

How Knox Area Ministries (KARM) raised **\$3M** in bequest commitments and more than **\$35k** in non-cash gifts



THE OPPORTUNITY

Since 1960, Knox Area Rescue Ministries (KARM) has helped men and women struggling with homelessness, poverty, and addiction. A small but dedicated fundraising team works to fuel KARM's mission and change lives.

KARM knew diverse revenue streams were key to having a robust fundraising program. To ensure they could address the need in their community now and into the future, KARM wanted to expand their program and promote planned and non-cash giving to their supporters.



FreeWill has inspired substantially more bequests, QCDs, and stock gifts even beyond what we see come directly through their tools. The simplicity of their tools has enabled us to confidently put non-cash giving options in front of our donors on a regular basis and make sure they're all aware of how they can maximize their impact.



Les Fout
Senior Stewardship
Advisor

THE SOLUTION

KARM uses FreeWill's bequest, Qualified Charitable Distribution (QCD), and stock tools to grow their fundraising program. By providing their supporters with multiple ways to give, KARM has opened up giving potential for their organization.

Studies show that nonprofit organizations that accept non-cash gifts grow 6 times faster than those receiving only cash. By adding bequests, QCDs, and stock to their fundraising toolkit, KARM not only serves donors looking to solicit these types of non-cash assets, they're also able to educate supporters about the benefits of making these kinds of gifts over cash, as well.

FreeWill also provides strategy, expertise, and content which allows KARM to easily promote these tools on a regular basis. Using a multichannel approach including online and print materials, KARM keeps non-cash giving top of mind for donors who are primed to give them.

These efforts have resulted in KARM receiving more than \$21k in QCDs, \$15k in stock gifts, half a million dollars in primary bequest commitments, and over 3 million in contingent bequests.

At FreeWill, our mission is to raise \$1 trillion for charity — that's why we've made it easier for nonprofits to unlock transformational gifts. Gift officers at leading nonprofits use our intuitive giving tools combined with best-in-class strategy and training to find, convert, and steward more high impact donors.



Contact us at partnerships@freewill.com to set up a demo.



Having FreeWill is like having a part-time planned giving officer. Our FreeWill strategist is there anytime I have questions, ideas, or comments. I trust their expertise, and all the support they provide means I can spend time on other priorities.



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RESULTS IN 2 YEARS

\$548K+

in primary bequests

\$3M+

in contingent bequests

\$21K

in QCDs

\$15k+

in stock gifts