to give* and *how to give* is important and ABF offers expertise and guidance to help employ effective gift strategies. We work with individuals and families to establish:

- Gifts through Wills and Bequests
- Lifetime income gifts (Charitable Trust & Gift Annuities)
- Gifts of stock and other marketable securities
- Gifts of life insurance, real estate and other property
- Beneficiary in a will, trust, retirement plan
- Family Endowments



For easy access to the following, scan this QR Code using the camera on your mobile device and/or tablet:

- Our website
- Estate Planning Guide
- eNewsletter sign-up
- More resources

# Strengthening Your Financial Future

## Custom Planned Giving Solutions for Ministry & Mission

American Baptist Foundation (ABF) is committed to improving the long-term financial health of our American Baptist partners in ministry and mission. As such, we provide a variety of services and resources aimed at growing resources and encouraging greater stewardship over time, including: Planned Giving Programs – ABF's Strengthening Your Financial Future (SYFF) program provides customized solutions to support each ministry's vision while breaking down barriers that inhibit stewardship.

### VISION

- Helps break down barriers that inhibit stewardship
- Begins with a conversation between ABF and key leaders of your ministry
- Ultimate goal is the development of a customized planned giving program that is tailored to your ministry

### COMMUNICATION

#### *Delivering your stewardship message*

- Clear, concise messaging is critical to realizing success
- ABF assists developing marketing materials
- Our aim: to promote a culture of generosity to extend your ministry reach and capabilities

#### *Planned Giving Education*

- Creative giving to better understand how to give by: Bequests (wills), stock and marketable securities, real estate, life insurance and through other planned giving options

#### *Gift Cultivation*

- As interested supporters are identified, ABF has planned giving expertise to work with individuals, families, and their advisors, to help ensure that appropriate and effective planned giving options are explored - allowing your ministry to focus on what is most important - communicating your vision

### CELEBRATION

- Successful programs increase ministry awareness and provide greater assurance that your organization will be fruitful for generations to come, share each story
- ABF provides creative ways to celebrate and encourage your members and supporters