



rockford rescue mission

Make Your WHY A Way of Life

If you've ever spent ten minutes with a three-year old, you can vouch for their curiosity. "Why can't I touch that?" "Why is my hair brown?" "Why does that woman's face look so old?"

While an untimely "why" can put unsuspecting parents in an embarrassing situation, cultivating curiosity is how every child grows. In fact, we should never shy away from life's "whys," even as our children reach adulthood. Here are several "whys" your grown children or grandchildren actually *need* to hear from you.



- **Have you told them WHY they mean so much to you?** Many baby boomers grew up in homes where their mother was the only parent handing out hugs and "I love you." Many of these adults are still longing for their parents' affirmation, and those three little words could change their whole life. Don't be afraid to tell them WHY they mean so much and how you feel about them.
- **Have you told them WHY you embraced faith?** In John 6:44, Jesus declares, "No one can come to me unless the Father who sent me draws him..." How were you uniquely drawn to Christ? Communicating your faith journey can help instill a godly legacy and inspire curiosity. If serving Jesus is the WHY that gets you out of bed in the morning — tell them!
- **Have you told them WHY you have certain personal values?** Perhaps you believe a solid work ethic is of utmost importance. What about living with integrity? Exercising financial stewardship or planning for retirement? Are you passionate about supporting a certain cause? If it matters to you, it's worth sharing with them.

Many individuals are excited to learn they can easily turn their WHY into action, by supporting a ministry or cause that aligns with their values. For instance, a Charitable Gift Annuity is a simple way to communicate your WHY to the next generation, receive an income stream for life, *and* bless Rockford Rescue Mission in the process.

In his book *Start with Why*, author and leadership expert Simon Sinek said "When [someone is] unclear about your WHY, WHAT you do has no context." But the opposite is also true, when your loved ones understand WHY, WHAT you do will mean so much more.

PLEASE CONSIDER INCLUDING ROCKFORD RESCUE MISSION IN YOUR WILL

- I would like information on how I can communicate my values to the next generation through a Charitable Gift Annuity.
- I have already included Rockford Rescue Mission in my Will, Trust, or Estate Plan.

Name _____

Daytime Phone _____ Evening Phone _____ Email _____

Reply with the enclosed envelope or contact Ted Tomita at (815) 965-5332 or tedtomita@rockfordrescuemission.org
Go to www.christianwill.org/rrm to bless your family with a God-honoring Will.