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## **Why an Endowment Campaign for CRC**

With the construction of its new home and apartment residences of 87 units of affordable housing at 40 Oak Street, The Toronto Christian Resource Centre (CRC) has redefined its work for the next fifty years. As it took this important step into a new era of the organization's service, it was aware that in addition to the heavy capital investment required to construct the new building, there would be a new and greater annual operating budget to raise – every year!

When CRC's reliance on charitable financial gifts from individuals, corporations, foundations, and local congregations was reviewed, it became clear that new initiatives will be required to sustain the organization's healthy annual operations. Shifting demographics and giving patterns within the United Church and its organizations indicate that that source alone might well account for a decrease in operating fund gifts in years to come.

Tougher economic times too have increased both the demand for our services and the importance of our team successfully increasing fundraising revenues.

An endowment fund is a simple tool to build a revenue stream from a source that does not typically impinge on other revenue sources. Briefly, its features include:

- An attractive opportunity for a donor wishing to make a “lasting gift”. This feature alone means that the funds solicited for an endowment are often not available for other aspects of a campaign.
- Gifts that are often of a higher dollar value.
- Gifts that are often made from a donor's estate, and can be planned.
- The opportunity for CRC to tell the stories of its supporters Once the fund is established, it can be made known to all donors – and donors will make their own plans for their support of the organization in surprising ways – often including a gift to the fund.
- Marks an organization that is confident of its future and thinking about the wise stewardship of its assets. This contributes to the strength of all aspects of its fundraising.
- The establishment of a reliable stream of annual income.

## **The Goal**

An initial target for the endowment is to raise \$1 Million, but like other endowments, it is likely to grow far beyond that in years to come. The campaign began in 2007 and so far, we have raised gifts of \$131,300. As the focus on capital construction becomes less heavily emphasized, the fundraising team is committed to ensuring the success of this important element of our campaign.

## **Who should support this Endowment?**

All donors to the CRC will want to consider their ability to support the development of the endowment. Present and past Board Members, Honorary Board Members, and all those who have the organization's best interests at heart will want to consider a gift at some time. Some corporations and foundations might also be interested in this avenue of support.

**How will the Endowment be used?**

The endowment fund is part of the extensive support of CRC offered by the Toronto United Church Council. Annual payments will be made to the operating funds of CRC in perpetuity.

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To inquire about our Endowment Fund, please contact Bruce Voogd, Fund Development Manager at [brucev@tcr.ca](mailto:brucev@tcr.ca). All donations to the CRC are tax deductible. Our charitable registration number is: 108114133 RR0001.