



# HELPING CHILDREN IN CRISIS SHINE through Hope, Healing and Home.

## QUESTIONS & ANSWERS

### **Q. What is a giving campaign?**

A. This giving campaign raises funds for major expenditures and ongoing operational support, securing our future so we can continue to fulfill our mission and help children in crisis throughout Kentucky.

### **Q. What will the money be spent on?**

A. Several of our facilities need updating, others need expansion as well as funding for day-to-day operational expenses to help us meet the ever-increasing need of vulnerable children and families in this fallen world.

### **Q. May I designate where my pledge or commitment goes?**

A. We ask you to make unrestricted gifts, however special requests will be honored when possible.

### **Q. Why should I support this campaign?**

A. This campaign is vital to the health of Sunrise and of the Commonwealth. We have limited our growth and outreach due to financial constraints, however, the needs of children who need our help continues to grow. If we don't address them, no one will.

### **Q. Is my gift tax deductible?**

A. Yes! If you itemize, you may deduct the full payment as it is made, not the pledge itself.

### **Q. Does my gift have to be made in cash or check?**

A. No. You may also make gifts of securities, stocks, bonds, an estate, real estate and appreciated assets, or a will bequest.

### **Q. Can I make a bequest?**

A. Yes. You can do so by designating a dollar amount, a particular asset, or a percentage of your estate to Sunrise.





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**Q. How long do I have to pay my pledge?**

A. The campaign payment period is designed for up to 36 months, or four tax years.

**Q. When does my pledge begin?**

A. You may indicate the date and terms of your pledge on the pledge card.

**Q. As pledges are made to the giving campaign, won't the annual giving suffer?**

A. The opposite is usually true. Every attempt is made to adequately promote both.

**Q. May my pledge or commitment be made as a memorial or thanksgiving gift?**

A. Yes, indicate your desires to your visitor and on the back of the pledge card. Every attempt will be made to honor such requests.

**Q. How much should I give?**

A. Your gift should be based on your personal belief regarding the importance and interest in this project, and your financial ability to participate in the campaign. It is our hope that you will give according to how God has blessed you and that you do as directed.



[sunrise.org](http://sunrise.org)



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