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# Endowment

By Sharon Taylor, Chair

## COMMITTEE MEMBERS

- Sharon Taylor, Pittsburgh, Pennsylvania, Chair
- Eric Benoy, New Orleans Baptist Theological Seminary
- Pat Graham, Retired
- Craig Kubic, Southwestern Baptist Theological Seminary
- Dennis Swanson, University of North Carolina at Pembroke
- Brenda Bailey-Hainer, ATLA Staff Liaison
- Marie Jacobsen, ATLA Staff Liaison

The 2017-2018 Endowment Committee held its fall meeting on November 1, 2017 at the ATLA headquarters in Chicago. The fall meeting was led by Chair Sharon Taylor, and attended by committee members Pat Graham, Craig Kubic, Eric Benoy, and Dennis Swanson. Director of Financial Services Marie Jacobson and Executive Director Brenda Bailey-Hainer continued as staff liaisons to the committee. During the meeting, the group brainstormed about new ways to reach potential donors through various marketing channels. Additional discussion and planning for the annual end of year campaign was carried on throughout the year via conference calls and email.

The committee reaffirmed its short-term goal of a \$1 million fund within the next five years and a long-term goal of \$13.5 million. An end of year donation campaign was conducted in late 2017 using direct mail and email solicitations.

Taylor and Graham attended the annual conference in Indianapolis in June 2018 and hosted the Endowment Fund Table. Letters and photographs from retirees that had been compiled by Graham were displayed at the table. Taylor gave a brief presentation on the work of the committee at one of the plenary sessions. Following the conference, the ATLA President's August 2018 membership renewal letter included an invitation to donate to the Fund.



[Front, left to right] Dennis Swanson, Craig Kubic, [Back, left to right] Eric Benoy, Sharon Taylor, Pat Graham

During fiscal year 2018, 48 individuals made donations totaling \$4,511.50. ATLA matched these gifts and contributed an additional \$15,488.50 for a total contribution of \$20,000. The Endowment Fund continues to demonstrate robust growth. Thanks to a strong market this year, as of August 31, 2018, the fund had a balance of \$576,406, an increase of \$104,091 over last year's total.