

# TRINITY CHARITABLE FUND ADVISORS

Serving Christian Ministries through  
Investment Management & Fiduciary Services

---

Knowledge + Experience = *WISDOM*



PORTFOLIO  
MANAGEMENT

INVESTMENT  
SUPERVISION

FIDUCIARY  
COMPLIANCE

INVESTMENT  
POLICY &  
PROCEDURAL  
AUDITS

EXPENSE &  
“SOFT DOLLAR“  
ANALYSIS

VENDOR  
SEARCHES /  
NEGOTIATION

EMPLOYEE  
EDUCATION

Trinity Charitable  
Fund Advisors, LLC

53987 East 353 Road  
Jay, OK 741346

Phone: 918-314-1220  
[TrinityFund@Hughes.net](mailto:TrinityFund@Hughes.net)

# Trinity Charitable Fund Advisors FAQ

## “Who is Trinity Charitable Fund Advisors?”

**TCFA** is a new investment management firm established by Randy Cloud, AIFA, President of Cloud Neff Management LLC (CNM). TCFA was created solely for the purpose of donating money to the Christian charities of Delaware County, OK. Our mission is to serve the Christian ministries in our community through financial donations and long-term economic development.

- **TCFA will donate a percentage of the gross revenue received from investment management services provided to individuals.**
- **TCFA will donate a large percentage of revenues earned from serving corporate clients and retirement plans. We hope to donate as much as 50% of this revenue and use the rest to cover operating expenses.**

## “Who is Cloud Neff?”

Cloud Neff was founded in Tulsa in 1988 and has grown to become a nationally recognized investment advisory firm. CNM manages institutional investment funds for financial services companies including **Wilmington / AST Trust Company, Equis Capital, and G-Fiduciary**. CNM also serves the retirement plans of companies like **Nordam, Explorer Pipeline, Sheehan Pipeline Construction, United States Beef Corp. (Arby's), Allied Bearings, and Orthofix**.

CNM has granted TCFA the full use of its portfolio management resources, investment strategies, brokerage and asset custody relationships, etc. Randy Cloud, founder and President of CNM will personally administer all of TCFA's client relationships and investment affairs.

***CNM enthusiastically supports this charitable endeavor, but CNM is not responsible for TCFA or offering services to TCFA clients.***

## FAQ (continued)

If you have an IRA or personal investment account with a brokerage firm, insurance company, or banking institution, you are paying investment management fees. You may not even know how much you are paying because the fees come out of your returns and are usually not listed as a line-item expense.

“Exactly  
how does  
this  
work?”

If you open an account with TCFA, the management fees you pay can go to your church instead of the investment firm who is managing it now. We will charge you a 1% annual management fee (billed monthly), which we will collect from your account and remit to your designated ministry.

Yes, there are some small additional fees. These fees are charged by companies that service your account, but we do not receive any portion of them. They are necessary to pay the custodian who is responsible for safekeeping your money and any other investment managers that we include in your portfolio. Depending on the investment strategy we implement for you, these fees will range from .15% to .35% annually. Any fees that occur in your account will be fully disclosed and documented annually.

“Are there  
any other  
fees?”

Your money will be held in custody at an institutional brokerage firm. You will have your own account and you can liquidate all or part of it at any time. There are no up-front fees or termination fees of any kind.

“Where  
does my  
money go?”

***TCFA was formed to benefit Trinity Christian Academy in Grove, OK. If you do not designate a specific church, the donation we make from our earnings will go to Trinity Christian Academy. However, you can designate a specific Christian ministry of any denomination in Delaware County. We will happily make the donation to them and ask them to tithe to Trinity Christian Academy.***

“What  
ministry  
receives the  
donation?”

# Objective & Accountable

“Is there a minimum account size?”

At this time, there is no minimum account size. We want all church members to be able to participate in the support of their church body and missions budget. However, in order to mitigate the administrative burden, we will not make donations of less than \$5,000 annually to a specific ministry. Therefore, the total of all the investors' accounts earmarked for a particular ministry must be at least \$500,000. While the program grows within each participating church, donations will be made to Trinity Christian Academy until an aggregate of \$500,000 in invested assets is reached.

“Is there a maximum account size or a limit to the donations you will make?”

There is no maximum. We fully expect to grow TCFA to a point where it can make annual donations of a few hundred thousand dollars.



“How do I know that the ministry is actually receiving my donation?”

**IMPORTANT: THIS IS NOT YOUR DONATION. This is a donation from TCFA to your designated ministry.** You cannot deduct the charitable donation that TCFA makes because you are receiving a service (investment management) in exchange for the fee you are paying.

Subject to your authorization, we will provide a monthly report to the ministry that details the amount of the donation that we make from our fees on your account. We expect the ministry to provide you with a courtesy confirmation when they receive the money. We will make our donations monthly as our fees are deducted from your account. Our books and records will be open for inspection by any client at any time.

# Representing Your Interests Exclusively

TCFA offers globally diversified portfolios that include all the stocks in the Russell 1000 index, the MSCI EAFE index, the bonds in the Lehman Intermediate index, and others as appropriate. We are specialists in the areas of enhanced indexing, risk control, and dividend sensitive strategies.

**In other words, we manage your money in a well-balanced strategy that is wholly diversified. We do not market-time or sharp-shoot the hot stocks. We invest for the long-term.**

“What types of investments do you offer?”

Randy Cloud will meet with you to discuss your risk tolerance, investment time horizon, cash flow needs, etc. Together, you will agree on an appropriate risk level and return expectation. These items will be summarized in your personal Investment Policy Statement (IPS). Your IPS will be reviewed periodically and changed when / if your needs change. TCFA cannot guarantee the results, but will work diligently to manage your assets in a manner that is consistent with the objectives and parameters established in your IPS.

“How will you decide what my investment strategy will be?”

The only guarantee we can make is that **YOUR ACCOUNT WILL LOSE MONEY SOMETIMES!!!** In twenty-two years of portfolio management, we have never seen an investment that didn't go down occasionally in some manner. After all, even CDs and savings accounts lose money when adjusted for the impact of inflation.

Our portfolio strategies are professionally managed according to stringent fiduciary standards. They are invested across all major economic areas around the globe, and sometimes fluctuate mightily as the markets dictate. Over the long-term, we hope to provide solid returns. We promise to try our best—no more or less.

“Can my investment lose money?”



# Sophisticated Solutions, Sensible Execution

## Investment Savvy

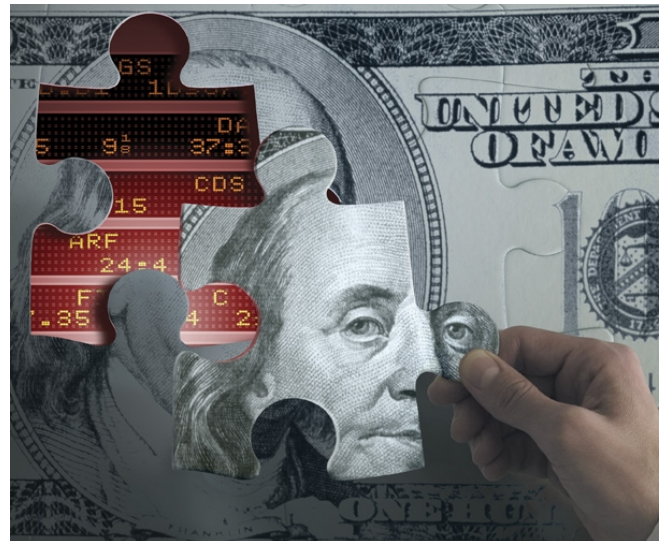
Lower Costs

Consistent  
Performance  
Tracking

Intelligent Risk  
Budgeting

Over the last twenty-plus years, we have developed “best-in-class” approaches to investment selection, supervision, and monitoring. We have built these processes into scalable tools that facilitate simple administration and “common sense” delivery via our customized, institutional brokerage and custody relationships. Hallmarks of our process include:

- Proprietary research, qualitative analytics, and performance measurement.
- Blended investment programs that combine index and active portfolio management.
- Fund of Funds, institutional mutual funds, and separate accounts.
- No commissions, soft-dollars, or revenue sharing.



We select investments that feature best-of-class performance

without sacrificing risk controls and consistency. This important criteria is frequently overlooked as vendors jockey for assets with “flash in the pan” funds that look good now, but quickly fall out of step with the market. The key measurement points for this analysis come from:

- *Rolling period analysis (total return and risk adjusted)*
- *Detailed holdings analysis*
- *Performance attribution studies*
- *Synthetic index modeling*

## Focused on Consistent Returns

## Randy Cloud, AIFA

- ♦ Founded Cloud Neff in 1988
- ♦ Currently serves as portfolio manager for twelve nationally traded Collective Trust funds, one broker-sold separate account program, and dozens of private SMA portfolios.
- ♦ Currently advises on over \$600 million in assets
- ♦ Past member of Practice Standards Committee, Foundation for Fiduciary Studies
- ♦ Accredited Investment Fiduciary Analyst (AIFA)
- ♦ Revere Coalition - Invitation only, non-profit think tank and advocacy group for ERISA fiduciaries. Members are responsible for over \$70 billion in ERISA assets.
- ♦ Professional experience and research quoted several times in Congressional testimony regarding 401k fee abuses - March, 2007
- ♦ Services and portfolios highlighted in *The Wall Street Journal*, *Barron's*, *On Wall Street*, *Pensions & Investments*, *Bank Investment Advisor*, and other financial publications
- ♦ Several CNM portfolio strategies are ranked four or five stars by *Morningstar* and included in the *Pensions & Investments* "Top 10 Lists"
- ♦ Author of training materials used by the Foundation for Fiduciary Studies
- ♦ NASBA certified educator since 1990
- ♦ Regular presenter for accounting, investment, and human resources professional groups (IMA, AICPA, FFS, etc.)

## Key Personnel

