

Agency Endowment OOLKIL

A GUIDE TO GROWING YOUR FUND AT YVCF AND SUPPORT YOUR MISSION IN PERPITUTY



GIFT ACKNOWLEDGMENT

From Start to Finish

Gift Received at YVCF.

A gift is received at the Yakima Valley Community Foundation for the benefit of a nonprofit's endowment.

Processing & Compliance.

The gift is processed through the Community Foundation's accounting procedures and credited to the appropriate endowment fund.

Donor is Acknowledged.

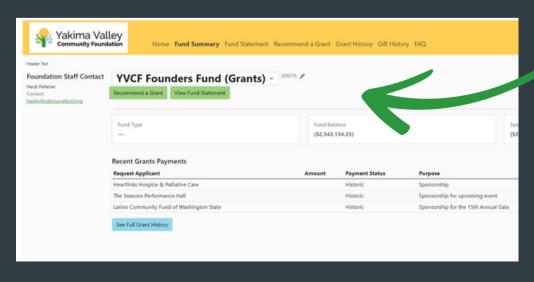
An acknowledgment of the gift is sent directly to the donor by mail with any appropriate tax language included. Any tribute or honor is also notified with a similar letter.

Nonprofit is Notified.

An acknowledgment of the gift is sent to the nonprofit by email only. Some donors request to be anonymous, and that wish is observed. Contact information for donors is available in your fund portal.

All at Your Fingertips.

A record of all contributions to your endowment fund is available through your fund portal online, allowing you to express your gratitude for gifts as they come in, and as you receive distributions each year.



DIRECTING GIFTS

for the Benefit of Your Fund at the Yakima Valley Community Foundation

PHYSICAL CHECKS

Cash contributions may be in the form of cash, check, money order or cashier's check. Office hours are Monday – Friday, 9:00 a.m. – 5 p.m. Checks should list "Yakima Valley Community Foundation" as the payee, with a memo reading "<name of your fund>"

Mail To: 316 E Yakima Ave Suite 201 Yakima, WA 98901 Deliver To: 316 E Yakima Ave Suite 201 Yakima, WA 98901 By Wire/ACH: Please contact us heidip@yakimavalleyc.org

ONLINE GIFTS

We process credit card gifts to your endowment funds through our secure online giving service. The full amount of the gift made online is tax-deductible. Links from your website or social media to our online giving can be directed to: yakimavalleycf.org where donors will select the name of the endowment fund they wish to donate to. We can also show you how to share a direct link to a dedicated giving page for your endowment, just ask!

NONCASH GIFTS

For information about noncash gifts and planned giving, direct your donors to www.yakimavalleycf.org or have them contact our team directly:



Heidi Pelletier Chief Development Officer heidip@yakimavalleycf.org 509-457-7616 ext. 4



Lisa Fresco Chief Financial Officer lisaf@yakimavalleycf.org 509-457-7616 ext.

NONCASH GIFT EXAMPLES

Closely Held C-Corp or S-Corp Stock Partnership or LLC Interests

Life Insurance

Intellectual Property and Royalties

Real Estate, including Retained Life Estates Art and Collectibles

Promissory Notes Cryptocurrency

FREQUENTLY ASKED QUESTIONS

About Gifts to Your Endowment Fund at the Yakima Valley Community Foundation

What happens when someone gives to our endowment at the Yakima Valley Community Foundation?

YVCF acknowledges all gifts received for the benefit of your endowment with a letter to the donor, including any appropriate tax language. Log into your fund portal for contact information so that you can reach out to the donor personally. The gift is credited to your endowment fund and invested with our pool of funds to provide continued support for your organization. You can also keep up with gifts in your Fund Portal online account.

How should we properly acknowledge a gift to our endowment?

In short, express your gratitude and leave the IRS out of it completely. A good approach is to explicitly state that the contribution was received by YVCF and you are merely following up to let them know how much you appreciate it. Making sure your acknowledgment doesn't look like a tax receipt ensures that donors don't double count the deduction.

Why did the donor choose to give to endowment rather than to our agency directly?

That's a good question and a great conversation opener with a donor! There are many reasons why a donor might choose to give to your endowment fund, and hearing their answer to that question may help you determine how to best cultivate and steward that relationship and help the donor understand how they can support your needs today as well as leave a lasting gift to support your cause tomorrow.

How can I let donors know they can give to our endowment?

Passive information on your website, social media pages or newsletters lets donors know you have an endowment fund. If you are engaged in a campaign to increase your endowment you can share some of the language included in the document "All About Endowment: Inspiration to Share with your Donors" in this toolkit.

How can I publicly acknowledge gifts to our endowment?

When listing a gift to your endowment in publications such as news releases, annual reports and websites, you have an opportunity to encourage additional gifts as well as promote greater understanding of endowment. Consider something like this: ABC Donor has contributed to XYZ Agency's permanent endowment fund at the Yakima Valley Community Foundation, providing perpetual support for our mission/program. If you would like to give cash or non-cash assets that will provide support year after year, please reach out to our development director.

What should we NOT do when we receive a gift to endowment?

Do not send a tax letter of any sort to anybody. Any tax benefit has already been given and an additional letter from you could result in confusion.

How can donors give directly to our endowment fund at YVCF?

Giving to your endowment is easy for cash, online gifts, assets and more. See the document "Directing gifts for the benefit of your fund at the Yakima Valley Community Foundation" in this toolkit.

TERMS OF ENDOWMENT

A Glossary of Endowment Language

Appreciated property

Property (including stocks, bonds, mutual funds, real estate, cryptocurrency, etc.) that is worth more today than it was when purchased. Generally, donating appreciated property to a charity allows the donor to avoid, reduce or defer the realization of capital gains tax.

Asset allocation

The determination of how one's assets, or accumulated wealth, will be distributed after death.

Bequest

A gift of real or personal property made at death by a will, a trust or beneficiary designation.

Capital gains tax

Tax imposed by the IRS on the gains made on the sale of real property — i.e., stocks, bonds, cars, boats, land, real estate or private or closely held stock and commodities.

Charitable deduction

An income, estate, or gift tax deduction allowed against certain transfers benefiting a qualified nonprofit. These gifts can be reported on a donor's tax return which may offset taxes owed.

Corpus

The property making up the principal of a trust or endowment, as opposed to the income it produces. Also known as "principal."

Distribution

The amount of the endowment fund approved for granting from the fund each year, as set forth in the Fund agreement.

Fund Portal

Your online access tool for up-to-date financial information about your fund, including donors to the fund, grants (distribution) from the fund, current market value and access to periodic detailed reports.

Due diligence

YVCF's process of ensuring that the nonprofits we grant to are fulfilling their own compliance requirements with the IRS and the State of WA. We take our responsibility to the IRS seriously to protect the tax deductions and philanthropic intentions of our donors, as well as our standing with the IRS.

Endowment fund

A fund that is created by donors or organizations requiring the restriction of the gift(s) in perpetuity with only a specified amount allocated for spending.

Estate tax

A transfer tax imposed by the federal government and some states on the estate of a decedent. A tax on the privilege of transmitting property at death, payable from the estate.

Fees

Administrative costs of a fund supporting the activities necessary to manage, invest, document and distribute. YVCF fund fees are assessed and deducted from the fund on a quarterly basis. Fees are set forth in the fund policy.

Fiscal year

YVCF's fiscal year is from Jan 1 through Dec 31. Your organization's fiscal year may be different.

Fund agreement

A legally binding agreement between a nonprofit organization and YVCF that specifies terms and details governing the establishment and continuance of an endowment fund at YVCF.

Investment pool

A group of funds—including endowment funds—that are invested in a broadly diversified portfolio. In the case of our endowment funds, these are invested conservatively for long-term growth to provide for your organization and its causes well into the future.

Market value

The actual value of the endowment fund. This value includes additional income provided through gifts and growth through investment performance. It also includes decreases in the total value that arise from distributions, administrative fees and endowment management. Decreases in value can also arise from negative investment performance.

TERMS OF ENDOWMENT

A Glossary of Endowment Language

Planned gift

Contributions made as a result of a process to choose the most appropriate gift for the most important purpose in the most advantageous time frame for the donor, the charity and the donor's heirs. All planned gifts administered by OCCF will be credited to a nonprofit's endowment fund.

Private foundation

A non-governmental, nonprofit organization with funds (usually from a single source, such as an individual, family or corporation), programs and grant-making managed by its own trustees.

Spendable fund or reserve fund

Not part of your permanent endowment but held by the Community Foundation and invested with the pooled funds to take advantage of strong investment performance. Distributions from the fund may be requested by your board quarterly. Special balance limits and fee structures apply.

Spendable balance

Amount of money available to be distributed. This may show a positive balance for your funds for several reasons, such as undistributed scholarship funds, imminent annual distribution or a spendable reserve fund.

Spending policy

The value of a fund available to be distributed annually, with the objective to balance long-term support against short-term gain. Because YVCF endowment funds use a 16-quarter average, distributions are shielded from volatility in investment performance.

Stewardship

The development of relationships with donors including appropriate acknowledgment of gifts, ensuring that gifts are used in accordance with donor's wishes, reporting to donors and/or other parties when required or appropriate to do so.

Variance power

An important distinguishing feature of a community foundation is the "variance power" found in the Treasury Regulations at Section 1.170A-9(f)(ll)(v)(B). The variance power gives a community foundation greater flexibility to adapt to the changing charitable needs of the community. More specifically, the variance power gives a community foundation the unilateral power to change the charitable purpose of a fund if circumstances have sufficiently changed to make the original restriction inappropriate — most notably when an organization fold its operations.

Reading Your Fund Statement

Beginning balance

The corpus, plus accumulated investment returns, minus allocated spending and fees, as of the start of the quarter.

Ending balance

The corpus plus accumulated investment performance, minus allocated spending and fees at the end of the quarter.

Fund balance

The net worth of a fund, measured by total assets minus total liabilities for the designated fiscal year (Jan 1-Dec 31).

Contributions

Donated assets given directly to the endowment fund, either from the endowed organization or from a third party. Your yearly reports will show contributions by donor.

Investment performance

This represents the accumulation of gains, losses, income and dividends on investments in the pool and is net of investment management fees.

ANNOUNCING A CAMPAIGN

Media Information

So you've got an endowment fund at the Yakima Valley Community Foundation. Great! That means you're taking steps to secure a future for your organization! Now, it's time to share that news with the world and begin building that fund. The Yakima Valley Community Foundation will announce new Nonprofit Endowments and matching campaigns as they are established, but it is your responsibility to promote and grow your fund at the Community Foundation. To assist you with this, we are providing tips on how to promote your endowment fund.

How Do I Share About My Endowment?

1. Media Release

The news media is an excellent place to start. In this packet, you will find a sample news release with tips on how to contact and communicate with the media. Reach out for our up to date media contacts list!

a. Most media outlets (television, newspaper, magazine and radio) prefer to receive news releases via email. Once the news release has been sent, we recommend you contact the media outlet to ensure the news release was received. NOTE: When emailing a release, it is recommended that the news release be part of the body of your e-mail. Many media outlets will not open emails that contain attachments.

b. You may also mail the news release directly to the media outlet. If you choose this method, it is important to send it to the appropriate person, either an assignment editor or the reporter who covers nonprofits, community issues or your specific service area. Confirm the appropriate contact via a telephone call to the newsroom before mailing the news release.

2. Social Media

Social media is a powerful way to distribute your information and engage audiences in an interactive way. Utilize whatever social media platforms you have to communicate your news to your clients, supporters, board, staff and any interested parties, and be sure to encourage engaged supporters to share the news to organically grow your reach. Don't forget to tag the YVCF so we can share as well! Below, we have included sample posts to spark your creativity.

Facebook – We're excited to be planning for our future and want you to be a part of it! We recently established a Nonprofit Endowment fund at the @yakimavalleycf to provide us with a funding base for future years. Find out how you can support the future of (Your Organization's Name) at (Link to your endowment fund information on your website or your endowment fund page on YVCF's website). #GiveForAlltheTomorrows

Instagram - We're planning for our future and want you to be a part of it! We recently established an endowment fund at the @yakimavalleycf to provide us with a funding base for future years and are excited to be on the road to be supporting the needy families for years to come (or more fitting phrasing for your organization). #yakimanonprofits

3. Newsletters & Mailers

Sharing about your endowment fund doesn't mean you have to create something new. Simply begin sharing the information where you are already communicating with donors and clients. Include blurbs and did-you-know sections in your newsletters, and maybe consider a breakdown of how an endowment fund works in one of your larger publications. Consistent education is your friend here. Make sure you are talking about your endowment fund whenever possible because long-term growth comes in baby steps.

ANNOUNCING A CAMPAIGN

Media Information

NEWS RELEASE

For Immediate Release - DATE YOU ARE SENDING

RELEASE OUT

Contact: (Include the first and last name of grant contact, telephone number and email address.)

(Nonprofit name) uses endowment at Community Foundation to grow perpetual support

Yakima, WA (or appropriate locale) – (Organization name) is pleased to announce it has established an endowment fund at the Yakima Valley Community Foundation to support the (organization name)'s mission in perpetuity. The invested endowment fund is a permanent fund that awards grants back to our organization each year to support (insert information about what your organization is using the fund to support). The fund ensures the organization will have a permanent source of funding every year.

(Insert a compelling quote from the organization's leadership to help reinforce the importance of the fund for your organization)

"We are thrilled to have the opportunity to establish an endowment fund," says the organization's executive director/board president. "The fund adds necessary financial support for our organization. Because of its permanence, we know we will receive annual distributions from the fund, which is vital for our organization to carry out our mission."

(Insert a paragraph describing how the endowment fund came to be.)

Donations can be made to the fund through the Yakima Valley Community Foundation. The Foundation is able to accept gifts of cash as well as complex assets, cryptocurrency, agricultural assets, and real estate. To learn more on how you can support the (organization name)'s endowment fund, contact (your organization's contact information) or the Yakima Valley Community Foundation at (509)457-7616.

About Yakima Valley Community Foundation: Established in 2003 as Washington State's first healthcare conversion foundation, Yakima Valley Community Foundation is one of more than 900 community foundations across the nation bringing together resources, investing, and granting to improve the community it serves. It manages nearly \$90MM in charitable assets, and an array of programs in areas such as early childhood development, health, and civic engagement. The Foundation grants more than \$3.5MM annually to support local nonprofits in Yakima County and some surrounding rural communities in Central Washington. The Foundation's focus is on creating equity in education, health, and civic engagement and vitality which it does by supplying grants, scholarships, technical assistance, and programming.

ALL ABOUT ENDOWMENT

Inspiration to Share with your Donors

Use this sample text in newsletters and emails to raise awareness about your endowment!

What is an Endowment?

Endowment is like a savings account that only spends the interest. Our endowment fund with the Yakima Valley Community Foundation grants us X% of the fund each year. The remainder continues to grow in value. When you give to our endowment fund, you are giving a gift to our future!

Our endowment fund with the Yakima Valley Community Foundation is like a retirement fund, except this one never retires and never runs out!

Our Endowment Working Through the Years...

Our endowment with the Yakima Valley Community Foundation has received [\$gifts] in gifts but has given back [\$distributions] over the years. Today, it is worth [\$fund value]. To learn more about our endowment contact [development director email] today!

Our endowment was established in [year] by [person instrumental in endowment] with a gift of [\$first gift]. We are so thankful for their foresight and faith in our future! To learn more about [person instrumental in endowment] and their legacy for the future, contact [development director email] today.

Why Give to the Endowment?

Endowment funds are invested for long-term growth and eventually give back more than is put into them. In this way, your gift today will give back forever.

We believe in our mission and think you do too! Endowment is a way to ensure that there will be support for our mission long into the future. Support our mission long into the future by donating today.

Giving to our endowment fund ensures that we will have income to support our mission as long as we need it. You can be a part of our long-term support by making a gift today.

Endowment is a great way for you to know that a larger gift will be spent wisely. Your gift will have a lasting impact, eventually far surpassing the amount of your original gift! To learn more about leaving a legacy, contact [development director email] today.

Gifts to endowment are a wonderful way to honor a loved one. Their memory will be kept alive by giving a gift in their name every year! To give a gift in memory of a loved one, contact [development director email] today.

Many donors endow their annual gift, contributing a larger gift to endowment that will provide continued annual gifts forever. To endow your annual gift, contact [development director email] today.

Historically, a gift to our endowment will give back its full value to us within 15 years, and then continue to give even more! To give a gift that will be worth more tomorrow, please consider giving to our endowment.

Ask us for a custom QR code that links to your endowment donation page!



HOW TO MARKET PLANNED GIFTS







What is your message?

- What is an endowment fund and why is it important for your organization?
- What does it mean for your organization?
- What does it mean for your donors?
- Without your endowment fund, what would it be like for your organization?

Who is your audience?

- Your donors and supporters
- Board members
- Volunteers
- Staff
- Those who have bought in to the mission of your organization

What is the best way to deliver your message?

Your Existing Communications Materials and Channels!

- Newsletters blurbs, didyou-know sections
- Annual reports or publications
- Social Media

- Use family words (stories and simple, colloquial words) not formal words
- Use social examples/norms such as: Many of our donors like to make a gift in their will or by beneficiary designation
- Tell stories of planned bequest donors who are still alive... not dead!
- Talk about benefits (including tax benefits)
- Ask about family/friend connections to the cause and give supporters the option of a tribute/memorial gift
- Deliver planned gift marketing messages with a spoon full of sugar (use nondeath-related packaging)
- Keep communicating to older donors (even if they stop making current gifts)

Storytelling

Why is storytelling so important?

- It makes readers want to relate and imitate
- It sets an example

What make it a good story?

- Universal and relateable
- Memorable and enjoyable
- Emphasizes longevity and permenance

Did You Know?

The average annual gift among those studied increased by 75% (\$3,171) after making a planned gift.

Planned giving pays off both today and in the future.

These are the most important gifts your organization will recieve!

Avoid Technical Jargon

- Transfer of Assets
- Bequest Charitable
- Remainder Trust

SAMPLE MARKETING MESSAGES

January to March

Gifts Through Wills and Trusts

Leading up to tax filing season, encourage individuals to update their existing will or trust or create a new one Promote the simplicity of making a gift to your organization through a will or trust.

Sample message: "What legacy will you leave? Consider leaving a gift to [organization name] in your will or trust. Contact us to learn more."

April to June

Charitable Gift Annuities

After filing taxes, many people are thinking about their current financial situation and how to lesson their tax liability in the coming years. A CGA gift is an easy way for individuals to reduce their taxes and receive a guaranteed income stream for life, while also supporting their favorite charity.

Sample message: "Make a charitable gift in exchange for a guaranteed income stream for life, plus receive a charitable income tax deduction. Call us for more information."

July to August

Gifts Through Wills and Trusts

A gift through a will or trust is the easiest gift for a donor to make through their estate. If you don't want to get into the more complicated planned gifts, it's always simple to promote these estate gifts. Also, don't forget to inform donors they can gift retirement plan assets to benefit your organization direct as a beneficiary on their retirement account.

Sample message: "Did you know you can make a gift to [organization name] by including us as a beneficiary of your retirement plan? It's a simple, tax-wise way to leave a legacy. Contact us to learn how."

September to October

IRA Charitable Rollover

Even though the age to take a required distribution has been raised to 73, if you are 70½ you can still make a qualified charitable distribution (QCD) from your traditional IRA. As the end of the year approaches, many individuals are realizing they don't need this extra income and they don't want to pay the taxes on the distribution. If they don't take the distribution, they will pay a penalty. A solution to this is the IRA Charitable Rollover allowing them to gift up to \$108,000 per year to your endowment or directly to your organization, satisfy their required minimum distribution and avoid potential taxes on the distribution.

Sample message: "Are you age $70\frac{1}{2}$ or older? We can help you make a tax-free gift from your IRA to support [organization name]. Contact us to learn more."

November to December

Year-end Giving

During your year-end giving appeal, don't forget to offer planned giving options. This is another great option to include when people are in the giving spirit and also thinking about closing out the tax year. By working with the Yakima Valley Community Foundation, you can offer donors efficient giving options that can lower their taxable income while supporting your organization's endowment.

Sample message: "As the year draws to a close, are you looking for ways to give back while also saving on taxes? Contact us to learn more."

DID YOU KNOW?

You can avoid capital gains tax on highly appreciated assets.

You can avoid capital gains taxes on highly appreciated assets.

By donating a highly appreciated asset to the Yakima Valley Community Foundation, you can avoid paying capital gains on that asset. YVCF is able to sell the asset and designate the proceeds to benefit our nonprofit.

You can leave a gift to charity without changing your will or trust.

A simple and flexible way to leave a charitable legacy is by naming a charity as a beneficiary on your retirement accounts, life insurance policies, and other financial accounts; you can easily change this designation at any time if needed, making it a versatile option readily accessible through online forms or by request from your bank, HR department, or financial advisor.

You can transfer your house or other personal property to charity without changing your will or trust.

By using a transfer on death deed, you may record (file) this document with the local land records office. This is a completely revocable action. You are free to change your mind and revoke the deed at any time during your life. Upon death, the asset will go to the nonprofit .

You could avoid paying income tax on your Required Minimum Distribution (RMD) from your traditional Individual Retirement Account (IRA).

By making a Qualified Charitable Distribution (QCD) from your IRA to your favorite nonprofit, you can make a charitable contribution, avoid taxation on the withdrawal from your IRA and satisfy your RMD requirements. This can be done annually with a portion or all of the RMD, up to \$108,000 if you are 70 1/2 or older.

The most tax efficient way to leave a charitable gift from your estate is through a retirement account.

By naming a charity as one of the beneficiaries of your retirement, the gift will be tax-free.

If you are subject to estate tax, your estate could also receive a charitable deduction to offset potential liabilities. Simply request a beneficiary designation form from your retirement plan administrator and list charities as a primary or contingent beneficiary. Make sure you communicate your intent of the gift to the executor/trustee of your estate as well as to the charity.

You can honor a friend of a family member by making a simple memorial gift.

You can honor a friend or a family member by making a simple memorial gift. To honor loved ones, you can make a charitable contribution in their name, either by giving a current gift of cash or appreciated assets, or by designating a charitable bequest in your will or trust, potentially directing funds towards a specific program that aligns with the honoree's interests.

You can have a powerful impact on society with one simple sentence.

You can have a powerful impact on society with one simple sentence. By making a provision in your will or trust to leave a gift to a nonprofit, you can provide a lasting gift to support good in the community for generations to come. That provision can be a specific dollar amount, percentage of an estate or remainder of an estate after all debts have been paid.

DID YOU KNOW?

You can make a charitable gift in exchange for a guaranteed lifetime income stream.

You can work with our partner, The Yakima Valley Community Foundation, to gift cash, stocks, bonds, or even real estate in exchange for a Charitable Gift Annuity (CGA.) You will receive an immediate charitable income tax deduction, guaranteed lifetime income, and any remaining funds in the annuity upon your passing will support our endowment fund at YVCF.

You can stretch your IRA dollars to heirs and benefit charity.

For those interested in providing support beyond the 10-year payout for non-spousal beneficiaries, a Charitable Remainder Trust is the perfect answer. A donor can stretch their beneficiary payments over the life of the beneficiary and the remainder of the trust will pass to their named nonprofit.

You can gift your house to charity while still living there and receive a charitable deduction.

A retained life estate gift allows you to transfer ownership of your property but retain all the advantages of ownership. Once you vacate the property, our partnership with the Yakima Valley Foundation will allow us to sell the property and use the funds to support our endowment. The advantage of a retained life estate gift is that you receive an immediate income tax deduction, relieve your heirs from the burden of selling the property and, for large estates, could eliminate or reduce taxes because the value of the property is removed from the estate.

If you are considering liquidating a business or real estate holdings, there is a way to transfer a portion, if not all, to a trust held by our partner, The Yakima Valley Community Foundation, that may eliminate the capital gains tax due.

By using a Charitable Remainder Trust (CRT), you can transfer a portion or all of the interest to the trust, and, in most cases, receive a charitable deduction and an income stream. Then, whatever is remaining in the trust at the end of the trust's life cycle will go to a nonprofit you name.

You can make a charitable gift, receive a tax deduction, and then at a defined point in the future, receive a portion of the gift back.

It's true, working with us and the Yakima Valley Community Foundation to create a Grantor Charitable Lead Trust will allow you to establish the trust, select a period of years for charitable distributions to be made, receive a charitable deduction for the net present value of the distributions to our nonprofit, and then, at the end of the trust term, whatever amount left is returned to you.

REACH OUT AND CONNECT

We are honored to be your trusted partner in philanthropy. Please reach out to go into further detail or with any questions. We are here to help expand your organization's reach and impact!



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