

Building a generous business

Strategies and solutions for every business leader



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 \$25 billion for 100,000+ 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 ...”

– 1 PETER 4:10



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.



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



Learn more at ncfiving.com/assetgiving →

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

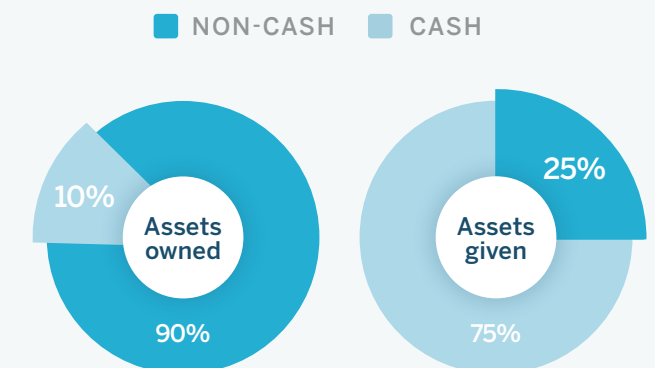
Move more dollars to charity by potentially reducing capital gains taxes on the gifted portion and claiming a fair market value deduction for the gifted asset.

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 you have if you gave more from non-cash assets?



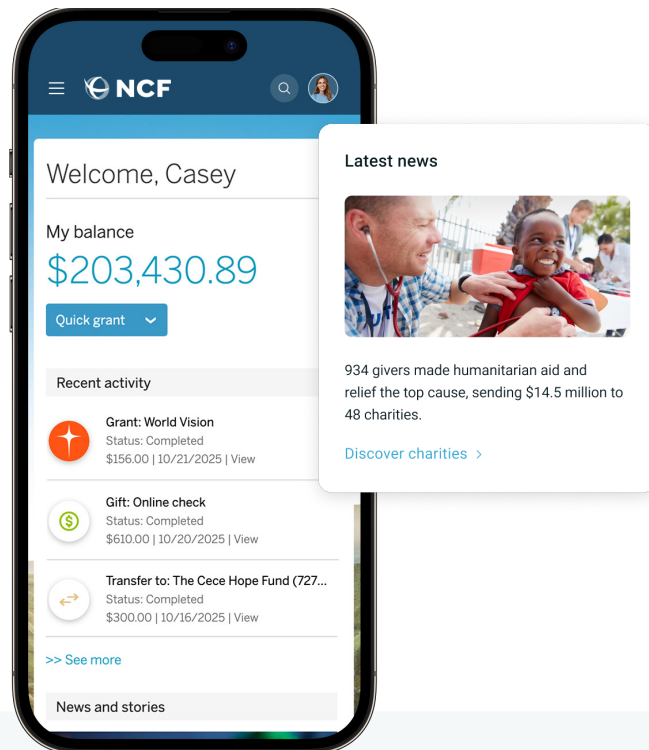
Source at ncfiving.com/noncash



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 →



GIVING STRATEGY™

Pursue 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.

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



Learn more at
ncfgiving.com/givingstrategy →

“

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



Biblical foundation

Reflect on what the Bible says about money and giving



Legacy

Craft your generosity story for future generations



Family

Cultivate a sense of unity and purpose



Causes & passions

Clarify where God is calling you to give



Wealth & resources

Make the most of what God has entrusted to you

“

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



“Where your treasure is,
there your heart
will be also.”

– LUKE 12:34



The NCF difference

We sit at the unique intersection of generosity partners, cause experts, gift planners, experienced professionals, and faithful givers. Our role among these charitable giving innovators ensures that you have access to a creative generosity ecosystem you won't find anywhere else.

\$25B+

grants to charities
since 1982

\$6B+

value of complex asset
gifts since 1982

35K+

families guided in
generosity

425+

nationwide staff to
support you



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.

Connect with your local NCF team today →
ncfgiving.com/teams or (800) 681-6223