



NCEF ENDOWMENT NARRATIVE

The National Character Education Foundation (NCEF) endowment provides a solid foundation and assures an annual income stream that provides continued character education to school-aged children, parents and their communities.

Endowment funds are invested as capital, rather than used as cash for immediate needs. Earnings from the endowment are a significant source of annual income. Some of the earnings are spent each year in support of NCEF operations; the remainder is added back into the principal, ensuring the steady growth of the fund. An endowment thus creates a foundation for fiscal growth and stability, while generating a reliable portion of each year's operating income.

Endowment income, public, private grants, program revenue/sponsorships, fundraisers along with gifts to the Annual Fund, are the main sources of revenue which support the NCEF's annual operating expenses.

Increasing the endowment will benefit the NCEF in many ways by:

- Reducing the pressure to raise program fees.
- Serving as a reliable financial resource, reducing the dependency on public/private grants.
- Increasing the quality of programs and the number of people served.
- Maintaining the NCEF message long into the future (Legacy).

This last point is a particularly critical one. Many of the messages and images reaching our society are promoting negative actions (i.e. violence, corruption, drug/alcohol abuse, and domestic abuse, to name a few). Individuals, agencies and businesses that promote these overwhelming negative influences are substantially more endowed or have created a very profitable and sustaining economic engine that far surpasses that of the NCEF. Their financial stability enables them to promote these negative messages and images consistently.

The establishing of the NCEF endowment will enable the NCEF to better compete and promote a compelling message of the benefits of good character. The endowment will help the NCEF withstand both the ups and downs of the economy that in the past has determined financial availability of program funding – thus, allowing the NCEF to ensure continued programs with a measurable control of organizational funding.

A gift of endowment may be designated or undesignated, made in many forms such as cash, stock, life insurance, and real estate, and offer certain tax advantages. In any case, the interest income from the gift will be used only for the purposes designated by the donor.

A gift to the permanent endowment is repeating. It keeps growing and giving by producing usable income year after year. It is a gift that supports not just current educational endeavors, but all future generations of students as well. A gift of endowment is truly an investment in the future.

How You Can Help

As with any major contribution, one should consider carefully which form of giving best accomplishes one's financial goals. Please contact David Rettig, CEO, at 866-770-6233 or dave@ncef.net.

Please explore giving opportunities that will satisfy your needs, accomplish your goals, and fulfill your wishes.

If you have already given and have a question or concern about your donation, please contact Cindy Owens, Gift Acknowledgement Coordinator, at 866-770-6233 or cindy@ncef.net.