

Don't Throw Your Money Away – Make It Count!



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I was speaking with an attorney about our respective jobs. When I described planned giving, he immediately stated “my clients don’t like to give away their money.” That is a fairly common sentiment I hear when I talk to people about fundraising and planned giving in particular. When we talked further about philanthropy and its beneficial impact on the community and possible personal and financial benefits to donors, his attitude changed greatly.

This conversation leads me to ask you: Do you feel that donating to a qualified not-for-profit organization is like throwing money away? Do you feel creating a planned gift is denying your heirs something to which they are “entitled”? If you said yes to these two questions, I hope you will rethink your position. You are really missing out on some opportunities to add value to your community, derive great personal satisfaction and even receive financial benefits to you and your heirs.

The money received from planned gifts helps non-profit organizations build a solid financial future. This is especially true at Carmel Catholic. Although tuition does make up the majority of income, a high school is a very expensive place to operate: campus maintenance and improvements; salaries for more than 150 faculty, staff and administration; academic and co-curricular programs; tuition assistance for students.

While the Carmel Catholic Board of Directors tries to keep tuition as low as possible, tuition will rise. A planned gift could help future Carmel Catholic families by providing money that will support need-based tuition assistance endowments. An important long-term goal is to grow our tuition assistance endowments so that Carmel Catholic can be available to families who want the best Catholic education possible for their children.