

Women Faith and Finance

PLANNING FOR GIVING

Spring 2015

Women, Faith, and Finance is a collaborative initiative led by Luther College in partnership with Aase Haugen Homes, Canoe Ridge Lutheran Church, Decorah Lutheran Church, and Glenwood Lutheran Church to educate women of all ages about financial management, retirement and estate planning, and charitable giving.

“Money Godmother” Shares Insights Across Generations



Joanne Seymour Kuster

Joanne Seymour Kuster—an Iowa entrepreneur known as the “Money Godmother”—will be the keynote speaker at the 11th annual Women, Faith, and Finance seminar on Friday, April 10, 2015.

Her keynote presentation, “Values and Valuables: Leaving the Best Legacy for Your Heirs,” will be followed by a concurrent session on teaching kids about money.

As an entrepreneur, author, and president of Kuster Ltd., Joanne shares her background in consumer economics and personal finance to teach kids and families about managing money. She has a special knack for making complex financial topics fun and understandable. Joanne also serves as the state chairperson for Money Smart Week, a series of financial education offerings held throughout Iowa as part of a larger program sponsored by the Federal Reserve Bank of Chicago.

The annual Women, Faith, and Finance educational seminar, held at the Hotel Winneshiek in downtown Decorah, is open

to the public and draws participants of all ages throughout the tri-state area. Registration is \$30 for an individual or \$25 per person if you sign up with a friend. Registration information and an overview of the day’s sessions are included on page 3 of this newsletter.

This year’s program will include four concurrent sessions, led by area professionals, on topics ranging from paying for college (college financial aid) and establishing charitable gift annuities to reading 990s to select charities. In the final group session, participants will learn how to address the difficult conversations all families must face regarding nursing homes, long-term care, and end-of-life decisions. Our slate of speakers includes several highly rated returning speakers plus some new faces. You won’t want to miss the beneficial ideas and information they share.

Three area sponsors are generously supporting this year’s seminar, including Thrivent Financial (Regional Relations Program), the Arlin Falck Foundation, and Decorah Bank and Trust. These financial contributions help to ensure another excellent seminar program this year, while keeping costs affordable so area women can take full advantage of this valuable educational opportunity. We invite you to bring a friend and join us for our 11th annual seminar!

Advisory Group

The Women, Faith, and Finance Advisory Group includes representatives from five partner organizations.

Keith Christensen
Tracy Dostal
Michelle Einck
Dori Frana
Cindy Hansmeier
Jeanie Lovell
Lynn Monroe
Brenda Schmidt
Julie Strom Hendrickson
Nicole Waskow

As always, we welcome your ideas and input!

women’s weekend out | decorah, iowa
WWO
friday & saturday, april 10 & 11, 2015

Premiere of *All Recipes Are Home* performance—special ticket offer for WFF participants



On Saturday, April 11, the Luther College Center Stage Series will present the premiere of *All Recipes Are Home*, a commissioned performance by Working Group Theatre. This custom-made play about food and home incorporates dance and live folk music by the group Awful Purdies. Those who register for the Women, Faith, and Finance seminar will receive a discounted ticket price of \$20 for this 7:30 p.m. performance. Tickets go on sale Thursday, March 12. To receive this special price for Women, Faith, and Finance participants, enter the promo code WFF when ordering tickets online at <https://tickets.luther.edu/Online/default.asp> or call the Ticket Office directly at (563) 387-1357. Enjoy!

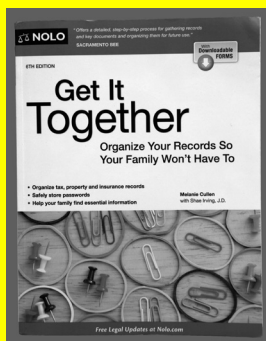
To subscribe to the Women, Faith, and Finance mailing list or request more information, email Jeanie Lovell at lovellje@luther.edu.

Book Reviews

by Jeanie Lovell

For this year's WFF seminar, the first 75 paid registrants will have the opportunity to select one of two complimentary resource books, thanks to generous support by Decorah Bank and Trust Company and Thrivent Financial.

While both resources are organizational tools, one is designed to help adults organize essential information, and the other is geared toward helping teens develop basic personal financial skills. The following reviews offer a recap of both choices.



Get It Together: Organize Your Records So Your Family Won't Have To (6th edition, 2014)

by Melanie Cullen

Whether trying to organize your own information or that of an aging relative, this book is the ultimate easy-to-use tool to help compile and store important details regarding personal and financial matters. *Get It Together*

provides step-by-step instructions for gathering information about key records and documents. Though no doubt the process takes time and commitment, what a tremendous gift to have these details compiled in one central location for your own convenience and for the benefit of your loved ones, should they need to act on your behalf.

The book offers detailed explanations of a multitude of topics including biographical and family information; tax, property, and insurance records; employment history; health care directives; wills and end-of-life wishes; and so much more. Detailed forms provide a place to document the pertinent account numbers, contact names, and passwords. For those who prefer technology to hard copies, with this book you also get access to a web page where you can download copies of the various forms and get updated information. (\$24.99 value)



Cash Cache® Personal Finance Organizer

The *Cash Cache* is a portfolio-type organizer that is filled with personal financial information and beginner tips geared toward teenagers. Created by Money Savvy Generation, the concept of this organizer builds from the company's other "share, save, spend, invest" products. This

resource will help teens learn basic personal finance skills related to banking, investing, and credit. Plus its binder-style format includes pockets and zippered pouches to keep money and financial documents organized. The *Cash Cache* comes with a handbook that you can read with your child to help her/him fully understand the financial lessons. They even include templates for goal setting and basic budgeting—good skills to learn and develop at an early age. (Though designed for young people, this easy-to-use organizer is a great basic tool for adults, too!) (\$21.99 value)

Giving Back

Among American adults, an impressive 90 percent said they had participated in some type of giving during the past few years. A 2014 Harris Poll noted the most popular gifts were used clothing (73%), money (66%), and food (53%)—all gifts important to our communities!

Source: Thrivent Magazine

*"It's not how much we give,
but how much love we put into giving."*

—Mother Teresa

Budgeting—It's Not a Bad Thing

In a new book by Money Savvy Generation, authors Susan and Michael Beacham offer insights to help teenagers become smart about managing money. Many of the practical tips they share can be applied to people of all ages. Take budgeting for example. According to Beachams, "Budget is a word that always seems to sound negative. When you hear the word budget, you think, uh-oh, 'less money for things I want,' or 'cutting back on spending,' or 'we can't afford that right now.' But the truth is, budgeting isn't all bad, and certainly not all that hard. Budgeting does mean waiting to get what you want or what you need—but not forever—just for a while. Once you do it, you'll be surprised how little time it takes, and how big the payoff is." Sage advice for teens and adults!

Source: O.M.G. Official Money Guide for Teenagers (Beacham & Beacham)



Decorah Bank representatives (left to right) Joe Grimstad, Katrina Allen-Brickley, Tracy Dostal, Amy Bakken, Ben Grimstad, and Dawn Muhlbauer (far right) display book samples along with Jeanie Lovell, WFF program director.

Decorah Bank & Trust Supports Books for 2015 WFF Seminar

Special thanks to Decorah Bank and Trust Company for providing grant support to purchase resource books for the April 10 WFF educational seminar. We appreciate this generous investment in our program and participants!

Did You Know...

According to new data commissioned by the organization Women Moving Millions, North American women today have the capacity to give an estimated \$230 billion annually, an amount nearly equal to all charitable giving from individuals in the U.S. in 2013. This amount is also approximately 3.3 times the overall charitable giving by U.S. foundations and corporations. Now that's the power to make a difference!

Source: Women Moving Millions (www.womenmovingmillions.org)

Women Faith and Finance

PLANNING FOR GIVING

A special, one-day event to educate women of all ages about financial management, retirement and estate planning, and charitable giving.

Friday, April 10, 2015

9:00 a.m.–3:00 p.m.
Hotel Winneshiek, Decorah

Cost: \$30—Bring a friend, and you each save \$5!
Registration deadline: Thursday, April 2, 2015

Online registration is available!
www.luther.edu/wff

Tentative Schedule

8:30–9:00 a.m.	Registration and Continental Breakfast
9:00–10:15 a.m.	Keynote Presentation <ul style="list-style-type: none"> Joanne Seymour Kuster “Values and Valuables: Leaving the Best Legacy for Your Heirs”
10:30–11:15 a.m.	Concurrent Sessions <ul style="list-style-type: none"> Paying for College (Carol Jensen) Charitable Gift Annuities (Keith Christensen and Ann Sponberg Peterson)
11:30 a.m.–12:15 p.m.	Concurrent Sessions <ul style="list-style-type: none"> Reading 990s/Selecting Charities (Maggie Schoepski) Teaching Kids about Money (Joanne Seymour Kuster)
12:30–1:15 p.m.	Luncheon
1:30–2:30 p.m.	Difficult Conversations We Face: Nursing Homes, End of Life, and Points in Between
2:30 p.m.	Closing Remarks and Door Prizes

Registration Form

The Women, Faith, and Finance seminar is a fun opportunity to learn some new information and socialize with women of all ages, so why not invite a friend or family member to join you?

The **first 75 paid registrants** will receive their choice of a complimentary book, listed below.

first guest

Name _____
(Please print)

Address _____

City _____

State _____ ZIP _____

Phone _____
(With area code please)

Email Address _____
(Registration confirmation will be sent by email, when possible.)

☐ Yes, the registration fee is enclosed.
(\$30 single; \$25 with guest)

☐ Yes, I plan to attend the luncheon.
☐ I prefer a vegetarian entrée.
☐ I have special dietary needs.

☐ No, I am unable to attend the luncheon.

Book selection:

- ☐ *Get It Together: Organize Your Records So Your Family Won't Have To* by Melanie Cullen
☐ *Cash Cache@ Personal Finance Organizer*
☐ I prefer not to receive a book.

Name _____
(Please print)

Address _____

City _____

State _____ ZIP _____

Phone _____
(With area code please)

Email Address _____
(Registration confirmation will be sent by email, when possible.)

☐ Yes, the registration fee is enclosed.
(\$25 as a guest)

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second guest

Name _____
(Please print)

Address _____

City _____

State _____ ZIP _____

Phone _____
(With area code please)

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Book selection:

- ☐ *Get It Together: Organize Your Records So Your Family Won't Have To* by Melanie Cullen
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☐ I prefer not to receive a book.

Please return the completed form and registration fee to: Women, Faith, and Finance Seminar, Luther College, 700 College Drive, Decorah, IA 52101. Please make checks payable to Luther College. For more information, contact the Luther College Development Office at (563) 387-1862 or email lovellje@luther.edu.

Luther College
700 College Drive
Decorah, Iowa 52101

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From the Program Director

As someone who genuinely enjoys learning more about philanthropy (especially when it involves women donors), I was intrigued by a new report from UBS Wealth Management Americas that concluded only 20 percent of wealthy people think their giving makes a difference. One reason for this problem is that people give without planning—simply responding to gift requests as they come in. This often includes the spur-of-the-moment requests triggered by family and friends. (Charity walks, silent auctions, over-priced wrapping paper or cookies—we’ve all experienced these “gift” requests at various levels...and all for great causes.) As a result, these donors aren’t developing—and following—a plan. Instead they are doing “checkbook philanthropy” and not feeling very gratified in the process. (To read the full report, go to www.ubs.com/us/en/wealth/misc/investor-watch.html.)

At this year’s WFF seminar, participants will have an opportunity to learn about leaving a legacy to heirs and utilizing philanthropic tools such as gift annuities to maximize our giving (and generate income). In response to participant surveys, we’re also offering a session on how to read 990s to best select the charitable organizations you want to support. This is all useful information to help women plan for the impact we hope to make through our giving.

Of course, good planning involves all aspects of financial management. Keynote speaker Joanne Seymour Kuster will share useful tips to help instill positive money habits in the young people in our lives, and past presenter Carol Jensen will tackle the topic of paying for college. Our program offers information for women at all ages and stages of life, so together we can be well-informed and proactive with our resources to truly make a difference. (Not just be “checkbook philanthropists.”) Join the conversation and join the fun!



Jeanie Lovell, CFRE
Program Director, Women, Faith, and Finance Initiative
Luther College



The first 75 paid registrants for the April 10 Women, Faith, and Finance seminar will receive their choice between two complimentary resource books! Complete and mail the enclosed form (page 3) or register online at www.luther.edu/wff. See a review of both books on page 2.