



Passing Your Values to the Next Generation

George Dayton, founder of Dayton Corporation (which later became the international chain of Target discount stores), wrote a letter to his heirs that said, “I can truly say to you that nothing brings as much pleasure to your father and mother as doing something for others.”

Even before possessing great wealth, George was committed to giving to God. He believed tithing was the starting point for giving, calling it “evangelism in action.” By age 30, George was giving 40% of his income away. A minister that George had supported for many years once told him, “Most men spend all their time making money. You evidently spend not a little time in thinking how to give it away.”

The values George modeled and communicated had a remarkable impact on his heirs. His grandsons decided to give away 5% of the company’s pre-tax profits, becoming the second company in the nation to contribute the maximum amount deductible under the tax code.

One of George’s grandsons, Ken, was especially impacted by the values passed down from his grandfather—in particular

the value of generosity. For fifty years, Ken carefully tracked his charitable contributions, and from that experience identified what he called *The Nine Stages of Giving*:

- **Minimal Response.** Give because you were asked and only because you were asked.
- **Involvement and Interest.** You believe in the cause and you want to make it better.
- **As Much As Possible.** A major transformational breakthrough that requires thinking and a budget.
- **Maximum Allowable.** Giving as much as the tax code allows.
- **Beyond the Max.** Not letting the tax code dictate how much (or how little) you give.
- **Percent of Wealth.** Begin to measure your giving against your wealth rather than your income.
- **Capping Wealth.** Set a limit on your wealth and give away everything you earn beyond that figure.
- **Reducing the Cap.** Having the courage to discuss possible reductions in lifestyle.
- **Bequests.** Leaving almost all remaining assets to nonprofit organizations you have selected.

Please consider including Life Action in your will.

- I would like information on how I can experience greater certainty with a Charitable Gift Annuity.
- I have already included Life Action Ministries in my will, trust, or estate plan.

Name: _____

Phone: _____ Email: _____

Go to LifeAction.org/Estate-Giving to bless your family with a God-honoring will.