• Thank you for taking time to meet with me today.

• We are the St. Francis County Community Foundation...your Community Foundation.

• For good. For ever. This phrase lies at the heart of what I’d like to talk about with you today...it’s what community foundations are all about.

• Despite the fact that community foundations have been active in Arkansas since 1976, and are part of a rapidly growing field of over 500 community foundations in the United States, I realize that not enough people have a clear understanding of just what we are...and what we help people do.

• So, let’s start with some basic definitions...
• Sometimes it helps to break the term Community Foundation down and examine the parts to better understand the whole

• A “community” is a group of people connected by geography to each other; people who share a sense of belonging

• “Foundation” can be described as a platform for growth
• A more specific description of the St. Francis County Community Foundation is that we are a non-profit, community corporation created by and for the people of Conway County. We’re here to help our donors do good work...forever.

• So, now that you know what we are, the next logical question might be what is different about a community foundation from other forms of organized philanthropy.
• A community foundation has three distinct features and it is important to note that it is the combination of all three of these features that distinguish community foundations and provide unique opportunities for our donors and our community
• a permanent endowment means we:

- invest and protect principal. In other words, we invest rather than spend your gift.
- Distribute earnings via grants. The earnings from your investment are used to support community needs
- Build permanent community capital – assets that can be used to meet the needs of future generations
- Create donor legacies – because your gift and the good it does last forever.

• So, when you make a gift through an endowment fund with the St. Francis County Community Foundation, it is invested. In this way your gift, and all future investment earnings from that gift, will help do good work within our community today...and tomorrow.
• The second distinct feature of community foundations is our broad, flexible purpose
• We monitor and address all areas of community need. Including:
  ➢ Arts and culture (give local example if possible)
  ➢ Economic development (give local example)
  ➢ Education (give local example)
  ➢ Environment (give local example)
  ➢ Health (give local example if possible)
  ➢ Human services (give local example)
  ➢ Recreation (give local example)

• Our grant committee probably knows more about our community needs and opportunities than any other single source
• As you can see, the St. Francis County Community Foundation is here to support our donor’s broad variety of interests. We are a flexible vehicle through which our donors can impact multiple areas of community need...
• We have the flexibility to:

- support high-impact opportunities...those that will make the greatest difference in our community. (Use a local example to support this point)
- serve as a catalyst for bringing organizations into existence as new needs arise (use a local example if possible)

• We monitor all community needs. Today and tomorrow.

• And, by the way, this community knowledge is one of the greatest services we can provide to our donors. We can help your gifts make the most impact in our community.
• This brings us to the third distinct feature, which is personalized giving.

• To help our donors have the greatest flexibility, which can be important for tax purposes, the St. Francis County Community Foundation accepts a variety of gifts.

• Donors can contribute assets such as:

  ➢ Cash (the simplest)
  ➢ Stocks (gifts of highly appreciated stock have tremendous tax advantages!)
  ➢ Property (any type: real estate, personal property, etc.)
  ➢ And, bequests (of course)
• Your gift to the St. Francis County Community Foundation will gain maximum tax advantage in all the typical ways that charitable giving helps donors (in areas such as income tax, estate tax, even capital gains tax) since community foundations are non-profit, 501(c)3 organizations.

• You also have four options when making a gift or establishing a fund:

  ➢ **Unrestricted.** You can use your gift to meet ever-changing community needs (which often cannot be anticipated at the time your gift is made).

  ➢ **Field of interest.** You can target your gift to address needs in an important area of community life (i.e. the arts, health services, animal welfare...)

  ➢ **Designated.** You can direct your gift to a specific agency or purpose (give local examples: local library, arts centers, specific non-profit...)

  ➢ **Advised.** You can have ongoing involvement in the use of your gift.

• One of the most rewarding benefits of giving through a community foundation is the opportunity to be involved in establishing a fund in your name, or in the name of a loved one.
• To summarize: community foundations have three distinct features:

  - Permanent endowment, which means your gift works within our community today *and* tomorrow
  - Broad, flexible purpose – so your gift can support *all of* our community’s needs, and
  - Personalized giving – so you can give what you want, when you want, and how you want...and get maximum tax advantage.
• Now I’d like to give you a little bit more background about our local Affiliate.
• Arkansas Community Foundation was established in 1976 as the ONLY community foundation in Arkansas. It is a statewide organization.

• Our local Affiliate was re-established in Spring of 2001.

• Today there are 3 community foundations:
  ➢ Union County Community Foundation serving only Union Co.
  ➢ Northwest Arkansas Community Foundation serving only Benton and Washington Counties and
  ➢ The Arkansas Community Foundation serving the entire state

• ACF currently has 19 one county Affiliates:
  ➢ Carroll County CF; Chicot Endowment Foundation; Columbia County Community Foundation; Conway County CF; Craighead County CF; Dumas Area CF; Ft. Smith Area CF; Endowment Foundation of Greene County; The Community Foundation of Faulkner County; Hot Springs Area CF; Lee Community Foundation of Lee County; Mississippi County CF; Monroe County CF; Ouachita Co CF; Phillips County CF; Pine Bluff Area CF; Pope County CF; St. Francis County CF and Texarkana Area CF

• ACF holds over 375 funds and has assets of over $28M
• Since 1976, ACF has granted over $30M
• Now, let’s look at the St. Francis County Community Foundation
Here are our vital statistics:

- We have ___ funds
- $____________ in total assets
- We are newly reorganized and did not make any grants in the past year. We are currently working to build endowments and look forward to serving the county through grantmaking in the near future.

An Affiliate is a “local arm” of the Arkansas Community Foundation
- Our assets are designated for local needs and local organizations
- Activities of the Affiliate are locally directed by a volunteer board of directors broadly representative of our community
- We maintain our own grant cycle. Proposals are requested, received, evaluated and recommended to the state board by our local Affiliate.
• You may recognize the people shown here. All of our board members are very active in our community. They are involved leaders who really care about our community.

• Our board members provide stewardship expertise and are accountable to the community.

• They are adept at assessing and supporting the community’s charitable needs.
• This chart helps illustrate some of the areas of community need we will be able to support through grantmaking.

• It really begins to demonstrate our ability to address a broad range of issues and opportunities.

• (Point out important numbers and examples)

• Each of these areas directly impacts quality of life for people throughout our community. Our Affiliate is unique in its ability to impact so many diverse areas. Our donors’ past, present, and future gifts will allow us to continue to improve and make Conway County a wonderful place for our generation, our children, and our children’s children. That’s what we are all about.
I’d like to conclude this part of my presentation by summarizing the ten most common reasons why people choose to give through community foundations:

1. We build ENDOWMENT FUNDS that grow and benefit our community forever
2. We help donors create an individual or family LEGACY
3. We offer DONOR INVOLVEMENT in selecting charities
4. We are a LOCAL ORGANIZATION meeting a broad range of changing local needs
5. We provide a simple way to fulfill MULTIPLE CHARITABLE INTENTS, with low-cost administration (so we are a good alternative to private foundations)
6. We deliver PERSONALIZED DONOR SERVICE; we’re flexible and responsive to unique needs

7. We accept a WIDE VARIETY of assets

8. We offer MAXIMUM TAX ADVANTAGE

9. We can PRESERVE DONOR INTENT even when community needs and organizations change

10. We are known for PRUDENT STEWARDSHIP and investment practices
• I would like to speak to you briefly about a unique opportunity for our community – the PARTNERS Program. We will enter the program in July 2001.

• The PARTNERS Program is a 10-year, $19M initiative of the Arkansas Community Foundation funded by the Walton Family Charitable Support Foundation.

• Benefits of participating in the program are:
  • Match incentive to build unrestricted endowment and operating endowment
  • Operating and grantmaking support during startup
    o We receive outright gift money from the WFCSF to hire an executive director and run the operations of our local Affiliate; we also receive outright gift money to immediately begin grantmaking activity in our county
  • Training and technical assistance
    o By participating, we receive technical assistance through monthly workshops on such topics as strategic planning, board recruitment, marketing and public relations, grantmaking, etc.
The exciting part of the PARTNERS is the challenge grant

• We will be challenged, over a 6 yr period, to develop $500,000 in permanently endowed funds that benefit our local area. These funds may be for ANY purpose. As these funds are developed, our Affiliate’s Unrestricted Grantmaking Fund receives a dollar for dollar match. This means that at the end of the 6-yr period, if we meet the challenge, our county will have $500,000 in permanent funds benefiting specific causes in our area AND $500,000 in unrestricted grantmaking money to be administered and awarded by our local Affiliate board. Think of the good this money can do in our community!

• We will also be challenged, over a four-year period, to raise $100,000 for our local Affiliate’s Operating Endowment. This will also receive a dollar for dollar match resulting in a $200,000 operating endowment at the end of the challenge period. We recognize that this is the harder of the challenges, but we are confident we will be successful in raising this amount. As more and more residents of our area understand the work of our Affiliate, we know that they will want to help us sustain our operations forever.
I want to leave you with two simple thoughts

First, community foundations are among the fastest-growing forms of philanthropy in the United States today and

Second, this thought from an unidentified Greek philosopher: “When a person plants a tree under which she will never sit, then you know that civilization has come to that land.” We think this is a nice way to help people think about the value and role of community foundations in society today.

We are here FOR GOOD. FOR EVER.

This presentation just gives you a quick overview of what we do. I would welcome the opportunity to meet with you again or, if you would like to talk with one of our board members, I encourage you to do that. Thank you for sharing your time with me.