



\$1.5 MILLION CAMPAIGN FOR ENDOWMENT

What is an Endowment?

Simply put, a gift to Endowment is an investment in the future of the La Jolla Symphony & Chorus. Your gift, as part of our Endowment, will provide an expanding source of stable funding that will ensure the high caliber of artistic leadership we have today.

How does an Endowment work?

Money invested in an Endowment (the "Principal") is not spent. Only the income earned on the investment is available for use, and even the income is governed by a spending policy restricting the amount that can be taken each year – typically 5%. So, for example, an Endowment worth \$1.5 million would yield a return of \$75,000 per year (5% of the Principal). Any remaining income (above the 5%) is kept in the fund so it continues to grow.

Why are we creating an Endowment now?

La Jolla Symphony & Chorus is in the midst of a renaissance. Our artistic vision is well-articulated, leadership throughout is strong, and our concerts are performed at a higher level of quality than ever. Audience attendance is also on the rise, as is community support and donor confidence. Yet, diminishing public resources threaten to derail these achievements. To sustain our artistic quality and our role in the community, we must act now to secure a greater level of financial independence.

Who gives to Endowment?

If La Jolla Symphony & Chorus has enriched your life (through friendship, experience, or simply the joy of music) a gift to endowment is a meaningful way to show appreciation and to make sure LJS&C is around for future generations. Donors who give to endowment are often annual donors who would like to see the organization continue. Others who have not given before may make a donation to endowment because they believe in the institution and its value to the community.

How does a gift to Endowment differ from my annual gift?

Annual gifts are essential for LJS&C to meet our yearly financial obligations; whereas Endowment gifts are for our future. If donors merely switched their giving from annual gifts to Endowment gifts, LJS&C would quickly lose the ability to pay its bills.

Endowment gifts are typically a one-time gift, above and beyond annual giving. These special gifts are often 5X, 10X or more the size of one's annual gift and can be fulfilled over a period of time (e.g., 5 years). It is your individual attitude toward philanthropy, belief in the mission of the organization, and financial resources that will ultimately decide what amount would be personally meaningful to you. Gifts of all sizes are deeply appreciated and will help us reach our goal.

What types of gifts can be made to Endowment, and which one is right for me?

Because a gift to Endowment is typically larger than one's annual gift, these donations are often made out of one's assets, such as a transfer of stock, withdrawal from a retirement fund, or transfer of a cash-value life insurance policy. Donations are tax deductible and you might be capable of giving at a higher level than you think once you factor in the tax benefits. Also, many companies offer matching gift programs that double charitable contributions made by their employees. Review giving options with a financial planner to see which one works best for you and your unique financial situation.

Who do I contact for more information? Please contact LJS&C Executive Director Diane Salisbury at 858-822-3774 or dsalisbury@lajollasympphony.com.