



Roman Catholic Foundation

of
EASTERN MISSOURI
Plan with heart. Invest for good.

What is Planned Giving?

Planned gifts are:

- Significant charitable contributions
- Made during or after a donor's lifetime
- Part of a financial or estate plan
- Typically funded with assets rather than income

The Case for Planned Giving

Planned giving can be a tremendous source of income for parishes, schools and ministries. A typical planned gift is *200-300 times* the size of a donor's largest annual gift.¹ Planned gifts also solidify a donor's relationship with the organization to which they give, which often leads to increased annual giving.²

A Significant Opportunity

Between 2001 & 2055, St. Louis households will transfer approximately *\$532 billion* in assets, with as much as *\$93 billion* being transferred to charities.³ The St. Louis region is 22% Catholic.

Seize the Opportunity!

Why haven't more Catholic donors made planned gifts?

They don't know how and ***they haven't been asked.***

The Roman Catholic Foundation is here to partner with you to educate your donors and market planned giving opportunities.

¹ plannedgiving.com

² Planned Gifts Increase Annual Gifts, Study Finds. (December, 2014). PGBuzz

³ Gateway to Giving Coalition (2004)