YVCF Supports Nonprofit Endowment Funds

We encourage your nonprofit organization to consider having us 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 YVCF administer their endowment programs benefit from pooled investments, the Foundation’s endowment building experience and administration services.

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

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 website and the following 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 gift proposals and agreements be reviewed by the donor’s professional advisor(s).
Here is a simple checklist to help walk you through the steps to build your endowment.

Our team is available to provide you with additional program support along the way.

Educate and engage your organization's leadership

☐ Make sure 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 by the Foundation staff.

Communicate the value of endowment building and legacy giving

☐ Make sample bequest language and your legal name easily available; include one-line legacy or planned giving messages in your various publications and on your website.

☐ Print and distribute endowment and legacy 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 on your website.

☐ The more your prospective donors see your messages, the more likely they will be to increase their giving.

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. The Foundation 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.

We are here to help you be successful - so give us a call.
Endowment Building Articles

Engage your donors through media.

You can build awareness about your organization’s endowment in a number of ways. Whether you choose to run an article in your organization’s newsletter or place an opinion editorial article in a local newspaper, you will find the Yampa Valley’s endowment building articles a good place to start.

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: Bequests

In the end we are all remembered for our acts, for the lives we touch and by the causes we advance. In that respect, perhaps 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 non-profit and section 501(c)(3) tax exempt organization.”

This simple language is all it takes to create a perpetual gift that will help to 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] every year and then used by [your organization] to fulfill its mission.

Although endowments can be created anonymously, endowments also can bear 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 Susan Petersen, Community Impact Manager at the Yampa Valley Community Foundation at 970.879.8632.
**Article 2 - Why an endowment fund?**

The future is hard to predict. But one thing we do know is that we will need resources to fuel our mission in years to come. That’s why we’ve established the [your organization] endowment fund at the Yampa Valley Community Foundation. The fund is professionally invested for the long-term. Each year, 5% of the average fund balance is distributed to us to support our ongoing needs. That’s why our endowment fund is at the 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.

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 Susan Petersen, Community Impact Manager at the Yampa Valley Community Foundation at 970.879.8632.

**Article 3 - Beneficiary Designations**

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 Community Foundation of Northern Colorado, a Colorado nonprofit corporation”, 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 Susan Petersen, Community Impact Manager at the Yampa Valley Community Foundation at 970.879.8632 or Susan@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.
Create awareness about your endowment.

You can create awareness about building your organization’s endowment a number of ways. Even though we may live in the digital age of communications with email and social media, there is something to be said about the power of the good old-fashioned letter.

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.

Example 1 - Bequests

Dear Donor:

In the end we are all remembered for our acts—for the lives we touch and by the causes we advance. In that light, 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 legacy 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] every year 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 Susan Petersen, Community Impact Manager at the Yampa Valley Community Foundation at (970) 879-8632 or Susan@yvcf.org.

Sincerely,

Name
Title
Example 2 - Why an endowment fund?

Dear Donor:

The future is hard to predict. But one thing we do know is that we will need resources to fuel our mission in years to come. That’s why we’ve 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’s 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 Susan Petersen, Community Impact Manager at the Yampa Valley Community Foundation at (970) 879-8632 or susan@yvcf.org.

Sincerely,

Name
Title

Response Card

It’s important to include a response card with your solicitation letter, encouraging donors to “invite” you to contact them. Here’s 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.
One Line Messages

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.

- 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.
- Have you considered including [your organization] in your long-term financial plans?

Messages that Invite a Response

With these messages, you offer your donors a chance to request additional information about endowment and legacy giving. Include one of these messages—or combine two or more—on gift envelopes and reply cards, as well as in newsletters. If requested, the Community Foundation will help customize the information needed to respond to these requests.

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.

Please send me additional information regarding:

___ 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.