

Attorney General's
Registry of Charitable Trusts

DEC 13 2002

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GIFT PLANNING DIRECT EXPENSE ALLOCATION

OPB

	74,262.50
PRINTING EXPENSES	11,239.47
SUB CONTRACT EXPENSES	12,357.27
PROGRAM MANAGEMENT EXPENSES	1,704.88
SALARY/CONSULTANT EXPENSES	7,840.30
	0.00
LICENCING/REGISTRATION FEES	4,750.68
DEPRECIATION	243.67
GENERAL OFFICE	688.52
	0.00
	0.00
	0.00
	0.00
	0.00
	0.00
	0.00
	0.00
	0.00
GROSS PROFIT	35,437.72
Total	74,262.50



Gift Planning Direct Bequest Cultivation Program How Revenue Figures are Estimated

Gift Planning Direct's Bequest Cultivation Program is a carefully planned and integrated approach, designed to educate existing charitable donors about personal estate planning and cultivate their long-term support. The program has nine steps or "points of contact" that include personalized letters, very specific and easily understood educational materials, and conversations with specially trained telephone representatives. Each point of contact is meant to educate, as well as personalize, the relationship between donor and organization.

The goals of the program are as follows:

1. To inform charitable donors how important it is to have a Will or Living Trust (over 60% of the population does not have a Will) and then assist them in creating or improving their plan so that it accurately reflects their personal goals and wishes.
2. To help charities identify existing donors committed to, or interested in learning more about, including a gift to the institution in their estate plan.

Though it's impossible to know for sure how much value charities will realize from our efforts (in part, because we don't know when donors will die), the estimates included on the enclosed Revenue & Expense Report are based on the following:

- Repeated studies (Gallop, National Family Opinion Research Center, National Committee on Planned Giving and our initial test results indicate that each participating organization will receive between 35 and 200 bequest commitments from every 5,000 prospects they introduce into the Bequest Cultivation Program. (Results vary based on the length of time each donor has been contributing to the institution and the ages of the prospects introduced into the program). If the average bequest to each organization is based on the U.S. national average of \$21,000, the net present value from this program over the next ten year period should be between \$735,000 and \$4,200,000 per 5,000 prospects.
- In addition, approximately only one out of six individuals will inform an organization of an intended bequest gift. So, an additional \$3.5 - \$21 million in bequest revenue should occur from each segment of 5,000 prospects as a result of our efforts (if national research on the matter holds true).