

Development Committee
Through December 31, 2015

<u>Fund Type</u>	<u>YTD</u>	<u>Budget</u>	<u>Prior YTD</u>
Endowed Funds	\$264,017	\$170,000	\$229,489
Unendowed Funds	\$723,099	\$170,000	\$454,381
Operations (Includes Goodspeed)	\$275,070	\$310,000	\$255,201
Totals	\$1,262,186	\$650,000	\$939,071

<u>Admin Fees</u>	\$209,495	\$195,000	\$206,156
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<u>Operations Funding</u>	<u>YTD</u>	<u>Budget</u>	<u>12/31/2014</u>
Presidents Society	\$192,420	\$160,000	\$141,885
Goodspeed	\$43,856	\$45,000	\$47,721 (net)

** 2015 President's Society	<u>12/31/2015</u>	<u>12/31/2014</u>	<u>12/31/2013</u>
Community Benefactors	9	6	0
Chairman's Circle	17	20	26
President's Society	47	39	33
Totals	<u>73</u>	<u>65</u>	<u>59</u>

Development Committee
January 14, 2016
2016 Fund Raising Objectives

OPERATIONS- \$310,000 in New Gifts and Pledges

- **Leadership Society – Community Benefactors/President’s Society/ Chairman’s Circle - \$180,000**
\$180,000 in new gifts and renewals
- **Special Events - \$75,000**
\$75,000 gross; \$45,000 net of expenses (includes Philanthropy Award in November)
- **Designated Gifts/Sponsorships - \$75,000**
Newsletters
Website
Annual Report
Nonprofit Resource Center
Miscellaneous Sponsorships

ADMINISTRATIVE FEES- \$200,000

\$200,000 – fees calculated on \$10,000,000

OTHER - \$400,000

- **Endowment Growth - \$200,000**
\$200,000 in new funds and addition to existing funds; Agency Endowments
- **Unendowed Fund Growth - \$200,000**
\$50,000 – Granting Partnerships (River View, D’Addario)
\$150,000 – New Funds and addition to existing funds
- **Planned Gifts - 3**
- **Bequests - \$0**

RENTAL/CLEANING INCOME - \$13,453 (CPEP)

ADDITIONAL

- **Friend Raisers (CFMC specific)**
- **Herb and Sherry Clark Beacon of Philanthropy Award Event (November)**
- **20th Anniversary Celebration – November 17, 2017**

Community Foundation of Middlesex County - 2016 Outreach/Development Plan – draft 01.01.16

Goal: Raise Money for Endowment	How	When	Who	Comments
<p>1. Attract 10 new individual funds, including 2 new agency endowments</p>	<p>Create list of 50-75 prospects for new funds across all 15 towns and create individual strategies for cultivation and solicitation</p> <p>Hold 4 small cultivation events/Friend Raisers</p> <p>Approach Regional Council of Governments, as well as individual municipalities on what CFMC can offer in terms of charitable fund management, etc.</p> <p>Outreach to private foundations; consider educational event on foundation and nonprofit succession planning (or another topic)</p>		<p>Staff/Board/Dev Committee</p>	<p>Who on our list do we want to know better? Who is not on our list who should be?</p>
<p>2. Explore and define role of special initiatives:</p> <p>Women & Girls & At Risk Boys Funds</p> <p>Bully Free Communities Campaign</p>	<p>Focus on raising awareness of human trafficking (CT is Gold Star State)</p> <ul style="list-style-type: none"> Expand reach and types of program Speaking engagements 	<p>Throughout 2016</p> <p>June/September</p>	<p>Staff/Committees/ Board</p> <p>Staff/Board/CBP</p>	<p>Explore possibility of challenge grants with private foundation (for all items listed)</p>

Community Foundation of Middlesex County - 2016 Outreach/Development Plan – draft 01.01.16

<p>3. Promote Legacy Society/Planned Gifts</p>	<p>Tell stories/provide examples</p> <ul style="list-style-type: none"> Swaim Fund- Focus for Legacy Giving; faces of legacy gathering 5% Video 	<p>Ongoing</p> <p>Events in June and September</p>	<p>Staff/Board/End. Dev. Comm/Advisors</p>	<p>Joint effort with nonprofit partners in September</p>
<p>Goal: Raise Operating \$</p>				
<p>1. Gifts to operations: \$180,00.00</p> <p>100% Board & participation</p>	<p>Letters and personal asks; expand Leadership Circle</p>	<p>Ongoing</p>	<p>Staff/Board Staff/Board Chair/Committee Chairs</p>	<p>Luncheon – November and December</p>
<p>Goal: Engage Professional Advisors</p>				
<p>1. Raise awareness of Community Foundation solutions for their clients needs</p>	<ul style="list-style-type: none"> Revise tools for professional advisors and disseminate electronically Personal one-on-one visits Outreach to funeral directors Outreach to bankers/trust officers Targeted e-news with pertinent information Expand partnership with Leave a Legacy group for complex transactions Work to develop CFMC Prof. Advisor Committee 	<p>When</p>	<p>Staff/Board/Dev. Comm.</p>	<p>Identify firms in New Haven, Hartford, New London that might serve clients in our region.</p>
<p>Goal: Stewardship Enhance Donor Relations</p>				
<p>1. Make at least 6 contacts with each fund holder annually</p>	<ul style="list-style-type: none"> Fund statements Visits/phone calls E-news/publications 	<p>Ongoing</p>	<p>Staff /Board</p>	<p>Interactive session for fund holders – fall 2016</p>

Community Foundation of Middlesex County - 2016 Outreach/Development Plan – draft 01.01.16

Goal	Raise visibility and awareness	How	When	Who	Comments
<p>2. Identify stewardship opportunities</p>	<ul style="list-style-type: none"> Expand on follow up with donors on impact of their giving by sending articles, reports, and through annual meeting and e-news 	<ul style="list-style-type: none"> Cultivational events Donor education Community presentations Upgrade website Annual Report E-news (every month) Radio ads Media placements Social media 	<p>Ongoing</p>	<p>Staff/Board/ Dev. Comm.</p>	
<p>1. Keep emphasis on donor ownership: "This is <u>your</u> Community Foundation – look at the good things we do together."</p>			<p>Ongoing</p>	<p>Staff/Board/Committee</p>	<p>Tell the stories. Need to retrieve more email addresses from people on mailing list without email.</p>

Other ideas for strategic activities designed for growth and greater impact:

Giving Circles – 365 Fund

“Build a Fund”

Giving Day

Next Gen: Leadership & Donors (matchmaking between organizations and those who want to become involved. Utilize partnerships, Rotary Clubs and other civic groups; professional organizations like Estate & Tax Planning Council.

Young Professionals

Nonprofit Resource Center: Capacity building, endowment building, technical assistance, professional development, leadership succession planning.



The Community Foundation of Middlesex County presently offers four basic types of endowed funds. Donors may choose one or a combination of funds to meet their charitable interests. Endowed funds are invested by the Community Foundation and held in perpetuity, with income used for grantmaking. Once a fund is established, administrative, investment, and distribution availability decisions are made by the Community Foundation.

1. Unrestricted Funds

There are two categories of Unrestricted Funds.

- **The Middlesex County Enhancement Fund – The Community Foundation’s Unrestricted Fund** to which you may make contributions of any amount at any time, and
 - **A named Unrestricted Fund** of your own created with a donation of \$5,000 or more.
- In both cases, income from your gift will produce grantmaking income for generations into the future. Unrestricted Funds provide maximum flexibility to the Community Foundation’s Board of Directors in meeting the ever-changing needs of the communities of Middlesex County.

Restricted Funds

2. Field of Interest Funds

A Field of Interest Fund may meet your objectives if you wish to support a specific purpose, geographic area or charitable goal. Gifts to these funds may specify broad areas such as the arts, education, the environment, health care or services to a specific town or region. For a donation of \$10,000 or more, you may name a Field of Interest Fund. Gifts to a specific area of interest give the Board of Directors, through its Grants Committee, discretion to select organizations that can most effectively achieve your charitable interests.

3. Donor Advised

You may remain actively involved with your philanthropy by creating a Donor Advised Fund. You (and/or advisors of your choice) may recommend potential grantees to benefit from your Advised Fund. While the Board will pay close attention to your advice, due to IRS regulations, these recommendations can not be binding. A minimum donation of \$10,000 can establish your fund.

You may elect to have your spouse and/or children carry on your advisory role. When you or your advisors no longer wish, or are unable, to make grant recommendations, the fund continues in perpetuity as an Unrestricted or Field of Interest Fund.

To avoid tax complications, grants will not be made from Donor Advised Funds to satisfy your personal charitable pledges or those of your donor advisors.

4. Designated

You may specify that one or more 501-(c) (3) charitable organizations receive the income from your Designated Fund. The Board of Directors will carry out your wishes, as long as the named organization is using the income to fulfill your interest and/or its purpose remains consistent with its mission and the mission of Community Foundation. If these conditions change, the Board of Directors will use its variance power to distribute the income for purposes similar to the purposes you intended. A minimum donation of \$10,000 is required to establish a Designated Fund.

An organization may establish an Agency Endowment Fund by turning over part or all of its endowment to be held and managed by the Community Foundation. The income from the Agency Endowment Fund may help grow the organization’s endowment or be paid annually as a grant to the organization.

Unendowed Funds Donor Advised Funds

You may want to make the principal of your donation available for charitable purposes. Unendowed funds provide tax advantages while you decide where your contribution can best meet your charitable objectives. Community Foundation staff can provide information to help your decision-making. A small annual fee is charged when the Fund average annual balance falls below \$5,000.

General Information About Funds

Naming Opportunity: You may choose to name your fund or elect to remain anonymous. Many times, donors name funds with their family name. Grants made from each fund are attributed to the fund by name. Individual funds are listed each year in the Community Foundation's annual report.

Minimum Gift Levels for Named Funds: Named Unrestricted Funds require a \$5,000 minimum donation. A minimum donation of \$10,000 is required to name a Field of Interest or Donor Advised Fund; \$10,000 for Donor Designated Funds. Any named fund may be added to, by anyone at any time. Funds may be built over time. These Funds are subject to the policy on the unrestricted endowment until the donor contributes the Fund minimum. (Presently, income earned goes to operations until the Fund minimum is donated.)

Acceptable Gifts: Gifts of cash and publicly traded securities are accepted. Gifts of closely held stock, real estate, life insurance and other assets may be accepted following Community Foundation review. You should discuss the maximum tax deduction allowed by law for all gifts with your tax consultant.

The Endowment: The Community Foundation of Middlesex County has a growing number of Funds that comprise its endowment. Funds are comingled for investment purposes. Each component fund retains its distinct identity, however, and is tracked separately by name.

Investment: The Community Foundation's Finance and Investment Committee oversees all investments and financial matters. The Board of Directors approves all recommendations and sets policy. At this time, our endowment is invested with investment managers in a portfolio that best matches the Board approved investment policy which balances rate of return with risk, and includes equities, fixed income and cash in the Board approved asset mix.

Reports: You will receive a bi-annual report on funds that you establish with the Community Foundation. This report will outline contributions, disbursements and how much money is available annually for distribution under the Community Foundation's spending policy. The Community Foundation also publishes an annual report of all activities of the previous year.

Fees: Several donors provide funding for Community Foundation administration, yet fees for operations are still needed. Endowed funds are currently charged 1.95% per year to help support Foundation's activities and work in the community. Unendowed funds are charged a fee of 1% per gift upon receipt of the donation.

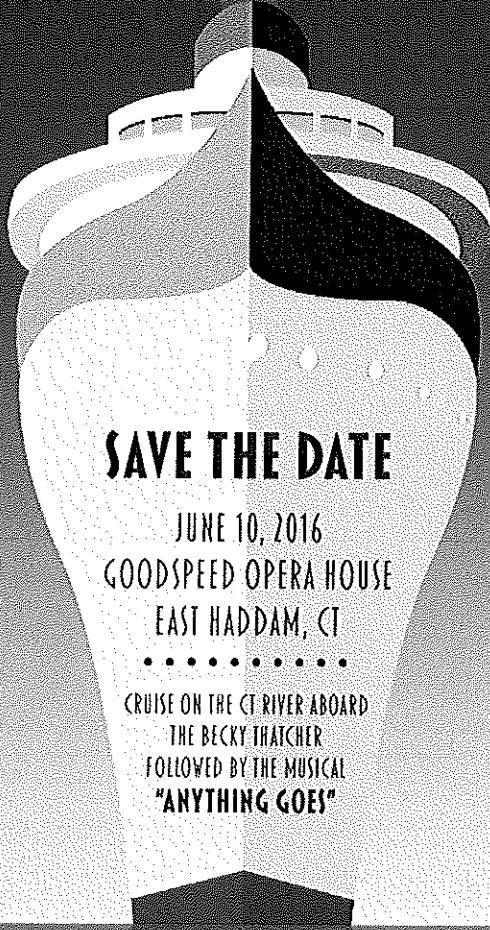
Distributions: One of the Community Foundation's objectives is to grow funds to keep pace with inflation and meet future needs. The Board approved distribution policy allows for a portion of each fund's income to be distributed each year. The present spending rate is up to five percent of the average market value of the endowment calculated over a period not to exceed 20 quarters.

Geographic Scope: The Community Foundation of Middlesex County serves the greater Middlesex County area including the towns of Chester, Clinton, Cromwell, Deep River, Durham, East Haddam, East Hampton, Essex, Haddam, Killingworth, Middlefield, Middletown, Portland, Old Saybrook and Westbrook. Grants may be made beyond the service area of the Community Foundation.

Our Community Foundation: As with all community foundations, the Community Foundation of Middlesex County is subject to IRS rules and regulations. Questions regarding restrictions governing gifts to and distributions from the Foundation, as well as other governing rules may be directed to Community Foundation staff.

Want More Information? Please give us a call at (860) 347-0025. Our President & CEO, Cynthia H. Clegg, or any Board member, will be most happy to help you. You may also visit our website at www.middlesexCountyCF.org

DELIGHTFUL,
DE-LOVELY,
DE-CRUISIN'



SAVE THE DATE

JUNE 10, 2016
GOODSPEED OPERA HOUSE
EAST HADDAM, CT

.....
CRUISE ON THE CT RIVER ABOARD
THE BECKY THATCHER
FOLLOWED BY THE MUSICAL
"ANYTHING GOES"

HOW

DOES THE
COMMUNITY FOUNDATION
OF MIDDLESEX COUNTY
WORK



IT STARTS WITH
YOU~
THE DONOR



INDIVIDUALS



BUSINESSES



PRIVATE
FOUNDATIONS

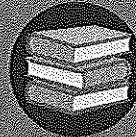


CHARITABLE
ORGANIZATIONS

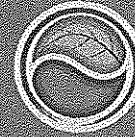
WITH A
PASSION
FOR YOUR
COMMUNITY



ARTS



EDUCATION



ENVIRONMENT



HUMAN SERVICES



HUMAN/ANIMAL
WELFARE



PROGRAMS FOR
WOMEN AND GIRLS

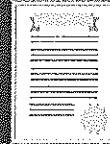
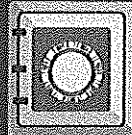


PROGRAMS FOR AT-RISK
BOYS & YOUNG MEN



HERITAGE
ENHANCEMENT

WHOSE
GIFTS
ARE USED



NO GIFT IS TOO SMALL

CASH
SECURITIES
REAL ASSETS
RETIREMENT FUNDS
INSURANCE
BEQUESTS

TO
CREATE & BUILD 
FUNDS FOR THE COMMUNITY

DISTRIBUTIONS
FROM THE FUNDS FULFILL YOUR
CHARITABLE PASSIONS THROUGH

ALL
FUNDS:

- UNRESTRICTED
- DONOR ADVISED
- DESIGNATED
- AGENCY
- CHARITABLE REMAINDER TRUSTS

ARE GOVERNED BY
AN AGREEMENT
BETWEEN CFMC
AND THE DONOR



GRANTS TO CHARITABLE ORGANIZATIONS

THE
CFMC TEAM

- MEETS WITH DONORS TO DETERMINE WHICH TYPE OF FUND IS RIGHT FOR THEIR GOALS
- ASSISTS DONORS WITH GIVING COMPLEX GIFTS
- HELPS DONORS GROW FUNDS

- OFFERS EXPERTISE ON COMMUNITY NEEDS
- PRESERVES DONOR WISHES IN PERPETUITY
- PROVIDES REGULAR STATEMENTS ON FUND ACTIVITY



COMMUNITY
FOUNDATION
of Middlesex County

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