

# Building a generous business

Strategies and solutions for  
every business leader



National Christian  
FOUNDATION®



# Your goal is to give wisely. Our mission is to help.

As a steward of God's resources, you want to make the most of one of your greatest assets – your company. But with cash-flow unpredictability and changing tax laws, it can be difficult to be as generous as you'd like.

That's where we can help. Since 1982, our team at the National Christian Foundation (NCF) has mobilized more than \$18 billion for 90,000 charities and come alongside Christian business leaders and their advisors with strategies and solutions, so they can give more wisely and make an impact far beyond the bottom line.

Seize every opportunity for greater generosity ... with NCF as your guide.

Each of you should use whatever gift you have received to serve others, as faithful stewards of God's grace ...

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1 PETER 4:10 (NIV)



# Non-cash giving

A creative way to give more without depleting cash

Do you dream of giving significantly more to the charities you love? That may seem out of reach if the majority of your giving is done with cash and most of your wealth is tied up in other assets – like business interests, real estate, and appreciated securities. Instead of writing checks to charity from post-tax dollars, you can multiply your impact by giving privately held stock in your business or other non-cash assets.

“The gift of my business has strengthened the purpose of what we do and why we do it. The clarity is life-giving.”



Jeff Rutt, CEO, Keystone Custom Homes, and Founder, HOPE International

Our in-house charitable giving teams can work with you and your advisor before you decide to sell appreciated assets. Donating them to NCF first may reduce or eliminate capital gains taxes and free up more for charity. The net proceeds go to your Giving Fund (see next page), which you can use to support the causes you love.

## Expanded giving capacity

Accelerate your generosity by giving from wealth tied up in your business or other non-cash assets, rather than cash flow.

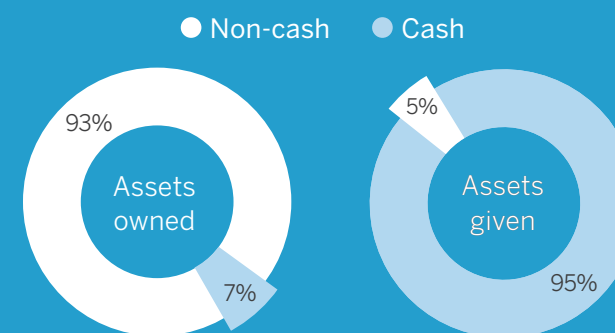
## Tax savings

Enjoy a potentially significant reduction in capital gains taxes, and receive a greater potential income tax deduction.

## More to charity

Experience the joy of increased charitable giving and more impact for the causes you love most.

### What kind of impact could you have?



Source at [ncfgiving.com/noncash](https://ncfgiving.com/noncash)

The first chart shows how most people's wealth is in non-cash assets, while only a fraction is in cash. But the second chart shows how most gifts are from cash, with only 5% from non-cash. What type of impact could you have if you gave more from non-cash assets?

Watch our 2-minute introduction video:



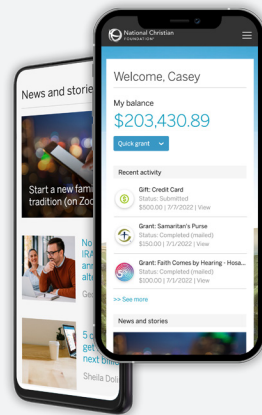
[ncfgiving.com/noncash](https://ncfgiving.com/noncash)



# Giving Fund

A simple, flexible, fun solution for you  
and your business

If you're tired of the paperwork, receipts, and administrative details that often surround your generosity, a Giving Fund (donor-advised fund) at NCF can help. You can open one in minutes for yourself, your family, or your company. Then, you can log in from any device to make tax-deductible donations into the fund and browse charities to make an impact for your favorite causes. Share the joy of giving with your loved ones or use your fund to power your corporate generosity program.



**Simple:** Reduce paperwork, receipts, and administration

**Convenient:** Manage all giving online from any device

**Christian:** Get guidance from a team with shared values

**Automated:** Set up recurring gift and grant schedules

**Fun:** Enjoy giving with your family or your employees

"My Giving Fund is like having a personal giving assistant.  
For a data-driven woman like me, it's a game changer."



**Janice Worth, President/CEO,  
Anushka Salon & Spa**

Watch our 2-minute introduction video:



[ncfgiving.com/givingfund](https://ncfgiving.com/givingfund)

## 3 ways your company can use a Giving Fund

Business leaders across the country are finding creative and powerful ways to use their corporate Giving Funds to mobilize money for charity and foster a culture of generosity with their teams.

### 1. Employee contributions and matching

Invite your staff (and even vendors and partners) to contribute into the company Giving Fund. Consider a matching program that doubles their gifts up to a certain amount.

### 2. Staff voting and celebrations

Ask your team to suggest charities that your company Giving Fund will support. Or provide a list of five to 10 charities, and let your staff vote for their favorites. Then, join together to announce the winners and celebrate your collective impact.

### 3. Combine your Giving Fund with mission days

In addition to giving your team time off for group or individual mission days to serve at nonprofits, use your Giving Fund to financially support the charities your team loves.



# Giving Strategy

Pursuing God's story for your generosity

Your business runs on strategy, and your investments depend on it. Even your favorite sports coach wouldn't dream of playing a game without it. Shouldn't your giving follow this same intentional approach? At NCF, we can help you craft your personal Giving Strategy™ based on biblical principles, and then you can apply all that you discover to your corporate generosity as well.

"With NCF, we donated part of our business before we sold it because we knew wealth could harm our kids. We'd rather create a legacy of generosity in our family."



David Swain, Co-Founder,  
Ob Hospitalist Group

Based on biblical principles, your Giving Strategy can transform four major aspects of your life:

## Legacy

Craft your generosity story for future generations

## Family

Cultivate a sense of unity and purpose

## Causes

Clarify where God is calling you to give

## Wealth & Resources

Make the most of what God has entrusted to you

Watch our 2-minute introduction video:



[ncfgiving.com/givingstrategy](https://ncfgiving.com/givingstrategy)



“I want to shout it from the rooftops. I don’t think many business owners and even their advisors know much about the idea of giving a portion of your business to charity. I certainly didn’t until I started working through it with National Christian Foundation.”



**Monica Osborne, Founder,  
CorLux Financial**

And do not forget to do good and to share with others, for with such sacrifices God is pleased.

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**HEBREWS 13:16 (NIV)**



# Use your influence for greater impact

As a business leader, you have the opportunity to use your resources, relationships, and influence to impact your company and community for Christ. And our team at NCF would welcome the opportunity to help you.

## NCF by the numbers

**\$26 billion** gifts from givers

**\$18 billion** grants to charities

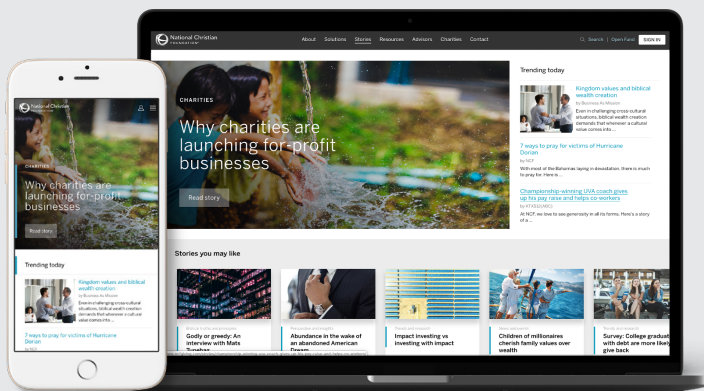
**90,000** charities supported

**3,000+** complex gifts liquidated

**\$6 billion** complex gifts value

**30+** local teams

**1982** founding year



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