

LOUISIANA BAPTIST FOUNDATION

Dr Jeffrey Steed, Executive Director

Thank you, Louisiana Baptists, for the opportunity to partner in ministry. God is continuing to bless your Louisiana Baptist Foundation and we are grateful. We ended 2020 with over \$187 million in assets under management that represents funds owned by Louisiana Baptist churches and other ministries as well as gifts perpetually managed for Kingdom-impact. Every dollar generated on these funds represents another dollar to advance the Kingdom by spreading the Gospel.

In 2020, the Foundation adopted the LBF Vision200™ that will help provide the strategy of the Foundation for the next 20 years as it seeks to partner in ministry with churches and other ministries. We are driven to advance the Kingdom...one dollar at a time, one ministry at a time, one life at a time. The overall vision of this plan is to specifically advance the Kingdom through the Foundation's ministry by \$200 million over the next twenty years or less. Specifically, the Foundation will benefit the Kingdom through (1) facilitating planned gifts (example: non-cash gifts, estate gifts, charitable gift annuities, endowments, donor-advised funds and other special gifts beyond cash), and (2) serving churches and other ministries with funds management as well as other services to enhance their impact.

To accomplish the goal of \$200 million over the next 20 years or less, the Foundation has four overall objectives:

(1) Planned Giving: The following are provided for a comprehensive planned giving emphasis:

- A. Providing educational content to churches such as the *Louisiana Legacy* publication to provide to members practical ways they can benefit their church beyond cash,
- B. Speaking in churches and other ministry organizations to educate constituents on being good stewards related to their estates,
- C. Having robust planned giving website content,
- D. Sending periodic communications to constituents,
- E. Providing confidential one-on-one meetings with prospective donors on benefiting the Kingdom,
- F. Having the infrastructure in place to facilitate the logistics of special gifts, and
- G. Providing an opportunity for every Louisiana Baptist to obtain a free basic Will document when at least tithing her/his estate to a church and/or other ministry.

(2) Church/Ministry Services: Based upon a recent survey among Louisiana Baptist pastors, additional services are being added over time that focuses on church financial/management services. These additional services are part of the Foundation's additional overall emphasis, ChurchBiz Central™. The Foundation plans to launch the following additional services in 2021: church loans, payroll services, and capital/stewardship campaigns.

(3) Comprehensive Marketing Plan: The Foundation's comprehensive market plan initiative uses multiple communication channels that focus on the Foundation's services to help advance the Kingdom. The initiative also will further build its exposure across various social media platforms.

(4) Operations: The Foundation will continue to have a well-skilled and well-experienced staff that seeks to provide churches and ministries with top-tier service to help those organizations further enhance their impact on the Kingdom.

LBF Vision200™ will help the Foundation further move forward in advancing the Kingdom...one dollar at a time, one ministry at a time, one life at a time. The Foundation is grateful to Louisiana Baptists for the many partnerships in ministry around the state. Please contact the Foundation by phone at 877-523-4636 or by email contact@LBFinfo.org if we can serve you.