



The Links Foundation, Incorporated
\$1,000 from 1,000

Endowment Campaign

Frequently Asked Questions

1.) What is an endowment?

An endowment is a restricted fund. The key requirement is that the principal is never spent. Only the interest accrued in the fund can be spent, not the principal that anchors the endowment. The balance in these funds is reinvested, earning income that is then spent to support charitable works in perpetuity. Usually, only a portion of the interest or earnings from the endowment (typically 5%) are spent on an annual basis in order to assure that the original funds will grow over time.

2.) What are the advantages to an endowment?

Stability is the main reason to have an endowment. An endowment helps diversify an organization's income and reduces dependency on specific funding sources. Having an endowment can be comforting to external stakeholders; it demonstrates that an organization has planned, so that it will be around for a long time.

3.) Why has The Links Foundation, Incorporated launched the \$1,000 from 1,000 Endowment Campaign?

This campaign builds on the success of the 65th Anniversary Gala fundraiser and helps grow The Links Foundation, Incorporated's endowment fund to ensure its viability for years to come. The goal is to increase the power and outreach of the organization, preserving and protecting - into perpetuity - the communities we love. Solidifying its financial strength will also improve the

Foundation's status as it seeks ever-more productive partnerships with major donors.

4.) How does The Foundation plan to use the endowment and its earnings?

The steady income generated from the endowed funds will offer endless opportunities to expand and diversify the audiences the Foundation serves and help build and strengthen partnerships with like-minded organizations.

5.) Why should I contribute to the endowment campaign?

Gifts to the campaign provide benefits to The Links Foundation, Incorporated and to donors as well. Donors will have the satisfaction of supporting the programs of The Links Foundation, Incorporated— leaving a legacy and providing for the long-term future of the Foundation— and also qualify for tax benefits.

6.) What are the ways to give to the campaign?

Contributions can be made via check or credit card. Additional information on how to make The Links Foundation, Incorporated a beneficiary in an estate plan, will, living trust, or whole or universal life insurance will be available soon.

Donations can be made online or mailed to the national headquarters of The Links Foundation, Incorporated.

Frequently Asked Questions (Continued...)



7.) Will donors be recognized in some manner?

Yes. Donors contributing \$1,000 or more to the endowment campaign will be acknowledged. For information on the recognitions each Donor Circle level receives please visit:
http://www.linksinc.org/thousand_det.shtml

8.) Do contributions to the Building Fund Campaign count towards the Endowment Campaign?

Contributions of \$1,000 or more to the Building Fund Campaign will be included when determining the donor recognition level of Endowment Campaign supporters and the benefits received. An additional contribution must be made to the Endowment Campaign in order for the combined campaign contributions to be taken into account.

9.) When will the campaign conclude?

The campaign will conclude on May 30, 2014.

10.) What is the deadline for donations in order to receive recognition in the 4th edition of The History of The Links, Incorporated?

Donations must be received by **Monday, September 30, 2013** in order for a donor to be included in the 4th edition of The History of The Links, Incorporated

11.) Who are the members of the Fund Development Committee?

We gratefully acknowledge for the dedication and countless hours given by those who have and are serving to bring this campaign to fruition. The Fund Development Committee includes:

Marcella Jones, Chair, *Capital City (DC)*
Gina F. Adams, *Capital City (DC)*
Ruby Bright, *Shelby County (TN)*
Josephine Daniels, *Texas Spring Cypress (TX)*
Linda Forte, *Renaissance (MI)*
Lynda Gibson, *Nassau (Bahamas)*
Ingrid Saunders Jones, *Atlanta (GA)*
Gloria Lawlah-Walker, *Capital City (DC)*
Charisse Lillie, *Penn Towne (PA)*
Viner Manfoot-Greene, *Fort Worth (TX)*
Ruth Waters McKay, *Bold City (FL)*
Erica Moore, *Atlanta (GA)*
Grace Speights, *Capital City (DC)*
Jacqueline Vines, *La Capitale (LA)*
Laysha Ward, *Minneapolis-ST. Paul (MN)*
Marie Washington, *Harbor City (MD)*
Chareice White, *Northern Indiana (IN)*
Ann F. Williams, *Trinity (TX) Chapter*

Checks should be made payable to:
The Links Foundation, Incorporated

Contributions should be mailed to:
The Links Foundation, Incorporated
Endowment Campaign
1200 Massachusetts Ave, NW
Washington, D.C. 20005

To learn how you can donate to The Links Foundation, Incorporated's future, contact Executive Director Eris Sims at eris.sims@linksinc.org.