



Every Child is a Miracle

Campaign Frequently Asked Questions

What is the financial goal of the campaign?

\$10 million

Why does Epworth need to raise such a significant amount of funds?

As Epworth continues to evolve to meet the challenges of children and families, private support can make the difference between good programs and great programs. The Campaign for Epworth seeks to raise enough money to ensure the unfaltering continuation of Epworth's mission and leadership in our many areas of excellence.

What is the timeline of making the campaign public?

Capital campaigns generally run for three to five years, with a leadership or silent phase of two to three years and a public phase of one to two years. Lead gifts are raised during the leadership phase, resulting in 50 percent to 70 percent of the goal being secured before the public phase begins. Epworth's campaign is following that tradition.

How will the funds be used?

Funds raised during the campaign will be used to further the mission of Epworth by serving more children and families in need. These needs will be fulfilled through:

- Capital needs, which will allow a comfortable and safe environment for our children and families to thrive;
- Programmatic needs, which will allow Epworth to better break the destructive cycle of abuse, neglect and shame and replace it with an opportunity for each child to live a life of self-respect, responsibility and productivity;
- Permanent endowment to assure the mission of Epworth continues for future generations;
- Global outreach, which will provide for some of the most urgent, immediate needs identified by South Carolina United Methodist Conference's sister conference in Zimbabwe.

How were funding priorities identified?

Identifying campaign priorities was the result of several years of collaboration between Epworth's leadership and the needs of the children and families of South Carolina. Clear funding priorities emerged in response to a feasibility study where we asked for opinions and advice of many of Epworth's donors, volunteers, and friends.

What is an endowment and why is it an important part of Epworth's Campaign?

An endowment is a permanent fund invested to provide income for purposes designated by the donor. In addition to providing for a level of quality that state funding alone cannot offer, an endowment helps insulate Epworth from inevitable economic cycles, ensuring continuity of funding for programs that might otherwise suffer unduly during a period of fiscal retrenchment at the state or federal level. In short, a permanent endowment for Epworth will ensure our mission will continue to benefit future generations of South Carolina's children.

What gifts count as campaign gifts?

In this campaign we count all gifts and private grants to all areas for all purposes, just as we do when we are not in a campaign. Additionally, we count pledges and qualifying bequest expectancies.

What are the different way I can contribute to this campaign?

In addition to pledges, cash gifts, and legacy gifts, there are a number of tax wise ways of giving to the campaign. These include:

- Long-term appreciated stock
- Charitable gift annuities
- Charitable remainder trusts
- Retirement accounts
- Life insurance

For more information please visit everychildisamiracle.org or call 803-256-7394