



*Your Community Giving Story Awaits*







## WHAT'S YOUR COMMUNITY GIVING STORY?

The actions of local people can transform lives in our community. This community giving spirit is evident in each moving story of impact we hear and experience. These stories of generosity and legacy-building combine to create the story of our Community Giving Foundation.

At an event in 2019, Bonnie was moved by the giving spirit of a Foundation donor who shared the story behind her fund—which honors the memory and passions of her dad. The story prompted Bonnie to reflect on her own family's legacy and the opportunities she has had to grow and thrive in her community. After writing her own giving story and discovering the options available at the Foundation, Bonnie and her family established a family fund to leave a legacy of appreciation and gratitude to the community they love.

Like Bonnie, you have your own community giving story. The Foundation created this book to walk you through the process of discovering what you want your giving story to be—investigating your passions, values, and options for your philanthropy in partnership with us. Whether you are just learning about community foundations or are ready to take the next step in establishing a legacy through our Foundation, the activities and information in this book are for you. We encourage you to use the table of contents and jump to the chapters and activities that are relevant to your philanthropy journey.

You have the opportunity to be an integral part of the giving story in our community, making a positive difference long into the future. It's time to write your *community giving story!*



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# 1.

## CHAPTER ONE: YOUR PHILANTHROPY

*Your community giving story starts with you! The first step in your giving journey is understanding the motivation behind your philanthropy—the values, passions, and experiences that drive your giving.*



## WHAT IS PHILANTHROPY?

The word “*philanthropy*” is used in the community foundation world—and throughout this book—to describe the act and motivation behind giving. From the ancient Greek meaning “love of humankind”, philanthropy can be defined in the simplest terms as giving of anything to help others. We often classify this giving by the three T’s: time, talent, and treasure.

At its core, philanthropy prompts us to improve the world around us. Your philanthropy may start within your family or among friends, and grow to include your neighborhood and community as a whole. There are so many ways you can impact the world around you by giving. How do you decide where to start?

## WHY DO PEOPLE GIVE?

When asked why they give, most people give the blanket response, “to make a difference in my community,” “to do something good,” or “to help other people.” These are all common motivations behind personal philanthropy. And they’re good reasons! Every individual, family, or business brings their own story to the giving process, and those stories motivate them in different ways.

Donors might give to:

- **Give Back.** Motivated by generosity they experienced first and showing thanks to the community or group that raised them or helped them succeed.
- **Create a Legacy.** Motivated by seeing their name or family name and their values live on in the community after they are gone.
- **Memorialize Someone or Something.** Motivated by honoring someone important to them—a parent or spouse, teacher or coach, friend or community leader—or responding to a tragedy or important life event.
- **Gain Recognition.** Motivated by peer giving and the generosity they see around them.

Motivation for your philanthropy can come from any number of emotions, experiences, or aspirations. Finding what’s most important to you will help you develop your personal giving story.



*“Youth in Philanthropy has opened my eyes to a bigger world. People need help in many ways, and this program has given me the opportunity to offer my time and talents to help them. It feels great to give back to the community—I am glad I can call myself a philanthropist.”*  
*High School Student, Member of Youth in Philanthropy*

## MYTH OR FACT: THE POWER OF COMMUNITY GIVING

### Myth #1: My donation is too small to matter.

**Fact:** Your charitable donations, no matter how small, are essential to the survival of nonprofit organizations in your community. The power of collective giving to your local community means that donations from many individuals, families, and businesses come together to do important and meaningful work.

### Myth #2: The best way I can make a difference is to start my own nonprofit or foundation.

**Fact:** Often, you can make just as much of an impact by supporting or collaborating with existing, like-minded organizations. For one, it takes time to incorporate at the state level, register for 501(c)(3) status with the IRS, and build a strong board of directors and staff. You also need a sustainable business and financial plan. Partnering with an existing nonprofit or foundation is sometimes the quickest and easiest way to create community impact.

### Myth #3: Most nonprofit organizations are large and don't need my money.

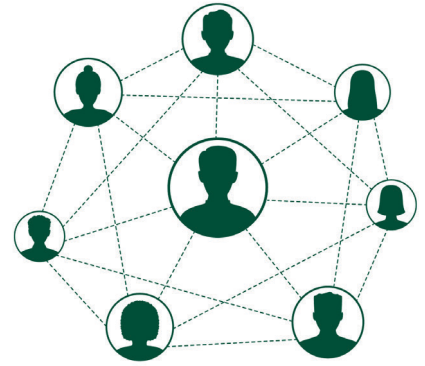
**Fact:** The majority of nonprofits in the United States are small, grassroots organizations with annual budgets of \$1 million or less. About one-fifth of nonprofits have an annual budget of \$50,000 or less! In these cases, your charitable donation makes a real difference. For small nonprofits without steady program revenue to fall back on, donations from the community are a lifeline.

### Myth #4: Making a donation to a nonprofit doesn't benefit me.

**Fact:** Evidence from multiple health studies have shown people are happier when they spend money on others instead of themselves. A Harvard Business School study found that the amount of money spent didn't matter—people who gave \$5 or \$100 got the same “happiness” boost.

### Myth #5: Being a philanthropist just means giving money away.

**Fact:** We've already defined “philanthropy” as giving of anything to help others. Giving isn't just about money—you can contribute your time, talent, and treasure. In fact, the giving of non-monetary resources, like board service or volunteer opportunities, can be just as impactful for the organizations and the community as a whole.



## Remembering Your Roots

*Denny credits his parents and grandparents with teaching him the many important lessons he learned throughout his childhood. As a way to honor the impact they had on his life, Denny established a fund at the Foundation to create a lasting legacy in the community where he was raised. Annually, grants are given to local nonprofits in his family's name to serve those in need.*



## DEFINING YOUR VALUES

The word “*value*” refers to your personal belief system and what you consider most important. Values define your view of the world and give meaning to every decision you make.

People develop values through:

- **Observation.** Seeing the family life, culture, and world around them.
- **Experience.** Living through important moments or events and developing curiosity or concern about issues around them.
- **Feedback.** Hearing responses to the words and actions around them.

### COMMUNITY GIVING FOUNDATION VALUES ♥

- *Community*
- *Helping Others*
- *Stewardship*
- *Education*
- *Trust and Integrity*

*For more on the Foundation's commitment to local philanthropy, jump to page 21.*



## ACTIVITY

*Writing your giving story requires defining your values. The questions and activities that follow will help you reflect on what you care about most as you define your values and discover the motivation behind your own philanthropy.*

### Discovering Your Passions

List 3-5 formative experiences in your life. How did they shape who you are?

List 3 people who have been strong influences in your life. What beliefs or passions did they show and share with you?

Your passions are those things that bring you joy and give you satisfaction—they make you smile and motivate your actions. What are you passionate about?

List 3 specific causes, issues, or organizations that you are passionate about.

## ACTIVITY

### Values Inventory

*It's time to define your values! Consider the list of values below, adding any others you think of. Circle the 5 values that are most important to you at this stage of your life.*

Acceptance	Education	Opportunity
Achievement	Equality	Peace
Adventure	Fairness	Personal Growth
Arts	Family	Pleasure
Beauty	Freedom	Power
Belonging	Friendship	Pride
Change	Generosity	Recognition
Collaboration	Happiness	Responsibility
Comfort	Health	Self-Expression
Compassion	Honesty	Service
Community	Innovation	Spiritual Growth
Conservation	Justice	Stewardship
Courage	Leadership	Tradition
Creativity	Love	Truth
Dignity	Loyalty	

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*Add your own values:*

*How might the values you circled relate to your giving? Do they tell you anything about the kinds of causes or organizations you would consider supporting through your time, talent, and treasure?*

## ACTIVITY

### Developing Your Giving Story

Do you remember the first time you witnessed philanthropy? Who or what was involved?

Think about times you gave of your time or money to support a cause. Which time seems most meaningful to you? Why?

Do you support a wide range of causes or organizations each year? Or do you prefer to give to the same programs or organizations annually? Which might you want your future giving to reflect?

Have any personal or family events influenced your giving? (Cause or organization, timing of your giving, etc.)

Think big picture. In one sentence, what is your personal giving dream? How would you make your community a better place for yourself and others?

NOTES



# 2.

## CHAPTER TWO: WHAT'S A COMMUNITY FOUNDATION?

*Now that you have defined your values and goals for your personal philanthropy, it's time to take a look at your giving options—and why a community foundation may be the perfect partner in your giving story.*



## DEFINING A COMMUNITY FOUNDATION

A *community foundation* is the engine for local philanthropy. It is an umbrella organization made up of a collection of individual and diverse funds or foundations that were started by local community-minded individuals, families, businesses, and nonprofit organizations. The foundation manages these funds under one charitable organization in a defined geographic area, making the greatest impact on current community needs and creating resources for the future.

Community foundations build and strengthen communities in a multitude of ways. Even if you don't know much about them, you've likely felt their impact as they bring donors and community residents together to support the efforts that encourage our homes to flourish and grow. While all community foundations are different depending on the unique needs and circumstances in their regions, each shares the common goal of serving donors, nonprofits, and the community as a whole.



A PERSONALIZED GIVING OPTION

Giving through the community foundation is an investment in the current and future needs of your community. The community foundation structure enables a wide range of donors to support the issues and organizations they care about, easily and effectively, through the creation of permanent funds. Staff routinely work with families, individuals, businesses, and professional advisors (like attorneys, estate and financial planners) to design gift plans that fit every economic situation. Nearly every type of gift can be made to the community foundation. This ensures that donors receive the most benefit from their gift while also creating the greatest community impact.

Community foundations are made up of *endowment funds*. These permanent funds support community needs in perpetuity (long into the future), not just for one year or even one generation. Endowments are invested and earn money through the stock market, and a certain percentage (*spending policy*) of the amount is distributed each year in the form of *grants* back into the community. There are many kinds of endowment funds, each with a specific purpose and grant guidelines. *Jump to page 29 for more on different fund types.*



How Does an Endowment Work in Perpetuity? *Let's look at an example!*  
(*Spending policy and fees may change per year or fund type*)

Fund Balance	\$10,000
Grant Payout Spending Policy	4.5%
Annual Grant Payout	\$450
Annual Fund Expenses	
Administrative Fee Expense (1.5%)	\$150
Investment Expense (0.41%)	\$41
Annual Fund Expense	\$191

## NONPROFIT GRANTMAKING

Community foundations offer great value through community leadership and grantmaking, ensuring charitable gifts are used effectively to meet the community's most critical needs. With a deep understanding of local needs, community foundations work with advisory committees, boards, and community organizations to make positive change. They also determine gaps between current conditions and community goals through "needs assessments".

Nonprofit organizations are an important part of the community foundation structure, and benefit from donors' philanthropy through grantmaking. For our purposes, *nonprofits* refer to 501(c)(3) organizations that are charitable and tax-exempt. Income for these nonprofits is either through donations from individuals, grants from foundations, or fees for a service they provide.

Community foundations are in a unique position to connect the stories of these nonprofits with donors who value their work in the community. *Jump to page 33 for more on the grantmaking process.*



### Local Community Impact

*DIG Furniture Bank, a nonprofit established in 2020, promotes the overall health and well-being of local low-income residents by meeting furniture needs. Their initiatives provide much needed resources to the area's most vulnerable families and are supported through donor gifts and grants from organizations like the community foundation.*

*"We are blown away by the number of requests we receive for furniture assistance. Support from members of our community means that we will be able to continue to provide these much-needed resources, helping instill dignity through household goods."*

*Emily, DIG Founder*

*We have many more community impact stories from area nonprofits on our website: [csgiving.org](https://csgiving.org)!*



## WHY COMMUNITY FOUNDATIONS?

With a mix of roles—community leaders, fund developers, donor service providers, grantmakers—community foundations might be the perfect partner for your philanthropy.



### Ten Reasons to Give Through a Community Foundation

1. *Money stays local, going to organizations with deep roots in the community.*
2. *Offer a staff with broad expertise regarding community issues and needs.*
3. *Provide highly personalized service tailored to each person's values and philanthropy goals.*
4. *Help you invest in the causes you care about most.*
5. *Accept a wide variety of assets and can facilitate complex forms of giving.*
6. *Partner with professional advisors to create effective approaches to giving.*
7. *Offer maximum tax advantage under state and federal law.*
8. *Multiply the impact of gifts by pooling them with other gifts, funds, and grants.*
9. *Build permanent funds that benefit your community forever and help create personal legacies.*
10. *Serve as a community leader, coordinating resources to create positive change.*



## ACTIVITY

*Let's summarize! A community foundation is: (1) a flexible giving option for meeting donors' charitable goals; (2) a source of funding (through grants) for nonprofits to accomplish their goals; and (3) a catalyst for addressing the needs of the community. Test your community foundation knowledge with the trivia questions below.*

### Community Foundation Trivia

1. When was the first community foundation created in the United States?
  - a. 1896
  - b. 1903
  - c. 1914
  - d. 1929
2. In what community was the first US community foundation established?
  - a. Philadelphia, Pennsylvania
  - b. Cleveland, Ohio
  - c. Baltimore, Maryland
  - d. Richmond, Virginia
3. What continent does not have a community foundation?
  - a. Australia
  - b. Africa
  - c. South America
  - d. Antarctica
4. Approximately how many community foundations are operating in the United States?
  - a. 625
  - b. 800
  - c. 950
  - d. 1100
5. How many community foundations are in Pennsylvania?
  - a. 9
  - b. 14
  - c. 23
  - d. 37
6. Based on IRS designation, community foundations are categorized as:
  - a. 501(c)(3)
  - b. 501(c)(4)
  - c. 501(c)(6)
  - d. 501(c)(9)

**7. When is National Community Foundation Week?**

- a. August 1-7
- b. The first full week of February
- c. November 12-18
- d. The last full week of June

**8. Which US president instituted the celebration of Community Foundation Week?**

- a. President George H. W. Bush
- b. President Bill Clinton
- c. President Jimmy Carter
- d. President Lyndon B. Johnson

**9. Community Foundations can receive national accreditation from:**

- a. American National Standards Institute (ANSI) Accreditation Board
- b. National Standards for US Community Foundations
- c. BBB Standards for Charity Accountability
- d. Council on Accreditation

*\*Answers on page 51*

## ACTIVITY

### Community Foundation Word Search

*Can you find these common community foundation terms in the word search below?*

Affiliate	Funds	Philanthropy
Charitable	Giving	Regional
Community	Grants	Scholarship
Donor	Impact	Story
Endowment	Legacy	Values
Forever	Nonprofit	
Foundation	Partnerships	

E V O O B P Q G N F C C C H S S P X  
 C O F A Q A F R C R T Y N A L C H K  
 H C N F F R O A O E W E O G E H I J  
 A Z S F O T U N M G V N N I G O L L  
 R U U I R N N T M I A D P V A L A V  
 I C D L E E D S U O L O R I C A N M  
 T F O I V R A M N N U W O N Y R T Y  
 A U N A E S T P I A E M F G J S H L  
 B N O T R H I L T L S E I V T H R B  
 L D R E J I O W Y W Y N T I W I O L  
 E S A Y W P N Y I C L T N R F P P C  
 K L O N B S I M P A C T S T O R Y I



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# 3.

## CHAPTER THREE: THE COMMUNITY GIVING FOUNDATION

*Now that you know the benefits of a community foundation structure, it's time to take a look at your local community foundation!*

*The Community Giving Foundation is a 501(c)(3) organization that develops, manages, and distributes funds for charitable purposes in communities across the Central Susquehanna region. We offer the opportunity for donors to tell their giving story and make a local legacy in the community through a personalized approach, focusing on the organizations and values they are passionate about. With over 25 years of work across our 5 ½ county service area, the Foundation continues to change lives right here in our region through the giving spirit and collective work of all our community partners—  
*for good. for ever.**



## WHO WE ARE

- **Mission:** achieving donors' intentions to enhance the quality of life in the Central Susquehanna region.
- **Winning Aspiration:** we ignite innovation through philanthropy to enhance the quality of lives in our region.
- **Values:** community, helping others, stewardship, education, trust and integrity
- **Differentiators:** personal relationships, knowledgeable and engaged staff, in touch with community needs, personalization

## OUR HISTORY

In 1999, the Berwick Health and Wellness Foundation was established through the sale of the Berwick Hospital. After several years serving health and wellness initiatives in the greater Berwick area, the Foundation transitioned to a regional community foundation in 2003 under the name Central Susquehanna Community Foundation.

In December 2020, the Foundation re-branded under a new name: Community Giving Foundation. The name and logo were carefully designed to embody our commitment to local philanthropy through personalized service across the region. Our continued success rests in the ability to speak with unity while building trust and integrity as we tell stories of community giving.



### Breaking Down Our Name

- **Community** indicates our essential role in serving communities in our 5 ½ county service area, as well as the community of generous donors and fundholders that partner in this work.
- **Giving** reflects our emphasis on meeting donors' intentions to support these communities, which provides vital resources for area nonprofits.
- **Foundation** identifies our position of providing a trusted and solid base for community philanthropy in our region.
- **The Tree** in our logo suggests strength and growth, while the gentle arch indicates umbrella support for our communities.





## COMMUNITY PARTNERSHIPS

The Community Giving Foundation's service area includes Columbia, Lower-Luzerne, Montour, Northumberland, Snyder and Union Counties. We partner with five affiliate foundations designated to support specific geographic areas in Berwick, Bloomsburg, Danville, Selinsgrove, and Sunbury. Each affiliate is overseen by a board of directors—local leaders charged with educating their neighbors about creating a charitable legacy to benefit the community and making decisions about grant distributions based on the affiliate's priorities. Affiliate foundations benefit from the administrative support, guidance, and expertise provided by the regional Foundation.

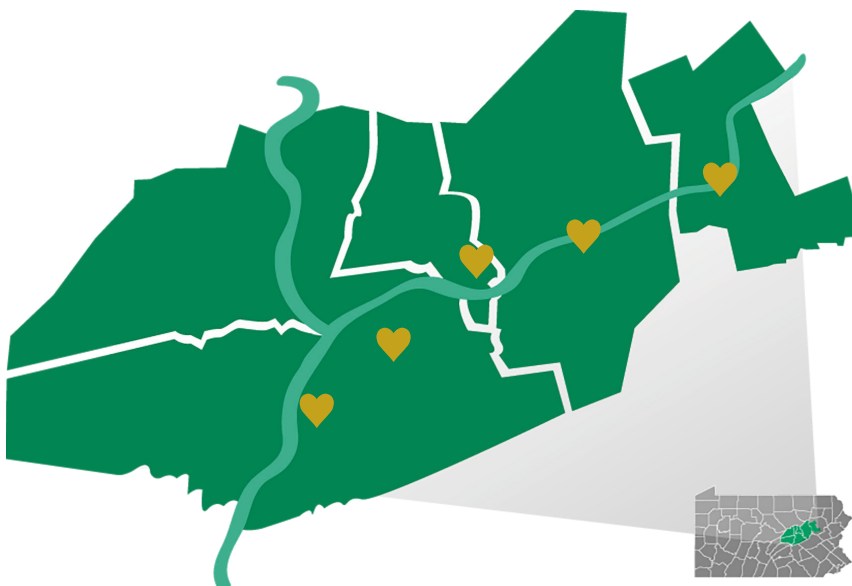
In addition to the many charitable funds we manage, the Foundation partners with several programs tasked with encouraging philanthropy in our community. These include the Nonprofit Leadership Series, Women's Giving Circle, and Youth in Philanthropy.

Check out our website for more information on our partner Affiliates and Programs: [csgiving.org](https://csgiving.org).



*"Our Foundation staff is committed to collaborative relationships. Foundation grantmaking is a catalyst for growth in our community and serves as a reflection of the generosity and values of our donors."*

*Karri,  
Foundation Staff*



## BY THE NUMBERS

As of late 2023, the Foundation has grown to over 350 funds, increased assets to \$66 million, and annually provides over \$3 million in grant investments into the region. Through the generosity and giving stories of our donors, these investments are changing lives by providing support to nonprofit organizations and programs impacting health and wellness, the arts, education, youth activities, early childhood development, recreation, and much more.

Community Giving Foundation investments are overseen by Wilmington Trust Investment Advisors, and our financial statements are independently audited by Maher Duessel accounting firm. If numbers are your thing, our bi-monthly dashboard is for you! Learn more about our financials, fund development, grantmaking, and more at [csgiving.org/dashboard](https://csgiving.org/dashboard) (or scan the QR code).



Learn more about our financials, fund development, grantmaking, and more on the Community Giving Foundation dashboard.



## YOUR STORY IS OUR STORY

Personalization and personal relationships are two key parts of our giving story. The Foundation has helped many families and individuals create unique and lasting tributes in the community—grants and scholarships are made every year in their name, reflecting an ongoing commitment to their community and values as they tell their community giving story. Many of these stories are shared annually in our storybook, annual report, and throughout our website:

[csgiving.org/about/community-impact](https://csgiving.org/about/community-impact).

Your story—combined with each legacy of giving from our donors, nonprofits, and community partners—contributes to the community giving story of our Foundation. The following pages will explain three options you have to financially partner with us as we work together to change lives in our community, both now and for years to come.

- **Give to a current fund.** Jump to chapter 4 on page 27!
- **Start your own fund at any amount.** Jump to chapter 5 on page 33!
- **Look ahead to planned giving.** Jump to chapter 6 on page 41!



## Community Giving Foundation Word Scramble

1. MTOYCMUIN \_\_\_\_\_
2. SWPEAIDHRTS \_\_\_\_\_
3. STTRU \_\_\_\_\_
4. ZLANNEIOOPTARIS \_\_\_\_\_
5. OANVINNOTI \_\_\_\_\_
6. PTESRHAPNSIR \_\_\_\_\_
7. KGAAMGINTNR \_\_\_\_\_
8. YGAECL \_\_\_\_\_

*\*Answers on page 51*

## NOTES



# 4.

## CHAPTER FOUR: GIVING TO AN EXISTING FUND

*Giving is more impactful than it ever was before. We all want to ensure our chosen charities are benefiting as much as possible from our support. The first way you can partner with the Community Giving Foundation financially is by giving to a current fund. The Foundation manages over 350 charitable funds established by individuals, families, businesses, and nonprofit organizations, each with a specific purpose in mind. Your donation is protected at the Foundation, ensuring the community feels the impact of your gift for years to come.*



## The Impact of Collective Giving

*The Women's Giving Circle has seen the power of collective giving through the impact of each dollar to support women and girls in the Central Susquehanna region. Based on a membership model, donations are pooled together and each member has the opportunity to participate in grantmaking decisions. Established in 2017, the Women's Giving Circle continues to engage in new relationships, provide valuable grants to local organizations, and share their passions with the community.*



## WAYS TO GIVE

The Community Giving Foundation makes it easy for you to effectively support meaningful philanthropy in our region. There are many ways to give to one of our funds and receive the maximum available tax deduction. You can make a charitable donation to a Foundation fund using a variety of assets, with the choice to give now or give later. With so many ways to give, we offer donors a flexibility they can't find through other giving vehicles. Below are just a few examples—more details and tax advantages are available at [csgiving.org/giving](https://csgiving.org/giving).

**Give Now** with an outright gift of:

- Cash (*usually check or credit card through an online donation at [csgiving.org](https://csgiving.org)*)
- Securities (*stocks, bonds, etc.*)
- Real Estate
- Other Property and Commodities

**Give Later** by designating the Foundation as a beneficiary of:

- Bequests
- Charitable Trusts
- Life Insurance
- Retirement (*IRA, 401(k), etc.*)



## The More You Give, the More It Grows

*Many family-named funds at the Foundation grow through the continued giving of each family member. With so many giving options—like cash, stock, or required minimum distribution from IRA—each person has an opportunity to participate in family philanthropy at their own level. The more you give, the more your fund grows! Family members often give to celebrate an anniversary or to honor or remember someone important to them. Through continued giving, family legacies grow in the community as grants are awarded in the family name. These stories of family giving will live on in the community forever.*

## INTRODUCTION TO FUND TYPES

If you look at our list of over 350 funds at the Community Giving Foundation ([csgiving.org/donate](https://csgiving.org/donate)), you will notice that funds all fall into a category. Each type of fund has a different purpose and benefit to the donor and grant recipient. Below are brief definitions of the fund types available at the Foundation. In the next chapter, we'll dive deeper into the benefits, donor involvement, grantmaking, and examples of each fund.



**Unrestricted Funds.** These funds are typically created by donors with broad charitable interests, and offer the maximum flexibility to respond to the changing needs of the community.

**Donor Advised Funds.** These funds are a flexible, personalized way for donors to support nonprofits across the region or a defined community.

**Field of Interest Funds.** These funds support a broad area or topic of charitable interest, like the arts or education.

**Scholarship Funds.** These funds create post-secondary scholarships for students within the community who attend qualified educational institutions, and allow donors to define guidelines like school and field of study.

**Designated Funds.** These funds are normally created to perpetually benefit one or more specific charitable organizations.

**Agency Funds.** These funds are restricted for the benefit of a designated 501(c)(3) nonprofit or government entity, and can be created by the organization or by a donor in partnership with the organization.

**Testamentary Funds.** These funds are planned gifts that ensure causes close to your heart benefit after your lifetime. *Jump to page 41 for more on creating a legacy at the Foundation.*

**Community Impact and Non-Endowed Funds.** These funds are created in special circumstances (and at the discretion of the Foundation) as pass-through funds to support a community need.

## ACTIVITY

### Match the Situation with the Fund Type

*See if you can match the fund type with the examples below!*

- |  |                        |
|--|------------------------|
| 1. You want to choose which nonprofits in your community you support each year in honor of your family's long history in the community.                                | Unrestricted Fund      |
| 2. You're on the board of a nonprofit that wants to create a fund to help with financial stability for your organization long into the future.                         | Donor Advised Fund     |
| 3. You love animals and want to support local nonprofits that work with them.  | Field of Interest Fund |
| 4. You want to support your community, but you don't have any specific causes or organizations in mind. Your goal is to support whatever needs are apparent each year. | Scholarship Fund       |
| 5. You've always been passionate about education and want to support future teachers attending your alma mater.  | Designated Fund        |
| 6. You want to support a specific nonprofit each year in honor of your mom, who used to volunteer there.   | Agency Fund            |



*\*Answers on page 51*



## NOTES



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# 5.

## CHAPTER FIVE: ESTABLISHING YOUR OWN FUND

*The second way you can partner with the Community Giving Foundation financially is by establishing your own personal fund. Many generous individuals, families, businesses, and nonprofits have chosen to partner with us by creating named funds to support their community in their lifetime and beyond. To help you understand your options, let's dive deeper into the types of endowment funds you can start at the Foundation and look at stories of some current fundholders (donors who have started their own personal funds).*



## UNRESTRICTED FUNDS

Unrestricted Funds (also called “general charitable purpose funds”) are typically created by donors with broad charitable interests. They offer the Foundation maximum flexibility to respond to the changing needs of the community, emergencies, and support innovative responses to community problems. The fundholder has no part of the grantmaking process, allowing Foundation staff and board to identify the most pressing community needs and direct grants accordingly.

### Improving Communities for the Future

*Martz’s businesses and employees have come together for many years to support charitable efforts through collective giving. Realizing there was an opportunity to grow their reach and support even greater needs in the Sunbury area, the business established an unrestricted endowment at the Foundation to promote local community giving in perpetuity.*



## DONOR ADVISED FUNDS

Donor Advised Funds are a flexible, personalized way for donors to support nonprofit organizations in the region or a defined community. They allow donors to make a charitable gift, receive an immediate tax deduction, and then recommend annual grants from the fund to nonprofits of their choice. Grantmaking is done through the fundholders recommendations, which can change each year.

### A Family Approach to Philanthropy

*Although Rich and Jean have always supported their Danville community through time, talent, and treasure, the couple wanted to teach their children and grandchildren about the importance of philanthropy. In honor of their 50th wedding anniversary, they established a donor advised fund to create a family legacy that will last forever.*



## FIELD OF INTEREST FUNDS

Field of Interest Funds support a broad topic or interest, like the arts or education, giving the Foundation the flexibility to respond to changing opportunities within that field. The fundholder and Foundation staff work together to identify organizations that meet the specific issues the fund serves. Often, nonprofits will complete a grant application for this type of fund, allowing the fundholder to review and choose which organizations to support through grants each year.

### Leaving a Community Legacy

*When the opportunity for family to honor her life and work arose, Freddie turned to the Foundation to meet her charitable goals and create the largest community impact. The Shickshinny community and Northwest Area School District are near and dear to Freddie's heart, so she created a field of interest fund to support community engagement opportunities, local projects, and nonprofits that help residents in those areas.*



## SCHOLARSHIP FUNDS

Scholarship Funds are designed for donors to create post-secondary scholarships for students within the community who attend qualified educational institutions. The fundholder decides the guidelines and criteria for the scholarship (like school, particular field, class, etc.), and students complete applications for the award each year. Recipients are chosen by a committee typically made up of Foundation staff, school district faculty, and sometimes other community members. Fundholders can also participate in the selection.

### Carrying on a Memory

*Known as a vibrant and joyful woman, Linda enjoyed supporting her community and the people around her in any way possible. She dedicated a long and fruitful career to the Warrior Run School District, and was endeared to students, staff, administrators, and community residents. Family and friends knew that creating a scholarship fund for Warrior Run students was the perfect way to honor Linda's memory and passion after her passing.*



## DESIGNATED FUNDS

Designated Funds are normally created to perpetually benefit one or more specific charitable organizations. The fundholder designates the organization(s) when the fund is created, and Foundation staff automatically process the grants annually as long as the organizations remain charitable, in operation, and consistent with their original purpose.

### Activating Social Equity

*Even as a little girl, Carol was committed to interracial, intercultural, and interfaith understanding. She served in the Peace Corp, worked on social justice projects, and supervised foreign study programs in her higher education career. Carols' fierce commitment to the causes of justice led her to work closely with the Coalition for Social Equity, a Bloomsburg nonprofit. After Carol's passing, her husband established a designated fund to honor his wife's work and support the Coalition in her name.*



## AGENCY FUNDS

Agency Endowment Funds are restricted for the benefit of a designated 501(c)(3) nonprofit organization or government entity. They can be created by the organization itself or by a donor in partnership with the organization. Grants are made to the nonprofit ("agency") annually per the fund agreement.

### Equipping Local Leaders

*Leadership Susquehanna Valley is a nonprofit that provides education and programming to build and strengthen skill sets for emerging and established leaders in the Susquehanna Valley region. The organization established an agency endowment fund for financial stability and to help grow its programs through scholarships for young professionals, small business owners, and nonprofit leaders.*



## COMMUNITY IMPACT FUNDS

Community Impact Funds and other non-endowed funds are created in special circumstances as pass-through funds to support a community need. These funds vary and are offered at the discretion of the Foundation.

## CREATING YOUR PERSONAL FUND

Now that you know the different types of endowed funds available through the Foundation, it's time to think about starting your own fund to tell your community giving story. By creating your own fund, you create a permanent legacy that supports the causes and values important to you. Any fund type can also be established under an affiliate foundation depending on the community or area you want to support. Establishing a fund is an easy process, but there are several important questions to consider.



**What charitable needs do I want to support?** The answer to this question will help determine the type of fund you'd like to create. Think back to chapter one and the values you defined as most important to you. The Foundation can help you design an endowed fund that supports those passions.

**Do I want to be actively involved in recommending grants?** This will also help you determine the type of fund best for you. If your answer is yes, then you may wish to consider a donor advised fund, where you can be actively involved in the grantmaking process. If you want to hand over all grantmaking decisions to the Foundation based on current community needs, an unrestricted fund is for you.

**What will I name my fund?** There is great flexibility (and creativity) in choosing the name of your personal fund. They can be named for yourself, your family, a loved one, a topic of interest, a specific nonprofit, or something creative and out-of-the-box. For many donors, naming their fund is a chance to provide a lasting tribute in honor or memory of someone or something. Grants are made in the name of the fund, so think about what legacy you want to leave in your community!

**What amount do I need to establish my fund?** Endowed scholarship funds can begin awarding when the fund balance reaches \$20,000. All other endowed funds can begin grantmaking when the fund balance reaches \$10,000. However, a fund can be started for as little as \$500 if you plan to reach \$10,000 within five years. *Jump back to page 28 or visit [csgiving.org/giving](https://csgiving.org/giving) to see the different ways you can give to start your fund.* Once established, you can make donations to your fund at any time. Testamentary funds can be started with a simple commitment of a donation in the future or after your death.

## Establishing Your Personal Fund

*Once you've defined your values and answered the questions on the previous pages, it's time to contact the Foundation to design your endowed fund. We can meet with you to discuss your options and walk you through a simple and easy Fund Agreement and Establishment Form. Once we have your signature and establishing gift, presto! **Your fund has been created!***



## FUNDHOLDER BENEFITS

Welcome to the Foundation family! Once you have established your fund, there are several benefits you receive as a Foundation fundholder. We will work with you on publicity to tell your community giving story and promote your new fund. An online donation option is created for your fund so your family, friends, and community can help it grow. You will also receive access to the Foundation's online Advisor Portal, a password-protected system that gives you access to data about your fund—including information on donations received, grants awarded, semi-annual fund statements, and other Foundation updates. Foundation staff are here to help you! We continue communication with our fundholders throughout the year and host several events annually to celebrate our Foundation family.





## ACTIVITY

*It's your turn to create your dream fund at the Foundation. Pretend you received one million dollars to establish a charitable fund to support causes you care most about. To get started, there are several decisions you need to make. Refer back to the benefits and characteristics of each fund type and answer the following questions about your new fund.*

### Your Million Dollar Fund

What type of fund will you create?

☐ Unrestricted      ☐ Field of Interest      ☐ Designated  
☐ Donor Advised      ☐ Scholarship      ☐ Agency

What is the purpose of your fund? Think about what motivated or influenced you to establish the fund.

What would you name your fund? Would you name it in honor or memory of someone or your family, or do you want to pick something unexpected and creative?

When will you start this fund? Now or later (as a testamentary fund)?

What impact do you hope to see in the community as a result of your fund?

Based on the fund type you picked, who would be involved in grantmaking from your fund? What grant recommendations would you make?

NOTES



# 6.

## CHAPTER SIX: CREATING A FUTURE LEGACY

*We've looked at telling your community giving story right now through gifts to current funds and by establishing your own personal fund. The third way you can partner with the Community Giving Foundation financially is through a planned gift to benefit the community in the future.*



## WHY PLANNED GIVING?

How do you want to be remembered? How will you leave your mark on the community? As you make plans for the future, these are important questions to consider. Choosing to make a planned gift through the Foundation is a simple way for you to establish a meaningful impact that reflects your heart for the community and those causes you value most. And it ensures your community giving story—your future legacy—is told long after your lifetime.

There is a planned giving option for every situation to help you meet your personal and financial philanthropy goals. Planned giving:

- *Is flexible and can be done through bequests, outright gifts, life insurance, or retirement-plan beneficiary designations.*
- *Allows you to give to an existing fund or create your own named fund. “**Testamentary funds**” are planned gifts that can be any type of endowment fund we talked about in the last chapter, but they don’t start grantmaking until after your lifetime. Sign the Fund Agreement now and know your charitable giving will be handled in the future.*
- *Ensures that funds or nonprofit organizations close to your heart benefit forever.*
- *Instills philanthropy as a family value as you continue to tell your community giving story.*

You can make a planned gift to maintain control of your assets during your lifetime, support your community, and possibly give more than you ever thought you could. Check out our website for more details on planned giving options: [csgiving.org/giving](https://csgiving.org/giving).



*“I truly enjoy having conversations with donors about their life’s story. People are surprised at how simple and personalized it is to talk through creating their future charitable giving with us. What’s most important is when people feel good and fulfilled, knowing their legacy will make a difference in their community far beyond their lifetime.”*

*Kara,  
Foundation Staff*

## JOINING THE LEGACY SOCIETY

The Community Giving Foundation has a special Legacy Society for individuals and families who have included the Foundation and our affiliates in their estate planning. These donors have a special joy in knowing they are making the world a better place by providing much needed resources for our community's future.

Creating a legacy of philanthropy does not require a large income or vast estate. You just need to make the thoughtful commitment to include the Foundation in your planning by completing a simple form (found at [csgiving.org/legacy](https://csgiving.org/legacy)). This decision will make a difference for generations to come as your community giving story continues forever.



### Building Bridges of Opportunity

*Kathy grew up in the Central Susquehanna Valley guided by a loving family and surrounded by community support and a wealth of opportunities. In appreciation for the bridges that were built for her throughout her life and the chances to build her own, Kathy joined Selinsgrove's Legacy Society to ensure that bridges of opportunity will continue to grow in her community long after her lifetime.*



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## Community Giving FOUNDATION™

As we consider the giving stories that make up our community and the impact we have through the collective work of so many, we want to say “thank you”. The work that we do at the Community Giving Foundation is changing lives right here in our region through the generosity of donors and community partners like you.

We are here to help you tell your community giving story. Our Foundation staff is small but mighty—we are available to walk you through the options in this book and answer any questions you have about taking the next step in your personal philanthropy. A staff list with contact information is available on our website at [csgiving.org/contact](https://csgiving.org/contact).

On our website, we have put together additional resources and details on the sections presented in this book. Handouts, policies, dashboards, and more are available at [csgiving.org/giving-workbook](https://csgiving.org/giving-workbook).

## YOUR COMMUNITY GIVING STORY AWAITS!



NOTES





## NOTES



## APPENDIX: TERMS AND DEFINITIONS

**501(c)(3).** Section of the Internal Revenue Code that designates an organization as charitable and tax exempt.

**Agency Endowment Fund.** Established by a nonprofit agency for the benefit of the nonprofit. The community foundation regularly distributes the annual grants, based on a spending policy, back to the agency for purposes established by the agency.

**Asset.** Cash, stocks, bonds, real estate or other holdings of a foundation. Generally, assets are invested and the income is used to make grants.

**Bequest.** A gift by will to a specific recipient. A charitable bequest is a transfer at death by will to a nonprofit organization for charitable purposes.

**Cash.** The most common type of gift made to most organizations. Includes, cash, checks and credit cards.

**Charitable Gift.** A gift of money or other property to a qualified organization for charitable purposes for which the donor does not reasonably anticipate benefit in return.

**Community Foundation.** A tax-exempt, nonprofit, autonomous, publicly supported, nonsectarian philanthropic institution with a long-term goal of building permanent, named component funds established by many separate donors for the broad-based charitable benefit of the residents of a defined geographic area.

**Component Fund.** An individual fund considered by the Internal Revenue Service (IRS) to be part of the exempt assets of a foundation. The foundation's governing board must have total control over all assets of a component fund.

**Designated Fund.** A type of restricted fund held by a community foundation in which the donor specifies the fund beneficiaries.

**Donor.** The individual, family, or organization that makes a contribution.

**Donor-Advised Fund.** A fund held by a community foundation where the donor, or a person or committee appointed by the donor, may recommend eligible charitable recipients for grants from the fund.

**Endowment.** A fund in which the principle is kept intact, and only a certain amount of earnings are available for other purposes. With a permanent endowment, the principle is often invested along with some retained earnings to retain the fund's historic value.

**Field of Interest Fund.** A fund held by a community foundation that is used for a specific charitable purpose such as education or health research.

**Grant.** The award of funds to an organization to undertake charitable activities.

**Grantee.** The organization that receives a grant.

**In-Kind Contribution.** A donation of goods or services rather than of cash or appreciated property.

**Investment Manager.** An advisor who manages the investments of others.

**National Standards for US Community Foundations.** Approved in 2000, the National Standards are the minimum requirements for the governance, structure and activities of community foundations.

**Non-Endowed Fund.** Monies are received and distributed with little or no dollars remaining with the foundation.

**Perpetuity.** An endless or indefinitely long duration or existence. Forever.

**Philanthropy.** Includes the concept of voluntary giving by individuals or groups to promote the common good. It also commonly refers to grants of money given by foundations to nonprofit organizations. It addresses contributions by individuals or groups to other organizations that improve the quality of life for all citizens.

**Pledge.** A promise to make future contributions to an organization, usually for a specific amount and period of time.

**Scholarship Fund.** Established to provide support for individuals who are pursuing some training or educational opportunity.

**Spending Policy.** A policy that determines what percentage of an endowed fund should be spent to cover grants and operating costs to protect the fund in perpetuity.

**Unrestricted Fund.** For a community foundation, a fund that is not specifically designated to particular uses by the donor.

**Variance Power.** A distinguishing characteristic of community foundations, it permits the foundation's governing body to redirect resources in component funds if it determines that the donor's restriction is unnecessary, incapable of fulfillment or inconsistent with the charitable needs of the community served.

## **APPENDIX: SOURCES USED**

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## **APPENDIX: ANSWERS**

### **Answers: Community Foundation Trivia (pages 16-17)**

1. C
2. B
3. D
4. B
5. D
6. A
7. C
8. A
9. B

### **Answers: Community Giving Foundation Word Scramble (page 25)**

1. Community
2. Stewardship
3. Trust
4. Personalization
5. Innovation
6. Partnerships
7. Grantmaking
8. Legacy

### **Answers: Match the Fund Type (page 30)**

1. Donor Advised Fund
2. Agency Fund
3. Field of Interest Fund
4. Unrestricted Fund
5. Scholarship Fund
6. Designated Fund



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