



FOREVER:

A COMMUNITY
ENDOWMENT INITIATIVE

2017 - 2018

Golden Belt Community Foundation
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Why We're Better Together

Change happens at the local level.

The Golden Belt Community Foundation mobilizes donors, organizations, and communities to develop ideas that address new and emerging needs, demonstrate vision, and promote self-reliance through our competitive grant processes and established endowment funds.

By focusing on local leadership, we have inspired and developed community leaders through our Leadership Golden Belt Program since 2007. Many leadership participants have taken the next step and now serve on local non-profit or government boards or have taken a passion and implemented it in their own community.

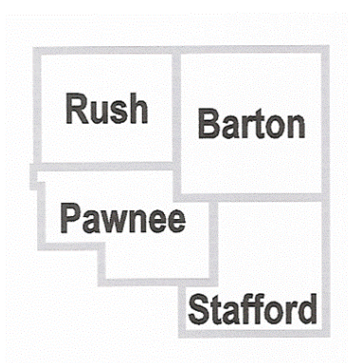


We inspire giving - both big and small – because we know that together we create a greater impact. Our donors join in our work of supporting local non-profit organizations because they like knowing the foundation assists these organizations in a positive, accountable way that makes them proud to be involved.

Right now, an unprecedented transfer of wealth is taking place across the country. In Kansas, an estimated \$79 billion is projected to transfer from one generation to the next through the year 2020. Imagine if only a small percentage of that wealth was left to support our communities. This is a call to action before the opportunity decreases over time.



Learning about the needs of a community by listening to individuals, families, businesses, and charitable organizations continues to be a priority. In 2016 the Golden Belt Community Foundation embarked on a listening tour across the four-county area. These meetings taught us what each community values and what they see as a need for their individual communities. It was this listening tour that leads us to the FOREVER Initiative.



The FOREVER Initiative

The FOREVER Initiative is a culmination of strategic planning, the listening tour, and understanding the impact the intergenerational transfer of wealth has on the Golden Belt communities. We have a vision for impacting and supporting community needs beyond what we have been able to accomplish.

For some time, the GBCF board and staff has acknowledged a need for communities to develop their own endowments – so that they have a sustainable stream of funding for programs, parks and playgrounds, libraries, schools, beautification, historical preservation, and other things that improve the quality of life in our communities.



Currently there are endowment funds at the county level, and unfortunately, they are undersized to meet many of the needs. Endowment funds at the *community* level promise greater support from those connected to a community. There will be needs in the future that cannot be imagined today. FOREVER Funds can meet those unknown needs.

We recognize that these flexible, unrestricted funds are one of the hardest gifts to ask for and receive; and, at the same time, they are the most impactful.

Once endowments are established, grants from these funds may support a wide-variety of community needs on an annual basis. Grantmaking will be community-driven, with recommendations coming from each community to the Golden Belt Community Foundation Board of Directors.

A gift to the FOREVER Initiative is truly visionary and demonstrates a level of confidence and dedication for the future of your community. As you consider your role in this initiative, please reflect on what the FOREVER Initiative means to you - and to your community, as well as the future generations that may call your community *home*.

Please join us in making our communities great places to live, work, and raise a family by giving to your community's FOREVER Fund.

Our Mission of Inspiring Local Philanthropy

Since our founding 20 years ago, the Golden Belt Community Foundation has been a major supporter of charitable programs and organizations having granted over \$3 million across Barton, Pawnee, Rush, Stafford counties and beyond.

Our mission remains the same: To plan, work, and invest today for more secure, improved, and better tomorrow. After all, the one thing that connects all of us is a desire to improve our local communities.

Many of you will remember the Kansas Health Foundation's GROW Initiatives that helped Kansas community foundations build local philanthropic leadership and resources that would result in long-term, sustained health improvements throughout the state. The Golden Belt Community Foundation owes much of its progress over the past 15 years to this initiative.

One specific outcome of the GROW Initiative was the establishment of an endowment supporting the health and well-being of children. This endowment provided funding for many programs and organizations across the area. Here are a couple of comments from our grantees:

"Our program has grown to almost 60 children daily. The awards you have given to our program enables us to purchase and provide additional activities and equipment. Our goal is to continue improving and we sincerely appreciate all of your support." - Debbie Stephens, GPS Kids Club, Hoisington, Kansas

"Thank you so much for the generous match donation grant towards the Hudson Playground Project. These funds have inspired several businesses and individuals to give and we are very close to our goal!" – Hudson Playground Committee

It is our hope that we now can help our communities have the same success by creating endowment funds for their future. We know that it is a big goal to secure funds for these endowments, and we look forward to the challenge.

As we look to the Golden Belt Community Foundation's next 20 years, we are encouraged and inspired to continue creating a culture of giving, fostering community leadership, and making sustainable improvements in our communities.

We hope you agree that FOREVER is worth funding.



Community Application

Given the ever-changing needs of our communities, the Golden Belt Community Foundation developed the FOREVER Initiative to create community endowments in Barton, Pawnee, Rush, and Stafford counties in central Kansas. Building on past experiences and success, the main goals of the FOREVER Initiative are:

- 1) To help local communities build permanent resources; and,
- 2) To build the capacity of local leaders and inspire community philanthropy.

Eligibility

Any community in Barton, Pawnee, Rush, or Stafford counties in central Kansas may apply to participate in the FOREVER Initiative, but the applicant community must meet the following requirements. An applicant community must:

- Establish a committee of at least five (5) persons and select a chairperson to lead the committee throughout the term of the FOREVER Initiative and be the primary contact person
- Select a matching grant fund level and endowment goal
- Demonstrate the capacity and willingness to help raise endowment funds
- Demonstrate past success on a community initiative or project (no matter how large or small)

This is a competitive process. It is anticipated that 3 – 5 communities will be selected for the FOREVER Initiative.

Matching Grants

Matching grants of \$25,000 to \$100,000 are available to communities in Pawnee, Rush, and Stafford counties on a competitive basis (*matching funds still are being raised for Barton County*). Grant size will be determined by 1) the amount requested by the community submitting the application, 2) the capacity/size of the community, 3) the availability of funds, and 4) the extent to which the community meets the grant review criteria.

Gifts shall be matched at the rate of \$0.50 match for every \$1 of new gifts.

Golden Belt Community Foundation matches gifts of cash, securities, grain, and other liquid assets. Gifts of real estate and other non-liquid assets must be reviewed by the Golden Belt Community Foundation before acceptance. Planned gifts will not be matched.

Matching funds will be paid to the community endowments on an annual basis. All matching funds shall be added to the participating community's FOREVER Endowment.

Review Criteria

- Community support and readiness
- Committee members and fundraising capacity
- Endowment plan
- Past community success

FOREVER Initiative Application

Community Name: _____ County: _____

Committee:

Please list at least five committee members, including identifying the committee chairperson.

1. _____, Chairperson
2. _____
3. _____
4. _____
5. _____

List any other committee members: _____

Chairperson/Primary Contact:

Street Address: _____

City: _____ ST: _____ Zip: _____

Phone: _____ cell/home/work

Phone: _____ cell/home/work

Email: _____

What is the size of the matching grant the applicant community is requesting?

\$_____ (this should be between \$25,000 and \$100,000 and will be matched \$0.50 per \$1.00 raised; please review information on page 5 under Matching Grants)

Does your community and/or committee have the capacity and willingness to help raise the required endowment funds? YES _____ NO _____

Please explain (a separate page may be attached):

Please describe a past initiative or project, no matter how large or small, that was successful because of the efforts of community leaders, local organization(s), etc. (a separate page may be attached).

Name: _____
Please Print

Signature: _____ Date: _____

Frequently Asked Questions

Q: What is the purpose of FOREVER?

A: The purpose of the FOREVER Initiative is:

- 1) To help local communities build permanent resources; and,
- 2) To build the capacity of local leaders and inspire community philanthropy.

Q: Who may apply for FOREVER Funds?

A: Any community in Barton, Pawnee, Rush, or Stafford counties in central Kansas may apply to participate in the FOREVER Initiative.

Q: How does my community apply for the FOREVER campaign?

A: Please review eligibility criteria, fill out the application, and return it to the GBCF on or before October 1, 2017.

Q: A community must be willing to help raise endowment funds. What does that mean?

A: We're in this together! The GBCF will provide assistance in how to reach out to potential donors and provide materials and/or language about the FOREVER Initiative. Each community will be responsible for raising funds for your community's FOREVER fund. For every \$1 raised, it will be matched with \$0.50.

Q: What is an endowment?

A: Endowments are funds set aside for the long-term benefit of an organization or purpose; the principal of which is permanently protected and the income of which is used to support the organization or purpose.

Q: How much from the endowment will be available for grants for our community?

A: The GBCF uses a spending policy to determine the amount available from each endowment every year. Generally, up to 5% of a 16-quarter market value average will be available for grants for your community each year.

Q: Why should my community apply?

A: The goal of the FOREVER is to provide communities a sustainable stream of funding for programs, parks and playgrounds, libraries, schools, beautification, historical preservation, and other things that improve the quality of life in your community. Imagine what your community could do with *\$5,000, \$10,000 or even more every year* – and as the endowment grows, the amount available to improve your community grows.

Q: Who will decide how to use the funds from the endowment each year?

A: Your community's voice is important – the GBCF will seek input from your community through community visits, individual and group discussions, community meetings, and through an online idea submission process. While the GBCF has the final, legal decision over the grants to be made, it wants the FOREVER community endowment to support what *your* community feels is most important each year.

Q: I don't have experience asking for donations or working on a fundraising campaign. If my community is selected, where do I start? Who should be on the committee during the FOREVER initiative?

A: Experience in fundraising is not required – that's where the GBCF can help! However, a *willingness* to participate in asking for funds is important. You will need a committee to help generate enthusiasm about the initiative and why your community should participate. Look for community leaders, representatives from local organizations or businesses, and those individuals who have a love for your community.

Q: Why can't donors just directly fund worthy projects in my community? Why apply for the FOREVER campaign?

A: Funds received are not only matched, but also will continue to provide annual funding for a wide variety of programs and projects in your community. Supporting one time projects does not have the same benefits as building an endowment that will benefit generations. FOREVER funds are dedicated to a specific community – these are funds that will support your community in perpetuity, and for which you do not have to apply.

Q: What is the total amount of matching funds to be granted?

A: The GBCF expects to approve up to \$400,000 in matching grants for the FOREVER initiative.

Q: What is the size of a matching grant?

A: The size of matching grants will range widely, but grants will generally be between \$25,000 and \$100,000.

Q: What is the right size of matching grant for my community?

A: Every community is different and has its own set of needs. Having a broad sense of what projects need to be completed in the community will be a good reference point in order to start the initial endowment. For questions on how specific endowment levels will pay out over time, please use the endowment calculator.

In determining grant size, the committee will review the amount requested, the capacity/size of the community to raise additional funds, the availability of funds, and the extent to which the community meets other review criteria.

Example:

Matching Funds	+Gifts to Endowment	Total Endowment Goal	Annual Grants Available
\$25,000	\$50,000	\$75,000	\$3,750
\$50,000	\$100,000	\$150,000	\$7,500
\$75,000	\$150,000	\$225,000	\$11,250
\$100,000	\$200,000	\$300,000	\$15,000

Q: How long does a grantee community have to earn its matching grant?

A: Each FOREVER community initially will have one year to raise funds for their community endowment. If, at the end of one year, all matching funds have not been raised, then the community may apply for additional time to complete the matching funds challenge.

Q: Is there a limit to how much of the matching grant can be earned by one donor?

A: Yes. One donor and his/her immediate family (defined as a single household) cannot earn more than one-half of the entire matching grant. That is, each participating community will need at least two donors to earn its entire matching grant.

Q: When will the FOREVER fund recipient communities be announced?

A: The GBCF will announce the FOREVER communities on or before November 1, 2017.



Transfer of Wealth Research

Kansas community foundations are leading an effort to ensure that the state's transfer of wealth is preserved and invested in communities across Kansas.

Transfer of Wealth Research conducted by WSU for KACF indicates:

- \$79 billion will be transferred from one generation to the next in the state of Kansas by 2020.
- \$3.9 billion or 5 percent could be preserved in community foundation endowments.
- \$598 billion will be transferred in the state within the next 50 years.

Transfer of Wealth Overview

Following the Great Depression and World War II, the United States entered a golden age of business growth and personal prosperity. Americans have created, invested and multiplied unprecedented wealth. Over the next 50 years, this capital – a conservative estimate of \$41 trillion nationwide – will change hands.

Research Overview

The Kansas Association of Community Foundations collaborated with the Kansas Health Foundation to analyze the transfer of wealth data for the purpose of enhancing statewide philanthropic giving. The Center for Economic Development and Business Research at Wichita State University carried out the study in 2007 and updated it in 2012, estimating future intergenerational wealth transfer for each county in Kansas. A model initially created by Boston College was used to determine a value for total wealth in Kansas.

What is Transfer of Wealth?

It is an estimate of the household estate wealth transferred from the current generation to the next. Researchers at Boston College conservatively estimated a \$41 trillion transfer of wealth (TOW) in America from 2000 to 2050. The estimation of TOW is considered a possible future scenario for communities to consider; it is not a prediction or an absolute number about the future.

How Can Kansas Communities Benefit?

Transfer of Wealth figures present an opportunity to all Kansas communities for local charitable giving. Generally, the TOW opportunity is greatest in larger urban communities. But even the smallest community has an opportunity to enhance its community foundation endowment to support local nonprofit agencies and community needs.

Consider Demographics

Counties with aging populations will find the transfer of wealth is expected to peak and then start to decline within the 50-year time span. This is a call to action before the opportunity decreases over time.

For Transfer of Wealth numbers by county see: <http://kansascfs.org/transfer-wealth.cfm#link4>.