

Nonprofit Endowment Funds

We can help build your endowment fund and a strong future:

- We encourage your nonprofit organization to consider having the Yampa Valley Community Foundation join you on your endowment building journey.
- Nonprofits start endowment funds to ensure their financial stability by providing their donors with a way to support them with planned or legacy gifts.
- Nonprofits who have the Yampa Valley Community Foundation administer their endowment programs benefit from pooled investments, the Foundation's endowment building experience and administration services.

Your partner of choice

The Yampa Valley Community Foundation offers personalized service and ongoing mentorship to strengthen our nonprofit partners. Our programs are easy to implement and reduce your administrative burdens. This support allows you to stay focused on your mission.

We can help you better explain the value of endowment and legacy giving.

Our experience shows that many people do not understand how endowments and legacy or planned gifts work. We encourage you to consider the tools, language and guidance offered by the Community Foundation through our professional staff and the endowment building toolkit. These marketing materials can be used in your publications and communication efforts.

We can help educate your nonprofit staff and board members

The many endowment giving options can be confusing for staff and board members. We can help. We can meet with the members of your staff and board to provide them with a basic working knowledge of the most common types of gift planning options. Our step-by-step guide to endowment building will help your staff and board members to best communicate to your potential donors.

We can help in the details. We are experts in Philanthropy.

The devil is in the details. We are here to work with you and your donors to ensure their gifts provide a lasting legacy for your organization. In each case, we recommend that proposed gifts and agreements be reviewed by the donor's professional advisor(s).

Endowment Checklist

Getting your organization ready to secure your future.

- The Yampa Valley Community Foundation's Endowment Building Toolkit can provide you with the effective tools you need when you are ready to build your nonprofit organization's endowment fund and/or encourage planned gifts.
- The Yampa Valley Community Foundation provides downloadable fact sheets, articles and solicitation letters to help you build awareness about how endowment and planned gifts can create a brighter future for your organization.
- Our team is available to provide you with additional program support along the way.

A checklist to guide your organization to build your endowment.

1. Educate and engage your organization's leadership

- Be certain you can articulate what a strong endowment will do for your mission and future.
- Engage your board and committees with endowment building and legacy giving through a brief presentation. *YVCF staff would be happy to provide this presentation.*

2. Communicate the value of endowment building and legacy giving

- Make sample bequest language and your legal name available. Include one-line planned giving messages in your publications and website.
- Print and distribute endowment and planned giving fact sheets at your offices, board and committee meetings and in appropriate mailings
- Include articles about endowment building and planned giving in your publications and website.
- The more your prospective donors see your messages, the more likely they will be to increase their giving. Repetition is key!

3. Engage, educate and recognize endowment and legacy donors

- Identify prospective endowment and legacy donors.
- Mail solicitation letters to prospective legacy donors.
- Follow up on the mailings by having your staff and/or volunteers contact the prospective donors. *YVCF staff can provide detailed gift examples and provide contact information for estate and/or financial planners to donors who request assistance.*
- Establish a Legacy Society to recognize and thank your donors. *YVCF can help you through this process.*

Real generosity toward the future lies in giving all to the present.

– Albert Camus

Endowment Building Tools: Articles

Engage your donors through media. Articles for Print.

- You should plan to build awareness about your organization's endowment in a multitude of ways. You may choose to run an article in your organization's newsletter or place an opinion editorial article in the local newspaper. The Yampa Valley's endowment building articles a good place starting place.
- Think about creative ways you can use these articles to help educate those who are close to your organization. Whether it is donors, members or volunteers, they should understand the importance of planning for your long-term future.

Article 1 - The Time is Now to Gift for Tomorrow

In the end we are all remembered for our acts, for the lives we touch and by the causes we advance. In that respect, the most important thing that you could do to create a lasting legacy in our community would be to include the following provision in your Last Will and Testament:

"I give and bequeath the sum of \$_____ [or state a percentage of the residual estate] to the [your organization] endowment fund at the Yampa Valley Community Foundation, a Colorado nonprofit and section 501(c)(3) tax exempt organization."

This simple language is all it takes to create a perpetual gift that will carry on [your organization]'s mission forever. The word "endowment" means simply that the gift initially contributed will be held by YVCF and invested for the benefit of [your organization].

The earnings from these investments will be contributed to [your organization] annually and then used by [your organization] to fulfill the mission.

Although endowments can be created anonymously, endowments also can hold the name of their creator. This practice both memorializes those who made the gifts from the endowment possible and inspires others to do the same.

To learn more about making a charitable bequest for [your organization], please contact [your organization's contact person and contact info]. You may also contact Emily Beyer, Community Impact Manager at the Yampa Valley Community Foundation at 970.879.8632. Together, we can pass on your passion for the next generation.



Article 2 - Why an does our organization have an endowment fund?

The future is hard to predict. One thing we do know is that we will need resources to fuel our mission in years to come. That is why we have established the *[your organization]* endowment fund at the Yampa Valley Community Foundation. The fund is professionally invested for the longterm. Annually, 4.5% of the average fund balance is distributed to us to support our ongoing needs.

Our endowment fund benefits from the Foundation's investment expertise and from being part of a large portfolio. The Foundation also handles all administrative details and investment responsibilities for our fund, freeing our staff to concentrate on our mission.

You can share your passion for future generations. There are a variety of ways to give that provide you with maximum tax and financial benefits.

They include:

- A gift made in your will or trust
- A gift that pays you income for life
- A gift of life insurance or retirement plan assets

We hope you will play a part in our future. To learn more please contact [your organization's contact person and contact info]. You may contact Emily Beyer, Community Impact Manager at the Yampa Valley Community Foundation at 970.879.8632.

Article 3 - Make a gift today to support our mission tomorrow.

You can make a great difference to our mission and our future just the way you are...whether or not you have all your estate planning documents up-to-date. Every gift matters and you can leave a legacy gift to our endowment fund during your lifetime.

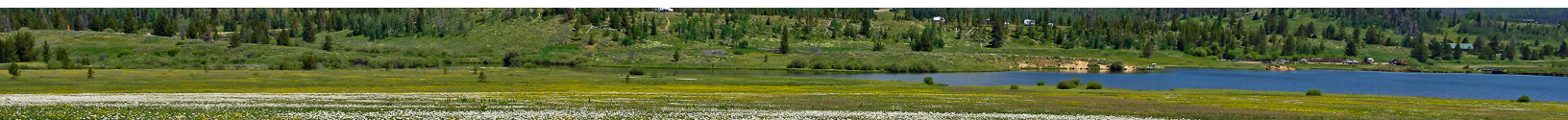
The following are three ways you can make this important gift to our endowment fund:

- Life Insurance beneficiary designation
- Retirement plan beneficiary designation
- Fixed or variable annuity beneficiary designation

After obtaining the appropriate beneficiary designation form, you can make a gift that takes effect upon your death. The gift may be the entire account or a percentage of it. You may also make it effective only if certain other beneficiaries predecease you. By making the gift payable to "the *[your organization]* Endowment Fund at the Yampa Valley Community Foundation", you can be assured that your gift will receive expert stewardship and help *[your organization]* meet our long-term needs. Of course, while these beneficiary designation gifts do not require that you make changes to your will and trust documents, they should be considered in light of your overall financial and estate plan.

To learn more about making a legacy gift to *[your organization]*'s endowment fund, please contact *[your organization's contact person and contact info]*. You may contact Emily Beyer, Community Impact Manager at the Yampa Valley Community Foundation at 970.879.8632 or at emily@yvcf.org.

Please note: This information should not be considered as legal, tax, or financial advice. Consult your professional advisor(s) for further information and guidance.



Endowment Building Tools: Letters and Emails

Create awareness about your endowment. Plan for Tomorrow.

– You can create awareness about building your organization's endowment in a number of ways.

– Ask your board to send out letters and/or emails to potential donors. Involvement of the board is key to the success of your endowment.

– In the following two examples, you will find several messages that may be communicated in your newsletter, articles, or other communication efforts.

– Be creative and make this language your own.

Example 1: Leaving a gift today to plan to tomorrow.

Dear Donor:

Your work and gifts empower and support the Yampa Valley make a difference daily to our community. Together, we can ensure your passion for our community is passed on beyond your lifetime through the power of philanthropy I invite you to consider creating a lasting legacy by including the *[your organization]* endowment fund in your long-term plans.

The word “endowment” simply means that your planned gift will be managed by the Yampa Valley Community Foundation and invested for the benefit of *[your organization]*. The earnings from these investments will be contributed to *[your organization]* annually and then used by *[your organization]* to fulfill its mission.

You may create an endowment fund in your name or the name of another. Then each year a gift in the fund's name will be distributed to *[your organization]*. Legacy gifts take many forms including:

- Gifts made in your will or trust
- Gifts that pay you income
- Gifts of life insurance or retirement plan assets

To learn more, please return enclosed confidential response card contact *[your organization's contact person and contact info]*. You may contact Emily Beyer, Community Impact Manager at the Yampa Valley Community Foundation at (970) 879-8632 or emily@yvcf.org.

Sincerely,

Name
Title



Example 2 - Why an endowment fund?

Dear Donor:

It is difficult to make predictions, especially about the future. One sure think is that we will need resources to fuel our mission for future generations. That is why we have established the *[your organization]* endowment fund at the Yampa Valley Community Foundation. The fund is professionally invested for the long-term. Each year, 4.5% of the average fund balance is distributed to us to support our ongoing needs.

That is why our endowment fund is at the Yampa Valley Community Foundation. Our endowment fund benefits from the Foundation’s investment expertise and from being part of a large portfolio. The Foundation also handles all administrative details and investment responsibilities for our fund, freeing our staff to concentrate on our mission

You can play a part. There are a variety of ways to give that provide you with maximum tax and financial benefits. They include:

- A gift made in your will or trust
- A gift that pays you income for life
- A gift of life insurance or retirement plan assets

To learn more, please return enclosed confidential response card contact *[your organization’s contact person and contact info]*. You may contact Emily Beyer, Community Impact Manager at the Yampa Valley Community Foundation at (970) 879-8632 or emily@yvcf.org.

Sincerely,

Name
Title

Response Card

It is important to include a response card with your solicitation letter or email, encouraging donors to “invite” you to contact them. Below is a simple message to include:

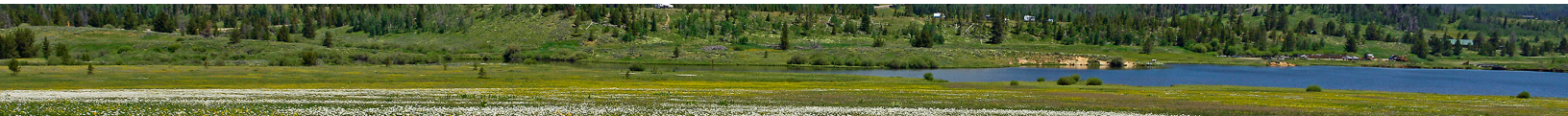
Please send me additional information about:

- ☐ Creating a fund in my name for *[your organization]*.
- ☐ Making a gift that provides income during my lifetime.
- ☐ I have included *[your organization]* in my long-term plans.

Name: _____ Address: _____
Phone: _____ Email: _____

Your response will remain confidential.

What we have done for ourselves alone dies with us; what we have done for others and the world remains and is immortal. - Albert Pike



Endowment Building Tools: Sample Language

Encourage Endowment and Legacy Gifts, simply.

1. A simple message can be used as a consistent reminder to your donors. Place the message on letterhead, on envelopes, in your newsletter, and on your website.

- Have you considered including [your organization] in your long-term financial plans?
- Remember, you can provide for [your organization]’s future with a gift in your will.
- Please remember [your organization] when making your long-term financial plans.

2. Include the following messaging below in your annual ask, newsletters or other publications. With these messages, you offer your donors a chance to request additional information about endowment and planned giving. Include one of these messages on gift envelopes and reply cards.

Please send me additional information about:

- ☐ Creating a fund in my name for [your organization].
- ☐ Making a gift that provides income during my lifetime.
- ☐ I have included [your organization] in my long-term plans.

Name: _____ Address: _____

Phone: _____ Email: _____

Your response will remain confidential.

- ☐ I have included [your organization]’s endowment fund in my long-term plans.
- ☐ Please send me information about including [your organization] in my estate plans.

Name: _____ Address: _____

Phone: _____ Email: _____

Your response will remain confidential.

- ☐ Making a gift in my will for the benefit of [your organization]’s endowment fund.
- ☐ Making a gift that provides income for my lifetime.
- ☐ Benefits of donating non-cash assets.

Name: _____ Address: _____

Phone: _____ Email: _____

Your response will remain confidential.

Endowment Incentive Grant Program

Encouraging you to meet your financial goals.

The Yampa Valley Community Foundation endowment building program serves to aid nonprofits to secure their future and ability to serve their community, today and tomorrow. Our incentive program is available exclusively to nonprofits that have established an endowment fund with the Yampa Valley Community Foundation. We have dedicated \$100,000 in incentive grants to support your endowment-building efforts.

How it works:

Step 1

Complete the nonprofit endowment incentive application (on website) and receive Yampa Valley Community Foundation Board Approval to participate in the program.

Step 2

Start an Endowment or increase your current endowment at the Yampa Valley Community Foundation. A minimum \$10,000 is required to begin an endowment at the Yampa Valley Community Foundation.

Step 3

Use the Endowment Building Toolkit to work with existing and potential donors to build your endowment. The Yampa Valley Community Foundation is here to help you to secure your future.

Step 4

Receive 25 cents per dollar on contributions from your donors up to \$10,000. Raising \$40,000 for your fund results in a \$50,000 endowment and a permanent funding source for your organization.

\$100,000 incentive grants are first come-first serve basis.

Wealth is not to feed our egos, but to feed the hungry and to help people help themselves. - Andrew Carnegie