



Generous Business Owner: Stewardship in Action

Resources for business leaders

October 8, 2026 | Colorado Springs



You will be enriched in every way
so that you can be generous on
every occasion, and through
us your generosity will result in
thanksgiving to God.

2 CORINTHIANS 9:11

Welcome

Our desire is to faithfully steward all that God has entrusted to us.

As a former business owner, I understand both the privilege and the weight of leading a company. Business owners steward more than financial resources. They shape workplaces, care for employees, provide for families, influence communities, and make decisions that can have an impact for generations.

Thank you for joining us for Generous Business Owner: Stewardship in Action. My hope is that today's conversations encourage you to consider what it looks like to place every part of your business, family, and future in God's hands. As we explore questions about how to care well for the people we lead, and how to build a legacy of generosity, I pray you gain greater clarity about what faithful stewardship could look like in your own life.

The resources in this booklet are designed to help you continue that conversation after the gathering. I hope they offer practical guidance, introduce you to new possibilities, and encourage you as you seek God's direction for all He has entrusted to you. Wherever you are on this journey, it is an honor to walk alongside you.

Blessings,
Eric Most





Left to right: Parker, Jami, Brielle, Eric

Meet the NCF Rocky Mountains team

Eric Most **President**

Eric Most is the President of NCF Rocky Mountains, where he is passionate about inspiring biblical generosity and mobilizing resources to advance God's kingdom around the world. Originally from Tampa and now living in Colorado with his wife Jacqie, their two sons Hudson and Elijah, and their golden retriever Breamer, Eric previously co-owned Most Insurance and led a successful real estate business before dedicating his work to helping others live generously for the gospel.

Jami Hood **Director of Giver Services**

Jami serves as Director of Giver Services at NCF Rocky Mountains, where she is passionate about mobilizing resources through biblical generosity after previously serving overseas for 11 years in the Middle East. A graduate of the University of Arizona and Colorado State University, Jami now lives in Northern Colorado with her husband Bristow, their three children, and dog Dexter, and enjoys leading worship at her home church.

Parker Samelson **Vice President – Relationship Manager**

Colorado Springs resident Parker Samelson is the founder of Ivywild Capital and has a background in real estate private equity, while also consulting with family offices on alternative asset investing and philanthropy. He helps lead Magnify, a community for Christian family office Next Gens, and enjoys spending time outdoors, reading, and participating in international missions work alongside his wife Megan, their son August, and their dog Willow.

Brielle Crowell **Administrative Coordinator**

Brielle Crowell is the Administrative Coordinator at NCF Rocky Mountains. Growing up in Thailand in a missionary family, she experienced firsthand how God provides through the generosity of others, shaping her lifelong perspective on biblical generosity. She and her husband carry on that legacy by supporting international ministry and child sponsorship. At NCF, Brielle is honored to serve givers and help encourage openhanded living rooted in faith.

Speakers



Jeff Rutt
CEO, Keystone Custom Homes
& Founder, Homes for HOPE

Jeff Rutt is Owner and CEO of Keystone Custom Homes, an award-winning home-building company serving Pennsylvania and Maryland. He is also Founder and Chairman of HOPE International, a Christ-centered non-profit that equips families around the world through microfinance, business training, and poverty alleviation initiatives.

[Listen to Jeff's story](#)



Leisle Chung
CEO, Vanguard Skin Specialists

Leisle Chung is CEO of Vanguard Skin Specialists, a dermatology practice she and her husband, Dr. Vinh Chung, founded in Colorado that has grown to nine locations across southern Colorado. A Yale and Harvard Business School graduate, she is passionate about leading a business that creates lasting impact for patients, the community, and the world.

[Listen to Leisle's story](#)



Alan Barnhart
President, Barnhart Crane and Rigging

Alan Barnhart is President of Barnhart Crane and Rigging Company, a Memphis-based heavy lifting and transport company with offices across the U.S. He is passionate about generosity, stewardship, and global missions, leading his company to direct profits toward ministry efforts around the world.

[Listen to Alan's story](#)





ASSET GIVING

Give more to ministry with gifts of business interests

Do you dream of giving significantly more to the charities you love? That may seem out of reach if the majority of your giving comes from 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.

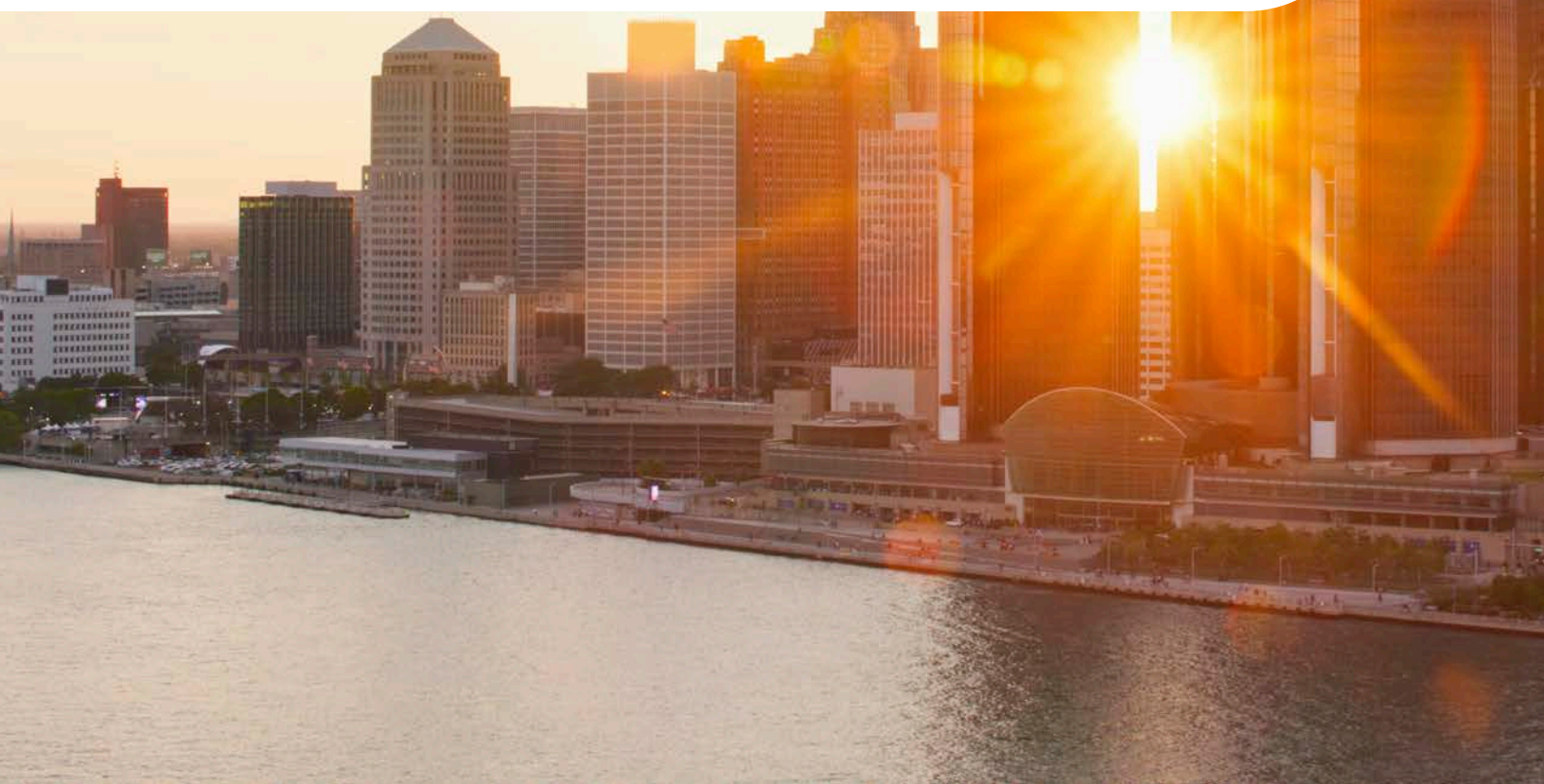


Learn more at
ncfgiving.com/assetgiving →



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 to identify opportunities for giving assets. Asset gifts often result in more available for grantmaking. The net proceeds from the asset go to an NCF grantmaking vehicle, like a Giving Fund (see next page), which can be used 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 efficiencies

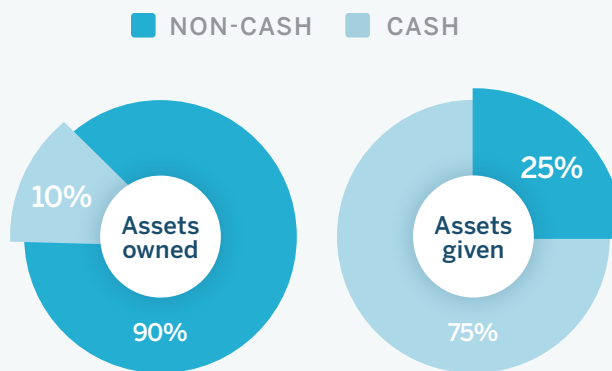
Move more dollars to charity by potentially reducing capital gains taxes on the gifted portion and claiming a fair market value deduction for the gifted asset.

More impact

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

What kind of impact could you have?

The first chart shows how most people's wealth is in non-cash assets, while only a fraction is in cash. The second chart shows how most gifts are from cash, with only 25% coming from non-cash. What type of impact could you have if you gave more from non-cash assets?



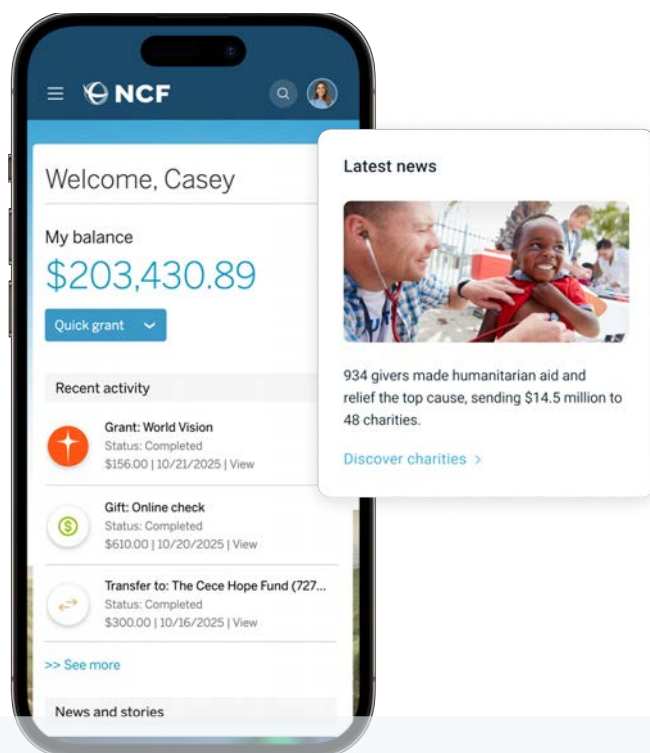
Source at ncfgiving.com/noncash



GIVING FUND

A simple way to steward your giving wisely

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 gifts to 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.



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

Janice Worth, CEO Anushka Salon & Spa



Simplified giving and reporting



Potential growth for your fund



Values-aligned charity vetting



Expanded giving beyond cash



Resources to plan for your giving

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 gifts and matching

Invite your staff (and even vendors and partners) to give to 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.



Learn more at
ncfgiving.com/givingfund →

5 stewardship principles for business owners

1

Business is a ministry platform, not just a profit engine

Christian business owners should view their companies as opportunities for ministry and discipleship, not simply as vehicles for financial success or charitable giving.

2

People matter more than profits

God values how business leaders steward and care for employees, customers, vendors, and communities. More than how much money a business generates, human flourishing and eternal impact are presented as the true benchmarks of success.

3

Faith and work should be integrated

Separating “sacred” church life from “secular” business life can detract from a Christian’s core mission. When Christian leaders fully integrate their faith into their leadership and workplace culture, they bring godly decision-making into those spaces.

4

Purpose-driven leadership creates lasting impact

Employees, especially younger generations, are looking for meaningful work and authentic leadership. Businesses that operate with Christ-centered purpose can create healthier cultures, deeper engagement, and a stronger sense of mission.

5

Christian business owners have unique influence

Business owners interact daily with thousands of people who may never step into a church, giving them extraordinary opportunities to model the gospel, build relationships, and influence lives through everyday work.



Read more insights for business owners:

“The power of business + ministry to change the world” by Mike Sharrow

Learn more →

[ncfgiving.com/stories the-power-of-business-ministry-to-change-the-world](https://ncfgiving.com/stories/the-power-of-business-ministry-to-change-the-world)

ASSET GIVING

Give more to ministry with non-cash assets

From real estate to privately held business interests, you may be able to give more than you think.



 Business interests

 Real estate

 Private investments

 Securities

 Personal property

 Retirement assets

 Life insurance

 Intellectual property

 Loan notes

 Oil, gas, mineral rights

Benefits of asset giving

Generosity can feel limited by available cash because – for many people – wealth is tied up in appreciated assets. Giving these assets is an opportunity to expand what's possible – helping transform non-liquid holdings into meaningful impact.



Unlock more of your balance sheet

Work with our team and your advisors to find the best appreciated assets to give.



Give more by leveraging tax efficiencies

Discover asset gifts that may receive favorable tax treatment, so you have more to give.



Maximize liquidity events for charity

Turn potential exits and future sales or liquidations into powerful giving opportunities.



Use more of your resources for greater impact

Put more of what you've been given to work, and advance the causes closest to your heart.

When to consider asset giving

- A large portion of your wealth is held in non-cash assets
- You own a business, property, or other asset and are considering selling it sometime in the future
- You want to give more than available cash allows

How it works

While some assets – like publicly traded securities – are simple to give, complex assets involve legal, tax, and structural considerations. Our team guides you and your advisors through each step with clarity and care.



Explore strategic assets

We help you determine the assets you have that can provide the greatest opportunity and make the wisest gift.



Illustrate the opportunity

Our team helps you and your advisors by illustrating the economics of the gift and your charitable options. If an asset isn't a fit, we'll help you explore other options.



Make the gift with thoughtful timing

If you decide to proceed with a gift, we'll help you and your advisors gift the asset to maximize what you're able to give.



See the power of giving an asset with an example at ncfgiving.com/calculator

The NCF difference

Since 1982, we've helped thousands of givers and their advisors navigate complex-asset gift transactions. When it comes to assets like business interests and real estate, our experience runs deep.

\$6B+

Value of complex assets given since 1982

3,200+

Gifts of business interests, real estate and other complex assets

\$2.5M

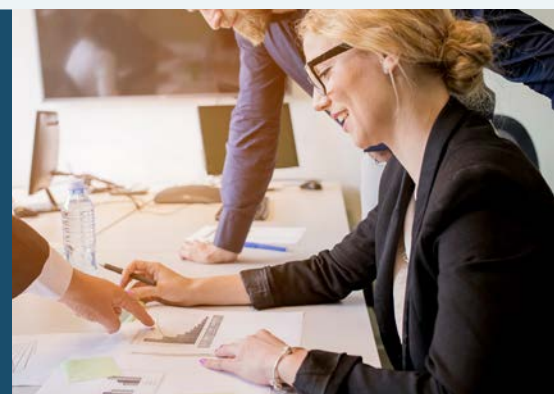
Average value of each complex asset gift

30+

Dedicated, in-house complex asset gift professionals



Learn more →
ncfgiving.com/assetgiving



About us

At the National Christian Foundation (NCF), we know that you want to be a good steward of all God has entrusted to you. That's why we come alongside you with shared biblical values, innovative charitable solutions, and highly personalized service, so you can give more strategically and with greater purpose.

Since 1982, generous givers at NCF have mobilized more than \$25 billion for 90,000 churches, ministries, and charities. Here in the Rocky Mountains, our community has deployed more than \$882 million to 6,317 charities since our office was established in 2012.



[Learn more →](#)

Visit ncfgiving.com/rockymountains to learn about upcoming events and resources to support your generosity journey.

The Generous Business Owner is a weekly podcast for entrepreneurs and executives who want to lead with purpose. Hosted by Jeff Thomas, Alan Barnhart, and Jeff Rutt, the show explores how faith, business, and generosity intersect, offering practical insights into using your company to create lasting impact while supporting the causes that matter most.



[Learn more →](#)

Visit generousbusinessowner.com to explore weekly conversations about using your business as a platform for generosity, stewardship, and lasting impact.



Additional resources



Sign up for Rocky Mountain emails

Stay up to date with NCF Rocky Mountains' recent news, insights, and events happening around our community.



[Sign up →](#)

ncfgiving.com/rockymountains



Explore our resources

Visit our new Resources page to find whatever you need with our new AI search. Choose a topic from our list or enter your own, and AI will search our site to help you find the information you need.



[Learn more →](#)

ncfgiving.com/resources



Watch a CEO share her giving story

Learn how CEO Monica Osbourne gave away a portion of her business and the joy she found in giving.



[Learn more →](#)

ncfgiving.com/videos/how-business-owners-can-give-more

