First Things First
What’s an Endowment?

An endowment is a permanent fund whose assets are invested to generate income to be used for charitable purposes.

It creates choice and local decision making for your community.
Characteristics of Unrestricted Endowments

- Donors do not specify how the money will be used (i.e., it’s unrestricted)
- FAC decides which charitable activities to support
- Provides flexibility to respond to the community’s changing needs

Endowment Building Success Stories
Overview of Presentations

- **Diller Community Foundation Fund**
  - A significant gift from a single donor starts the process of building for the future

- **Thedford Area Community Foundation Fund**
  - A challenge grant starts their unrestricted endowment and leads to the creation of a significant goal for the future

- **Future of Decatur Community Foundation Fund**
  - Long-range donor cultivation and establishing a track record culminates in growth for the future

- **Pender Thurston Education & Community Foundation Fund**
  - Engaging many gives a strong foundation to set goals based on long-term needs of the communities

Diller Community Foundation Fund Success Story

- **Chad Lottman**
- **Diller Community Foundation Fund**
- **Diller population: 252**

  "A big goose landed in town unexpectedly"
Lessons Learned

- Don’t eat the goose. Feed it. Nurture it. Grow it. Be patient.
- Unrestricted endowments are valuable. - Create opportunity capital, grants can be leveraged, flexible to address unknown future needs
- Endowments produce “eggs” every year…for long into the future.

Success Story

Jay Jones
Thedford Area Community Foundation Fund

“someone brought them a live goose and promised to bring them more”
**Lessons Learned**

- You need to do your chores every day in order to keep that special goose alive and to grow the flock.

- Sometimes people present you with opportunities that set goals for you...It’s up to you to decide whether to accept the challenge.

- Challenge your affiliated fund to think beyond today – set goals for the future.

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**Success Story**

*Matt Connealy*

Future of Decatur Community Foundation Fund

Decatur population: 539

“sometimes you have to call the goose...over and over”
Future of Decatur Community Foundation Fund

Future of Decatur Community Foundation Fund
Lessons Learned

• Be patient. Keep talking to the “goose.”

• Make the case for your unrestricted endowment. Share your vision for the community.

• Don’t be afraid to make suggestions to "move" the donor.

Pender-Thurston Education & Community Foundation Fund
Success Story

Carol Hilker
Pender-Thurston Education & Community Foundation Fund

“Geese and Golden Eggs: Setting Your Unrestricted Endowment Goal”
Fund Advisory Committee Remote Training Session – August 11, 2010
Pender-Thurston Education & Community Foundation Fund

Vision and Mission Statement

Vision Statement:
Pender-Thurston is a caring, energetic community that engages in creating economic opportunity, progressive education and state of the art health care so all people can live healthy, happy and productive lives.

Mission Statement:
The mission of the Pender-Thurston Education & Community Foundation Fund is to inspire investment of time, talent & treasure in enriching the quality of life for the people of our area.

Lessons Learned

• The more “geese” you have the more “eggs” you get.

• Cultivate donors over the long term – it may lead to large gifts later.

• Set an unrestricted endowment goal based on your vision of the community’s future.
What we heard…

• Importance of having an unrestricted endowment

• The best way to set your unrestricted endowment goal is to start with the end in mind!

• You can’t just wait for a “goose” to show up. We need to capture the transfer of wealth now!

Questions?

Chad Lottman
Diller Community Foundation Fund

Jay Jones
Thedford Area Community Foundation Fund

Matt Connealy
Picket of Decatur Community Foundation Fund

Carol Hilker
Pender-Thurston Education and Community Foundation Fund

Resources

• Read more about endowments
  - nebcommfound.org » For Affiliated Funds » Tools, Techniques & Forms » Fundraising » Endowment Building (login required)

• If you are ready to plan for your future look into the Action Planning process
  - nebcommfound.org » For Affiliated Funds » Tools, Techniques & Forms » Affiliated Fund Development » Action Planning (login required)

• Read more about the Transfer of Wealth
  - Home » Programs & Research » Transfer of Wealth
What’s Next?

1. Upon leaving the webinar you will be asked to complete a survey designed to evaluate this training.

2. A follow-up email will be sent that will include links to …
   - The PowerPoint presentation and handouts
   - Link to the webinar recording
   - Links to register for next month’s remote training sessions
   (This information will also be available at: Affiliated Funds > Education & Training > Seminar Trainings > Register for the next webinar.)

3. Join us on Wednesday, September 8th for Making the Ask: Responding to “Yes,” “No,” and “Maybe”