

FUN FACT

90% of the world's data was created in the last 2 years - IBM

There is so much data in the world IBM is now measuring it in EXABYTES.



**Catholic Foundation
Diocese of Toledo**

March 2016

Regional Meetings

The Catholic Foundation invites all parish priests, lay leaders, business managers, development directors and finance / foundation / investment committee members to attend a Regional meeting.

What you can expect:

- Presentation by Jeff Weisker of Fund Evaluation Group on the Catholic Foundation investment policy and review of most recent fund performance
- One-on-one, pre-scheduled, consultation sessions with Jeff Weisker
- Overview of Catholic Foundation roles and responsibilities
- KeyBank representative on-site to go over the roles and responsibilities of KeyBank as the account holder and KeyLink access

[Download](#) the flyer for more details.

Quick Links:

[Catholic Foundation Website](#)

[Annual Catholic Appeal Updates](#)

YouTube Adds "Donation Card"

YouTube is rolling out a new service that allows video creators to make their clips a conduit for charitable giving,

Happy Easter

[TechCrunch](#) writes. "Donation cards," previously available only to nonprofit groups, can now be added by U.S. YouTube users to any video they post on the site, allowing viewers to donate directly to a selected charity.

Video makers can use the cards, which appear during playback, to highlight any registered 501(c)(3) organization. YouTube says recipient groups will get 100 percent of the donated amount. Google, which owns YouTube, says it plans to expand the program to more countries.

6 Ways to Maximize Your Capital Campaign

Discover six ways you can make the most of your next capital campaign quiet phase! In this article, we'll be covering the following tips:

1. Develop a cohesive asking strategy.
2. Be purposeful when selecting prospects.
3. Perfect your prospect profiles.
4. Engage prospects in innovative ways.
5. Draft a perfect case statement.
6. Close with a strong kickoff event.

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The Parish: Maintenance or Mission

The Catholic Giving Gap: There is an overall lack of generosity among US Catholics...a full 40% of Catholics surveyed failed to donate to any charitable cause, religious or otherwise, in the previous year.

I dream of a "missionary option", that is, a missionary impulse capable of transforming everything, so that the Church's customs, ways of doing things, times and schedules, language and structures can be suitably channeled for the evangelization of today's world rather than for her self-preservation. - Pope Francis (Evangelii Gaudium, 27)

Pope Francis is calling on all of us, as Church, to focus on mission, rather than maintenance (or self-preservation), in everything we do.

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7 Crucial IRA Tax Planning Strategies

1. Know Form 5329
2. The Once-per-Year Indirect Rollover Rule
3. Inherited IRAs — Spousal Beneficiaries
4. Inherited IRAs — Non-Spousal Beneficiaries
5. Inherited Roth IRA Required Minimum Distributions (RDMs)
6. IRA and Roth IRA Income Limitations
7. RMD Aggregation

Check with your IRA administrator or your tax advisor for more information.

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Major Gifts Must be Transformative to the Giver

A gift is a “major” one only if it is transformative to the giver, not the receiver.

Fundraising, and its mirror image, philanthropy, isn't about money. It's about the fundamental, and very personal, values, aspirations and visions of the givers. Making a gift from assets requires a much more significant emotional commitment on the part of the investor. When someone makes a gift like this, he or she is with you—through thick and thin.

Financial size hardly even plays a role. Asset gifts require an emotional commitment that says, “I want you to succeed. My personal values and visions are embodied in your cause.” These investors make gifts, which first transform themselves, then those whose lives they touch. The nonprofit organization is merely the conduit, the facilitator.

And—for those of you who already are thinking about “planned” gifts—these are asset gifts. Income gifts are gifts of entry. They require a low emotional commitment. Such a gift could begin on the whim of an online click.

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Postage Rates to be REDUCED

Yes, you read that correctly!

On April 10, a first-class stamp will cost 47 cents, down from its current 49-cent price.

The reduction is part of a pre-arranged agreement with Congress. The Post Office

Keep the USCCB Social Responsible Screens in mind when considering...

The Catholic Foundation often receives calls about fundraising efforts within our schools and parishes. Most recently we were asked about three organizations:

increased the price of stamps by 3 cents in 2014 to help raise \$4.6 billion in revenue. But the price hike was only set to last two years! (The Post Office gets to keep one cent of the increase to keep up with inflation).

1. St. Jude's Hospital
2. Juvenile Diabetes Research Foundation
3. American Heart Association

Do you know which two violate Social Responsible screens?

[Read more...](#)
