

# Their goal? Help Norfolk to thrive decades into the future

By **MARY PAT HOAG**

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Brandon and Tammy Day want to ensure that Norfolk remains a thriving community well beyond their lifetimes.

The 37-year-old Norfolkans recently worked out their estate plans. Financial provisions were made for their heirs, as well as their community.

Brandon said his parents, John Day and the late Connie Day, set the example for them to follow.

"It's natural that Tammy and I would consider giving back to this community," Brandon said. "My parents gave the example by the way they lived their lives. The bulk of our estate will go back to the community. The Connie Fund is where a chunk of my father's estate will go."

Upon her death in July 2001 in Norfolk, Brandon said his mother left a planned gift — The Connie Fund — that will benefit children in Northeast Nebraska for years to come.

"My mother was always a very philanthropic person who gave money to charitable organizations during her lifetime and believed in the importance of serving her community," Brandon said.

The Connie Fund, given through the Nebraska Community Foundation, will ensure the continuation of her philanthropy and community mindedness, he said.

Connie (Walters) Day grew up in Norfolk. She and John

of our people and its communities."

Since 1993, the foundation and its affiliated funds across the state have reinvested more than \$96 million in Nebraska and its hometowns.

The Nebraska Community Foundation in numbers (as of June 30, 2009):

- \$49 million in total assets.

- \$25 million in endowed assets.

- 199 affiliated funds serving 183 communities in 71 counties.

- 87 community-based affiliated funds building endowments.

- 156 planned gifts estimated at \$30 million.

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For more information, go to [www.nebcommfound.org](http://www.nebcommfound.org).

relocated their consulting business, John Day & Associates (now known as The Day Companies), from the basement of their home in Alexandria, Va., to Norfolk in 1980. John now lives in South Carolina.

Present and former Norfolk-area residents can now channel their charitable gifts through a new avenue, the Norfolk Area Community Foundation. The foundation, an affiliated fund of the Nebraska Community

Foundation, conducted its official kickoff event last October.

Its goal is "to build a permanent endowment that will benefit the community of Norfolk forever."

Brandon is the Norfolk foundation chairman and also serves as secretary of the Nebraska Community Foundation. Tammy is volunteering her services as the Norfolk foundation's executive director.

"It's so important to give something back to where you lived, raised your children and had your business," she said. The foundation, she added, "is a way to create community re-

sources that will be here forever. I'm excited about it."

When a gift is made to a permanent endowment account — whether a hospital, college, arts center or other entity — the entire community benefits, she said.

Brandon and Tammy said they are hopeful that their daughters, now age 6 and 9, will follow their volunteer service and charitable-giving examples — and that future generations of their family will follow suit.

"Norfolk has such a history of philanthropic giving," Brandon said. "Norfolkans have always been very philanthropic."

Most notable would be native son Johnny Carson who generously funded various projects in Northeast Nebraska during his lifetime and after his death.

But a person doesn't have to be rich and famous to shape the future of their community, Tammy said.

"Anyone can do it," she said, "especially through estate assets liquidated at the time of one's death."

The Days said the potential

for charitable giving is huge from now until 2050, citing figures of an estimated transfer of wealth of \$94 billion in rural Nebraska by 2050. "Let's capture some of that for Norfolk," Tammy said.

If just 5 percent of that wealth transfer could be kept in the Norfolk area, a permanent endowment of over \$59 million could be built. An endowment of that size could pay out almost \$3 million annually to change lives in the Norfolk area.

When planning their estates, Tammy said, "We want people to take care of their children, their heirs." But, as a suggestion, a person could think of their community as an "extra child" to ensure its future as well, she said.

This quote from Mahatma Gandhi is one of her guiding principles: "Be the change you want to see in the world."

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**Want to learn more?** Contact Tammy Day at the foundation office at 379-9516 or e-mail [info@norfolkarea-communityfoundation.org](mailto:info@norfolkarea-communityfoundation.org).

## Statewide effort

The Nebraska Community Foundation dates to 1993.

Its mission is to partner "with community leaders to inspire charitable giving, prudently manage financial resources, and make strategic investments for the prosperity