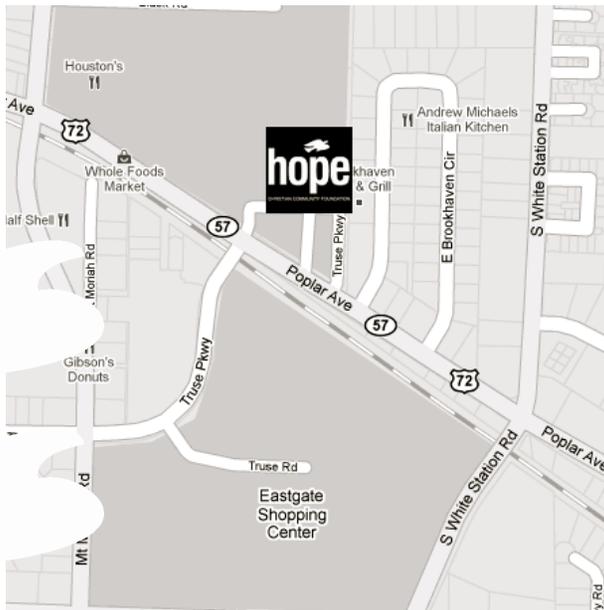


The Hope Christian Community Foundation is changing Memphis.

We exist to serve donors and ministries in the Mid-South to facilitate the building of God's kingdom. Our goal is to make giving easy and effective as we grow generous givers. Since 1998 HOPE donors have helped contribute over \$150,000,000 through donor advised funds. We want to see a better Memphis.

Will you join us?



WHO IS HOPE?

Two Hundred Fifty Plus Local Donors

HOPE includes over 250 donors of primarily families, but also many local strategic businesses with a charitable giving arm. Our donors invest a significant percentage of their donor advised fund balance away each year in Memphis. HOPE is good at giving.

Come Check Us Out

The Hope Christian Community Foundation is located in the Clark Tower, 5100 Poplar Ave, Suite 2412, Memphis, TN 38137. We also can be found at www.hopeccf.org and 901.682.6201.

The HOPE Team

Brenda Brazley - Donor Relations
Mike Harris - President
Chris Hill - Development
Shana South - CFO

Board of Directors

Kirk Bailey - Magna Bank
Kim Blankenship - Second Presbyterian Church
Ralph Braden - Smith Barney
Barry Cox - F.S. Sperry Co.
Ben Clark - Clark & Clark
Fred Davis - Fred David Insurance
John Dudas - Belz Enterprises
Tom Dyer - Wilson Investment Management
Howard Eddings, Jr. - Memphis Leadership Foundation
Lee Gibson - Diversified Trust Co.
Hamp Holcomb - Strategic Financial Partners
Frank Jemison, Jr. - ALCO Management, Inc.
John Laughlin - Summing Asset Management
Larry Lloyd - Memphis Leadership Foundation
Bill Martin - Hospitality Investors
Ashley Mayfield - Diversified Trust Co.
Douglas Skipworth - Redplus Innovations
Harry Smith - Shilling Enterprises
C. Kemmons Wilson, Jr. - Kemmons Wilson Corporation

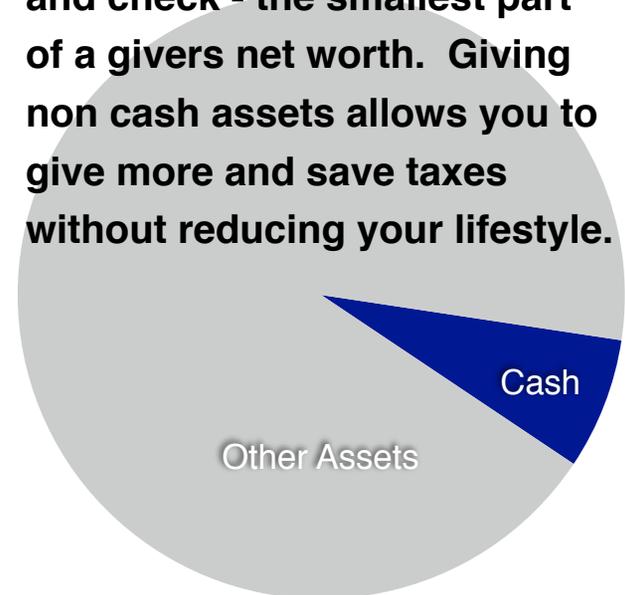
GIVING BEYOND THE CHECK

Asset Based Giving

www.hopeccf.org

5100 Poplar Avenue, Suite 2412, Memphis, TN 38137

93% of American wealth is comprised in stocks and non-cash assets such as real estate, business interests, personal property, even precious metals and collectibles. Most give by cash and check - the smallest part of a givers net worth. Giving non cash assets allows you to give more and save taxes without reducing your lifestyle.



HOW DO YOU GIVE HOPE?

Smart giving starts with strategic giving. The easiest way to give is through a HOPE donor advised fund. The best way to open a donor advised fund with through an asset based gift. HOPE can help.

1

Open a HOPE Donor Advised Fund

A donor advised fund makes giving efficient, effective, flexible and easy. It is the equivalent of having your own

personal foundation, but much less expensive and, therefore, useful for those who invest multiple gifts to multiple causes throughout the year. You can make grant recommendations to any non-profit organizations at any time you choose and receive a tax deduction in the year in which the gift is made to your fund. The minimum for a HOPE donor advised fund is \$1,000.

Asset based gifts like those listed in this brochure can also go to your HOPE donor advised fund. Gifts of appreciated stock allow you to receive a tax deduction equal to the stock's appreciated value without paying capital gains tax.

2

Go Online

Long-term donor advised funds are invested in a variety of alternatives and grow tax-free. When you are ready to make a gift or grant from the fund, you simply recommend to HOPE where you want it to go.

The easiest way to make a grant recommendation is to go on the HOPE website and click the link, "Recommend a Grant." If you can't get online, fax us with your written request, 901-682-8098.

3

Give

We write all of the checks and keep all the necessary records so you don't have to. Grant recommendations are taken everyday. Statements are mailed every quarter. Checks are processed every other Friday throughout the year. We even mail checks every Friday in December. You can even give anonymously. It is that easy.

With only primary uses for money:

Lifestyle, Charity + Taxes

the advantage of asset based giving is that you don't have to cut into lifestyle expenses in order to increase giving.

With Asset Based Giving,

you can increase your giving by reducing your taxes.

By donating non-cash

assets first - rather than selling them first, paying taxes and giving proceeds - you receive a deduction for **full market value** and avoid capital gains taxes.

By changing what you give

rather than how much you give, more goes to cause you support rather than to pay taxes.

To find out more about opening a HOPE Donor Advised Fund, please visit www.hopectf.org

LESS TO TAXES MORE TO MINISTRY

WISER

STEWARDSHIP

