

Sowing Generously 2022 Annual Report



C Remember this: Whoever sows
sparingly will also reap sparingly,
and whoever sows generously will
also reap generously."

2 Corinthians 9:6, NIV

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Dear Friends,

As I reflect on 2022, I am filled with gratitude for your generosity and the impact we have been able to make together. This year, we passed an incredible milestone: \$4 billion in grants made to nonprofits since our founding in 2000. Above all, this is a providential blessing from our Creator, and it is a testament to the power of revolutionary biblical generosity to transform lives and communities.

At The Signatry, we seek to empower donors to maximize their impact for the causes they care about most. We believe that generosity is the heart of the gospel, and we are committed to helping our donors make a difference through the work of the Kingdom.

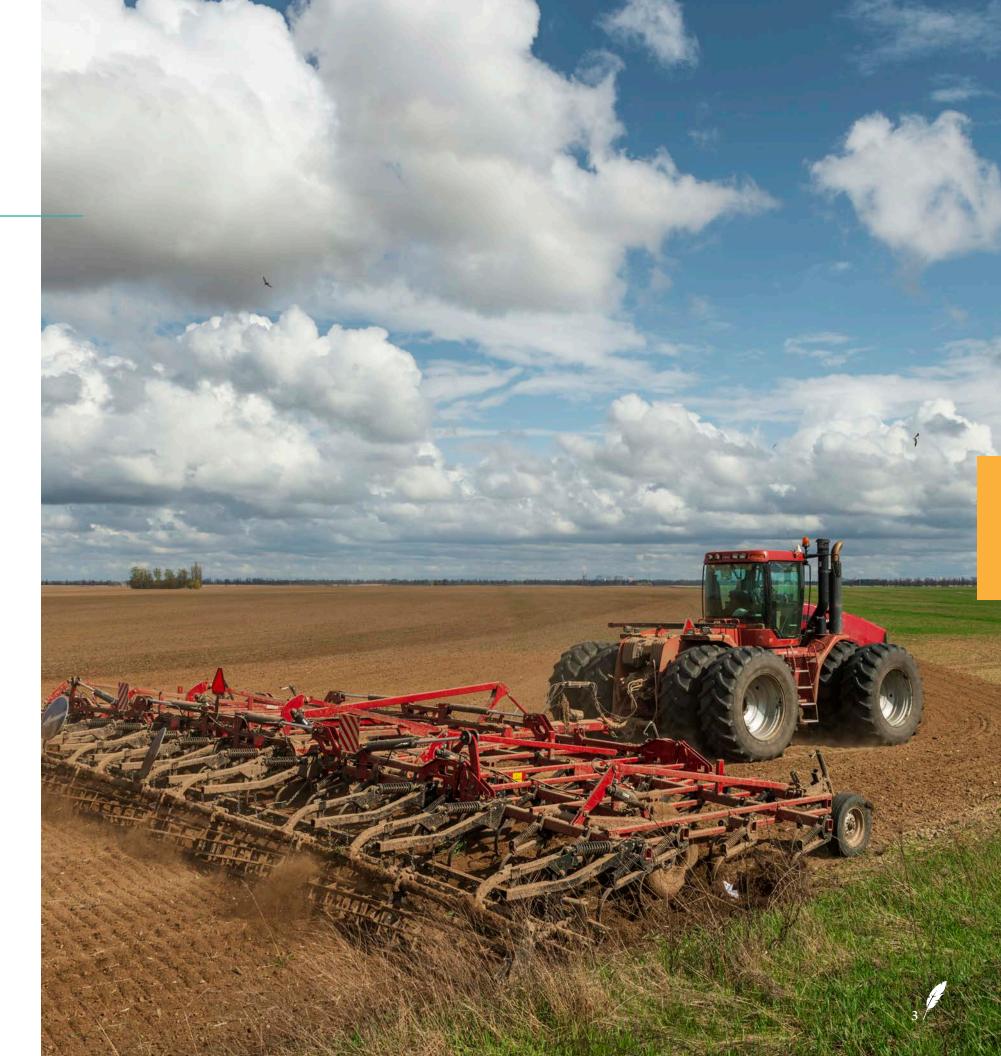
One of our original founders, Frank Brown, is famously quoted for saying, "I thought if we reached \$10 million, we would have done well." Now \$3.99 billion past that amount, it is clear The Signatry community's passion for the vision of this ministry is not only alive and well but thriving.

Thank you for your partnership and support. **Together, we can** write the last checks needed to solve the world's greatest problems and spread the hope of the gospel to all.



Sincerely,

Gary Nagel Chairman, Board of Directors



# What is The Signatry?

At The Signatry, our main priority is to maximize the dollars sent out to God's Kingdom. When someone opens a donor advised fund (DAF) with The Signatry, they are joining our community of Kingdom-minded donors, working together to be steadfast and always abounding in the work of the Lord. (1 Corinthians 15:58)

#### How does that influence our work?



The rate at which our donors recommend grants is 4x higher than the average across all DAF sponsors.

To help every donor maximize their generosity, The Signatry does not charge an administrative fee on donor advised funds, designated funds, and charity funds based on their assets under management.

Open a fund with \$0. Families may create their DAF, and even invite their financial advisor to participate, then decide together when and how much they would like to contribute.

Funds inside a DAF may be invested into investment pools filtered through a biblically responsible investment philosophy. Your contributions can start making a difference even before they are granted out-and may grow in the process.

# Family egacy

We are here to connect God's resources with God's workers. That includes serving the donors and financial advisors who help steward the resources and the nonprofit leaders who help organize the work.



A giving commity

No administrative lees

Nominimums

Faith-based investing

The Signatry works with families to create and pass down values that last. Generosity is a key part of a Christ-centered legacy, and we offer tools from discussion guides to workshops to help families build and carry on that legacy.

All God's workers

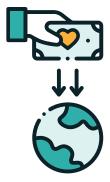


# 2022 by the *mmpers*



## In 2022, **The Signatry passed the \$4 billion mark in grants made to nonprofits** since our founding in 2000.

This significant milestone represents the dedication of thousands of donors committed to revolutionary biblical generosity on a global scale.



Our

# 4 billionth dollar

sent out to solve the world's greatest problems

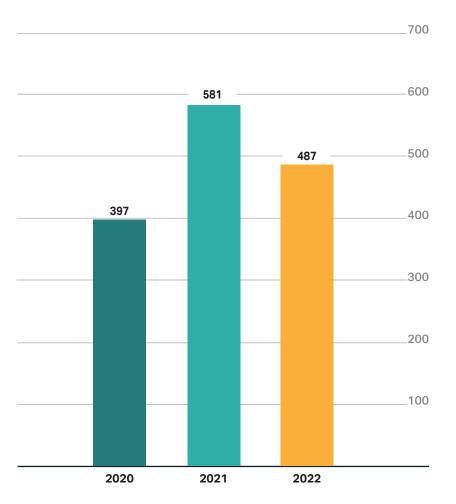


Funds

When someone opens a donor advised fund with The Signatry, they are sowing seeds that will grow into something greater for God's Kingdom. Opening a donor advised fund means making a commitment to generosity.

Donors opened 487 new funds this year, bringing the total number of active funds at The Signatry to over 2,700.





# Control Con

- Richard Strombeck, donor

Contributions

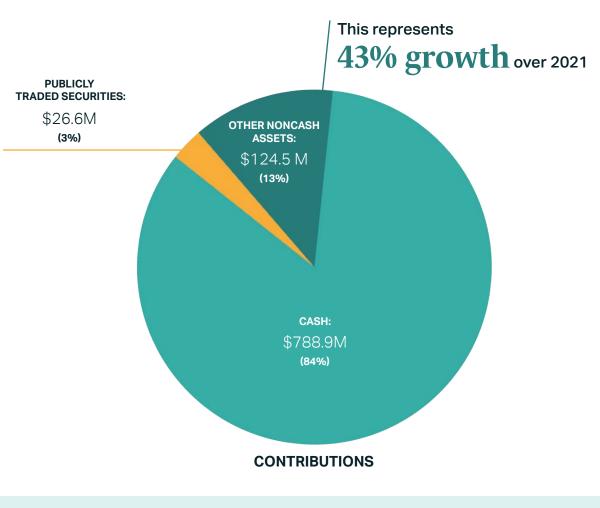
## It all belongs to God.

God entrusts each one of us with some of His resources to steward. Everything we have, from family to time to assets, belongs to God. When we think about charitable giving, more than just our cash is at stake. **Everything we're given to steward, from stock to real estate, can serve God's Kingdom.** 



### **Noncash Giving**

In 2022, our community was generous with *all* its resources. Our team helped donors complete 696 gifts of publicly traded securities and 32 gifts of complex noncash assets, with a total value of over \$151 million. Donors contributed business interests, real estate interests, publicly traded stocks, and even cryptocurrency.

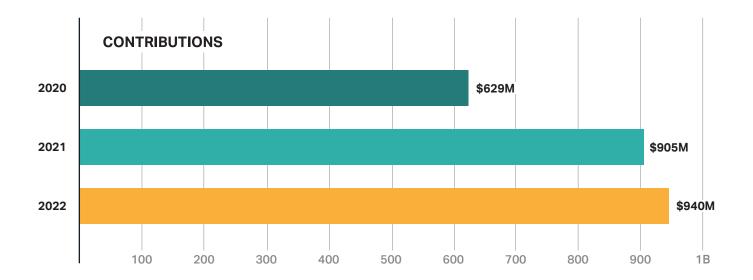


2022 contributions:

# \$940,145,846

Lifetime contributions:

# over \$6.3 billion



**C** I decided to work with The Signatry because I became convinced that they were experts in helping me maximize my giving in what I viewed as an incredibly complex transaction."
- Ryan Chapman, donor



Grants

The Signatry is a ministry first and foremost: We were founded on a principle of connecting God's resources to God's workers.

To us, dollars out the door is the most important measure of our success.

In 2022, our community sent its 4 billionth dollar out to Kingdom work.

This milestone is one of the greatest achievements of The Signatry community to date, and it is only the beginning of our vision for transforming the world through Christ.

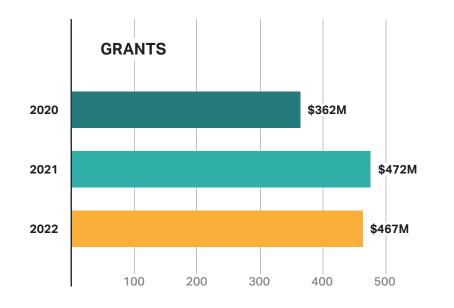
#### **2022 GRANTS:**

# \$467,267,558

### **GRANT COUNT:**

## over 28,000

The Signatry community made more grant recommendations in 2022 than in any prior year.



Control We push a couple of buttons and our blessing is on its way."

- Susan Patton, donor

Measuring Generosity

## Generosity Activation Rate (and why it matters)

The rate at which grants flow out of a donor advised fund is one way to measure the real-world impact of a DAF sponsor like The Signatry. Generosity is the goal: DAFs are simply a valuable tool for planning and maximizing generosity. If a donor contributes money to a fund but never recommends any grants, those dollars do not get the chance to serve their purpose.

We measure our annual Generosity Activation Rate by calculating the number of dollars granted out of our DAFs compared to the total number of dollars that could have been granted out during the year.

Generosity Activation Rate =

fiscal year grants

(fiscal year contributions) + (prior fiscal year end balance)

**Average DAF Sponsor Organization** 

We are pleased to report that The Signatry's Generosity Activation Rate for our most recently completed fiscal year<sup>1</sup> is 23.6%, more than 2x higher than the average across all DAF sponsors.

The Signatry's Generosity Activation Rate<sup>1</sup>:

23.6%





## **Comparing Grant Payout Rates**

DAF sponsors more commonly use a metric called the Grant Payout Rate, which compares current-year grants to the previous year-end balance. This measurement typically shows a higher rate because it does not consider any of the donor's currentyear fund contributions.

Although we prefer to track our community's generosity through the Generosity Activation Rate, we also track Grant Payout Rate for comparison to other DAF sponsors. By this standard, The Signatry's rate is more than 4x higher than the average across all DAF sponsors. This is a testament to our community's radical generosity and care for the world.

The Signatry's Grant **Payout Rate**<sup>1</sup>:

**Average DAF Sponsor Organization Grant Payout Rate<sup>2</sup>:** 

# 45.2%

2

- Calculated from our most recent 990 (April 2021 March 2022)
- Calculated from most recent public IRS data (2007 2018)





Nonprofits

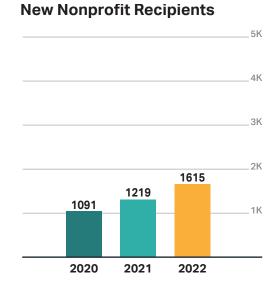
"Open your eyes and look at the fields! They are ripe for harvest." John 4:35b, NIV

Each nonprofit organization our donors recommend grants to is helping solve the world's greatest problems, from Kansas City to Kiev. It is a blessing to participate in this Kingdom work.

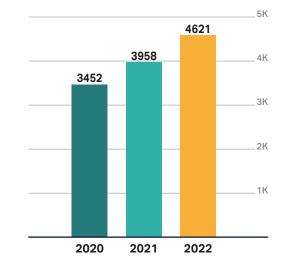


The Signatry has granted to 12,703 nonprofits

since our founding.



#### **Total Nonprofit Recipients**



#### **Stories of Impact**



Image courtesy Convoy of Hope







Image courtesy Wings Special Needs Community

#### TRENDING CAUSE: Humanitarian Aid & Relief

In the first quarter of 2022, The Signatry community distributed over 150 grants totaling nearly \$2 million to provide emergency relief in Ukraine.

#### TRENDING CAUSE: Justice & Advocacy

Crisis pregnancy centers across 22 states received over \$196,000 in grants from The Signatry community in the second quarter of 2022, including Advice & Aid Pregnancy Center in Overland Park, Kansas.

#### TRENDING CAUSE: Outreach

Student Mobilization, a ministry from Conway, AR, received support from donors in 15 different cities in the third quarter of 2022. Those grants totaling over \$280,000 helped to engage, establish, and equip college students around the world to be spiritual leaders for Christ.

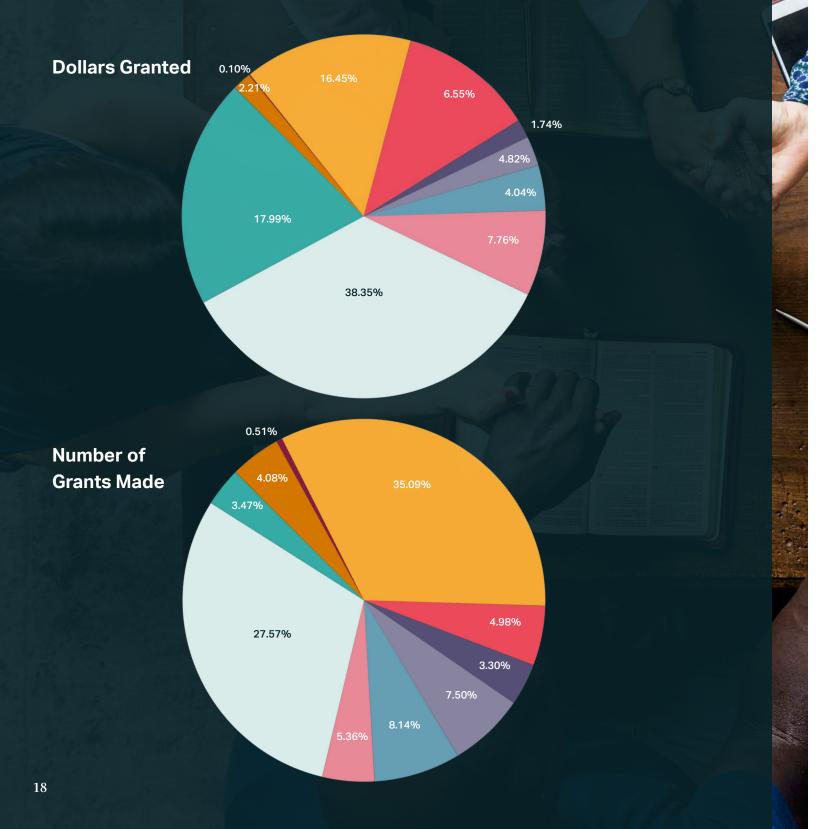
#### TRENDING CAUSE: Health & Human Services

In the fourth quarter of 2022, more than \$6 million was granted to Wings Special Needs Community in Edmond, OK. Wings enhances the lives of adults with developmental disabilities through social, vocational, and residential programs guided by principles of the Bible.



Your Impact in 2022

Our donors are beautifully diverse in the passions God has placed on their hearts. At The Signatry, whenever a donor recommends a grant, they are signing their name to that cause. Here are the causes our community supported in 2022, broken down by dollars granted and number of grants made.



**COMMUNITY DEVELOPMENT:** Service associations, mentorship programs, and other organizations that invest in building up local communities. Dollars Granted: \$10.2M (2.21%), Grants Made: 1,150 (4.08%)

- **CREATION CARE:** Organizations devoted to environmental stewardship and the protection of animals. Dollars Granted: \$445,000 (0.10%), Grants Made: 143 (0.51%)
- **DISCIPLESHIP:** Organizations that equip pastors and strengthen the body of believers, including churches. Dollars Granted: \$76.4M (16.45%), Grants Made: 9,887 (35.09%)
- **EDUCATION & PROFESSIONAL DEVELOPMENT:** Schools, trade associations, and other organizations that provide professional growth and career development opportunities. Dollars Granted: \$30.4M (6.55%), Grants Made: 1,403 (4.98%)
- **FAMILY SERVICES:** Organizations committed to strengthening families, caring for the elderly, or providing homes for children in need. Dollars Granted: \$8M (1.74%), Grants Made: 930 (3.30%)
- **HEALTH & HUMAN SERVICES:** Organizations that serve those affected by homelessness, trauma, illness, or addiction. Dollars Granted: \$22.3M (4.82%), Grants Made: 2,114 (7.50%)
- HUMANITARIAN AID & RELIEF: Organizations that provide relief to those suffering from disaster or poverty. Dollars Granted: \$18.7M (4.04%), Grants Made: 2,294 (8.14%)
- **JUSTICE & ADVOCACY:** Organizations that promote advocacy and awareness on issues of justice and freedom. Dollars Granted: \$36M (7.76%), Grants Made: 1.510 (5.36%)
- **OUTREACH:** Organizations with a primary focus on spreading the gospel, including missions. Dollars Granted: \$178.2M (38.35%), Grants Made: 7,768 (27.57%)

**PHILANTHROPIC & CULTURAL INSTITUTIONS:** Grantmaking foundations, museums, libraries, and other organizations that shape culture through philanthropy, history, art, and media. Dollars Granted: \$83.6M (17.99%), Grants Made: 979 (3.47%)







# **G** Have a vision statement. Have a mission statement. Determine your values."

- Bev Davis, donor



donors in The Signatry community in 2022



### **Family giving**

In a donor advised fund with The Signatry, families can give every member age-appropriate access to the family fund online. Couples may use their fund to structure discussions about giving habits. Parents or grandparents can give young children view-only access, an opportunity to see generosity modeled even in an age where most giving is done digitally. As children grow up, they can be given permissions to make contributions and even make grant recommendations within the fund. These are the training wheels of generosity.

### Other ways we serve donors

#### **Designated funds**

Donors may make qualified charitable distributions (QCDs) from retirement accounts into designated funds, which support a single, pre-identified nonprofit.

#### Succession planning

Donors may arrange for successors to take over advisory privileges for their DAF when they pass away. Donors may also include their DAF in their estate plan as a beneficiary.

#### **Discussion and reflection guides**

We offer guides for donors and their families on identifying shared values, building a giving plan, identifying stewardship goals, and more.

#### Advisor services

We invite families' financial advisors to take an active role in DAF management and longterm charitable planning.





donors in 2022



# Family Giving Leads to Family Legacy

## A family's legacy is forever being refined. Bev Davis and Rick Litchfield have learned that firsthand.

Bev grew up in a family dedicated to generosity and evangelism. Before starting their own family foundation, her parents served as Gideons, purchasing and placing small Bibles in hotel rooms.

She and her sister always participated. "It wasn't, 'You need to give, you need to do this.' I just grew up knowing this is what you do."

Later, it was natural for Bev, her husband Rick, and their daughter to take up management of the family foundation and continue the Davis' legacy of generous stewardship.

Even among family members who share a passion for generosity, finding agreement on where to give is no easy task. Partnering with The Signatry gave the Davis family tools to discuss their goals and keep moving forward. As Bev explained:

"Have a vision statement. Have a mission statement. Determine your values." These pillars have provided a clear structure for the foundation's giving—and for the legacy Bev and Rick want to carry on.

Today, the Davis family uses a special DAF to raise their grandchildren in this legacy. The children get a tangible example of generosity's power when they see their dollars at work through an organization that trains puppies to support disabled veterans.

"I love what we've learned from The Signatry," Bev said. "Your legacy isn't about the money. The money will be spent. But those memories will last forever, and they'll be passed on to the next generation."



Advisors

## In 2022, we partnered with 222 advisors.



increase from the previous year

We invite financial advisors to work with their clients' donor advised funds from the first dollar so that every donor can pursue their generosity goals with as much guidance as they desire.

Advisor managed accounts (AMAs) offer advisors the opportunity to use their preferred investment pools in conjunction with their client's donor advised fund. AMAs are a practical tool for advisors to take an active role in their client's stewardship decisions and generosity goals.

383 donor advised funds had investments in an advisor managed account.



more than in 2021

**(***What's your practice really about?* an impact in the world?"

- Jeff Dobyns, advisor



# Helping your clients accumulate money, or helping your clients make

#### Other ways we serve advisors

#### Support with complex asset gifts

Advisors often work with donors to complete asset-based gifts to charity. Where the process gets tricky or complicated, our team comes alongside both the advisor and the donor to find the best giving solution.

#### **Topical guides**

Advisors may use our guides on topics like qualified charitable distributions, tax deduction bunching, and more as resources to support their practice and their clients.



# Transforming Tax Strategies into Faithful Stewardship

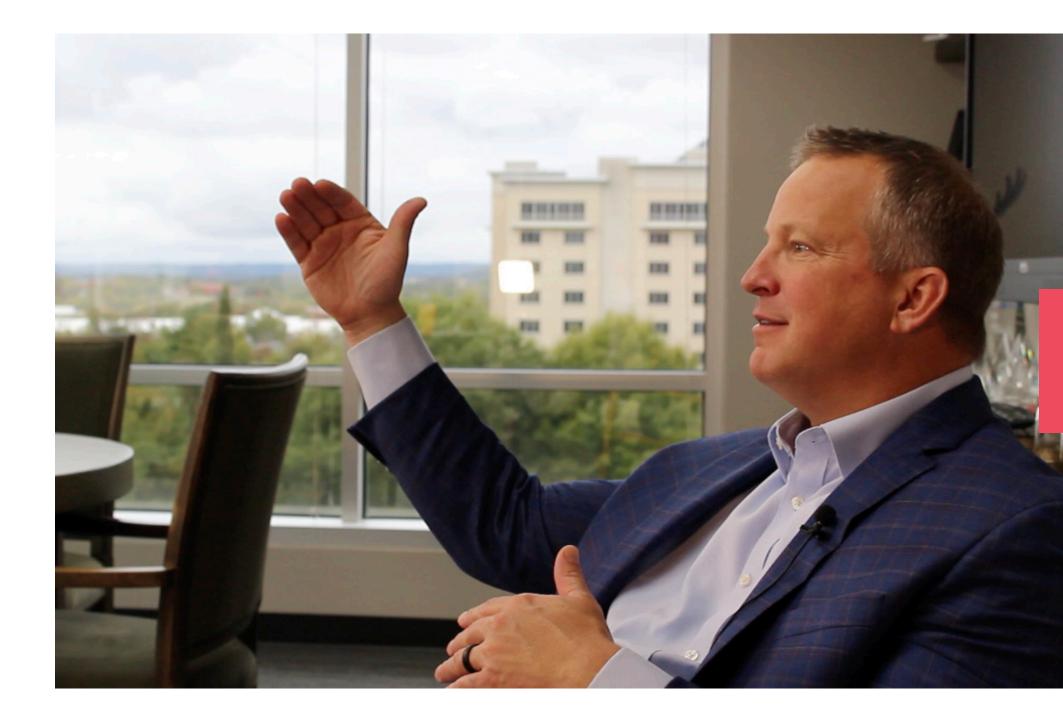
Throughout his 25 years of work as a certified financial planner, Jeff Dobyns' faith has guided his work as much as his personal life. This commitment to Christ is part of what differentiates his practice: by connecting with clients' faith and families, he has been able to help clients steward God's resources for maximal impact — not just maximal personal gain.

For most of Jeff's clients, the immediate question of tax deductions opens a much deeper conversation about generosity and long-term impact.

"It may not sound super biblical, but charitable tax deductions do lead to increased generosity. [My clients] see they can save a massive amount on income taxes — that really gets [them] inspired to donate more."

Once donors realize how much more impact they could create by using the right charitable strategies, they begin to think differently about their gifts. Charitable donations turn into a prayerful expression of the donor's values and faith.

"I enjoy challenging my clients to think differently about this," Jeff told us.







#### Other ways we serve nonprofits

#### **Development Program Assessment**

Nonprofit leaders and fundraisers can use this assessment tool to determine where their fundraising efforts can grow to best support their work. Everyone who completes the survey will receive feedback and resources tailored to their next best step.

#### **Charity funds**

A charity fund allows a nonprofit to more easily receive and process gifts in any form, including noncash asset gifts. Our team handles the paperwork, processing, and liquidation process for each donation.

#### Training

Our Nonprofit Success team creates and collects training videos and other materials to help nonprofit leaders build their technical expertise, major donor relationships, and fundraising strategies.

Nonprofils

4,621

nonprofits received grants

# 45 nonprofits

used our development assessment tool

# 57 charity funds opened

in 2022, for a total of 209 active charity funds

## 413 engagements

with nonprofit leader training resources

Every day, nonprofit organizations are doing God's Kingdom work. This work deserves more than traditional cash giving solutions. We partner with nonprofit organizations not just by sending grants, but by bolstering their fundraising efforts and building their knowledge of creative giving tools.



Witnessing Providence

When our Nonprofit Success team called a small church to let them know an anonymous donor had recommended a \$100,000 grant to them, the pastor was understandably skeptical.

Why should he give the church's bank information to an unfamiliar organization? Why would someone donate so much money anonymously?

He returned our team's call late on a Friday afternoon. Gretchen, our Nonprofit Success Specialist, answered. After asking a number of questions about our history and finances, the pastor began to realize the gift was legitimate.

"I'm on my way home from the bank right now," he said, "because I was trying to get the finances together so that the church could make rent this month. And I felt like God kept telling me, 'Call The Signatry back.'"

He and Gretchen prayed together on the phone before moving on to finalize the grant details.

This is not the only small church this donor recommended substantial, anonymous grants to. Dozens of other churches received support, often with miraculous timing.

"I spoke to one church who could not be convinced that the gift was legitimate," Gretchen said. "So I connected them to another church nearby who had already received a large grant from the same donor. That church got to describe the blessing they received, the miraculous timing, and their positive experience with us at The Signatry. It worked, and even more people were blessed by this donor's generosity as a result."

This donor's quiet generosity reminds us all of how God can surprise us with moments of providence and generosity when we need it the most. It is a privilege for us to bear witness to these moments in the work that we do every day.



# The ministry of The Signatry

1.00







Part of our work as a ministry is to help reach every person with the hope of the gospel. That is why we launched the He Gets Us campaign, which brings the good news of Jesus to screens, radio stations, and billboards nationwide.

He Gets Us is a movement to reintroduce people—all people—to the Jesus of the Bible. From regular church attenders to those who have never been, we

successful in moving attitudes in target audiences. Based on survey data, the number of people who "agree that Jesus loves us all" grew by 9 percentage points, while those who "want to read about Jesus in the Bible" grew by 14 percentage points. These are remarkable results for any advertising campaign to achieve in just one year. He Gets Us was also able to connect over 80,000 inquirers to local churches, and more than

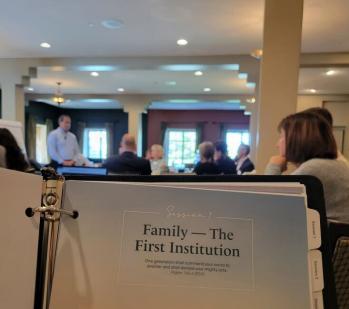


In 2022, 100 couples gathered in 9 Family Legacy Workshops to prayerfully define their family's vision and values.









What will our family look like in 30 years?

Family values like generosity do not develop or transmit to future generations by accident.

Every one of us will leave a legacy, and we can choose what that legacy will be. Family Legacy Workshops give couples the opportunity to learn more about the institution of family, cultivate tools for family communication, and establish a family mission statement that will shape their future generations.

laughter. It was a very refreshing event!"

- Erin C., workshop attendee





**(** The family legacy workshop was a wonderful time of learning and fellowship with my spouse and friends. I enjoyed receiving feedback from others and the opportunity to learn from each other. The balance between having space to think and being encouraged to make a decision was perfect! We had solemn moments and lots of



Legacy By Example: The Phillips Family

## For the Phillips, family legacy is a daily decision.

Keith and Nancy Phillips decided to practice generosity as a way of life. Beyond giving to causes they care about, they also wanted to pass this tradition down to their children. They gave their children the tools to practice generosity themselves.

"My parents were always committed to support service opportunities," their son Andrew recalls. "They would often go on service trips with my sister and me."

Their son-in-law Tyler adds, "I can pass this down to my son, that foundation has been laid for us."

As the children began earning their own income, the family built a unified giving strategy together. The guidelines they landed on spell out a memorable acronym: P.E.E. That, of course, stands for Giving to the Poor, Christian Education, and Evangelism.

Keith explains: "My wife doesn't necessarily like the acronym, but we can easily remember it. And those are the major areas where we focus our giving." Having shared access to the family DAF account helps them to further organize their giving around this framework.

The family has established a partnership with Community Care Fellowship, a nonprofit that helps people out of homelessness. Now, the Phillips children use their own business to employ many of the organization's participants.

"This is a process," says Nancy. "We're still working toward it. But this is our motivation."



Where do we grow from here?



## Planting New Seeds:

The Future of The Signatry

Our goal has always been to see maximum dollars going out into God's kingdom. We aim to inspire revolutionary, biblical generosity in everyone.

That is why our leadership decided to stop charging administrative fees on donor advised funds based on assets under management. 100% of our donors' contributions are now available to send out into the Kingdom. We believe this is the best way to steward our community's resources for God's glory.

We are already seeing the fruit of this decision: accelerated grantmaking and greater generosity. Our ministry has flourished as more of our donors have been able to commit more of their resources to the cause of Christ.

The transition to a no-fee model meant we had to expand other income sources to continue this important work.

One of the most encouraging sources is our Inkwell fund.

Inkwell is a community of donors who give directly to The Signatry to support our operations. Inkwell donors are committed to funding our work. Their incredible generosity is helping strengthen and expand our service to donors, families, financial advisors, and nonprofit leaders through investments in our technology platform, investments in our people, and as part of the income that allows us to eliminate asset-based management fees.

Inkwell is just one of the ways we are building diverse, sustainable sources of income to fuel our mission for years to come. We are so grateful to all our Inkwell donors for making this mission possible.







Our vision to mobilize resources toward Kingdom impact has driven us to innovate, collaborate, and give like never before. Not only did we pass the milestone of \$4 billion in grants, but we also expanded our ministry to make Jesus and His gospel more accessible to all. This fruit is the direct result of our community's bold and generous spirit.



Thank you for digging deeper with us this year. I am humbled by our community's abundant generosity and grateful for how we have been able to direct God's resources out into the world.

In the coming year, we will continue to deepen the roots we have and plant new seeds of Kingdomfocused generosity. I pray that together, our impact will expand like never before and that God will increase the harvest a hundredfold.

> Blessings, Steve French President and CEO





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