



The Community Foundation
BOULDER COUNTY

20/20 VISION: The Community Trust Initiative

Case for Support
July 1, 2011

The Community Foundation
1123 Spruce Street
Boulder, CO 80305
303-442-0436
www.commfound.org



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Why we want you involved

The fires were still raging west of Boulder last September when mountain community leaders walked into our office to request our help. They asked if The Community Foundation would open a relief fund for their friends and neighbors who had lost their homes.

We said yes.

More than 1,000 donors, along with dozens of volunteers, Trustees and staff responded to our community's time of need. We raised \$800,000 in less than four months for the fire fighters and families hardest-hit by the Fourmile Canyon Fire.

"Words can't begin to express my gratitude for the grant you sent me after my house was lost," read one of many thank-you notes we received from a recipient of the funds.

At The Community Foundation, **we are major supporters of nonprofit work**, having granted \$40 million to nonprofits in Boulder County and beyond since our founding 20 years ago. But our positive impact extends to at least three additional areas.

The Boulder Mountain Fire Relief Fund proved that **we are flexible and respond to urgent needs**. Our donors have joined with us on this and other efforts because they like knowing we tackle issues in the community in a positive way that makes them proud to be involved.

We are experts in data collection and strategy. We research the changing demographics of our community and provide information about emerging trends to stakeholders who can use it to improve the quality of life in Boulder County.



Where necessary, **we are also catalysts for change**, providing leadership and action on key issues. We created our Leadership Fellows Program because we saw that boards and staffs of Boulder County nonprofits don't reflect the populations they serve. The program, now in its second year, seeks to cultivate a new generation of diverse nonprofit leaders. And we found in our research that Boulder County is home to the largest achievement gap in the Denver metro area between kids from low income families and their student peers. We convened stakeholders and helped raise a permanent public funding source to start closing this gap.

Our unrestricted grant-making fund, **The Community Trust**, has powered much of our successful community leadership so far. **It is the most tangible way that we deliver on our mission to improve the quality of life in Boulder County, now and forever, and build a culture of giving.** Because this endowment fund is unrestricted, it can be used to address immediate community needs while providing the flexibility to attend to future as well as more entrenched current problems.

Unfortunately, The Community Trust is undersized to meet today's challenges. Recognizing that unrestricted endowment funds are the hardest to build, but crucial for advancing our mission, we have launched an initiative aimed at doubling this fund's impact.

Our community needs an organization that is able to support great nonprofit work while also responding flexibly to urgent community needs. We need experts in data collection and strategy who are also catalysts for positive change. In short, we need to fund the transformational leadership The Community Foundation provides.

As one person whose home was lost in the fire recently wrote to us:



"I am deeply touched and humbly grateful for the wonderful generosity of the grant that was awarded to me. It warms my heart with regard to our community, and it will be a very big help to me as I reassemble the things of a life."

What are the "things of a life" that you hold most dear? Are you like many of our supporters, who include your community among these things?



As you consider your role in this initiative, please reflect on what The Community Foundation means to you, what we have accomplished, and how building The Community Trust will strengthen our unrestricted funds and help build our capacity to serve the community now and for years to come.

Please join us in rising to this inspiring challenge.

Our Mission of Inspiring Local Philanthropy

Forward-thinking community leaders founded The Community Foundation in 1991 to encourage philanthropy and create opportunities to improve the quality of life in Boulder County.

Some of you remember us from our work in 1999 raising The Millennium Trust. That was when thousands of donors gave their last hour of income to serve Boulder County residents in this millennium. It raised a \$1.8 million endowment, and was a big step in the right direction towards raising an endowment for and by our community.

The success of The Millennium Trust sparked a conversation among our Trustees about becoming a center for transformational leadership. Like many of the 1,400 other community foundations around the world, we were already offering *transactional* philanthropic leadership, providing personalized service and local expertise to individual donors through donor-advised funds.

Today we help thousands of donors, families and businesses invest their philanthropic dollars with us for greater impact. About 200 of them have Donor Advised Funds, whose fees continue to meaningfully support our Foundation operations.

But we wanted to do more to unite our community and move it forward. So we enhanced our data collection and strategy efforts with an increased focus on our Civic Forum and our biennial TRENDS Community Indicators Report on the social and economic health of Boulder County.



We launched an annual "Culture of Giving" campaign, to encourage Boulder County residents to give to local nonprofits. We added "building a culture of giving" to the end of our mission statement of "improving the quality of life in Boulder County, now and forever."

We started Social Venture Partners Boulder County, a giving circle of donors who volunteer time and treasure to local nonprofits. We established the Entrepreneur's Foundation of Colorado to help startup companies give back. We founded giving initiatives to get kids more involved in giving. And we were the first community foundation in Colorado to start a fund supporting nonprofits serving Lesbian, Gay, Bisexual and Transgendered residents.

We were proud of what we'd accomplished, but community-wide challenges remained that called for solutions no single donor could fund. And so, in 2008, we challenged the community to help us raise \$1 million per year for 4 years, to double The Community Trust's impact, now and forever, and to help us close the achievement gap – one of our community's most stubborn issues.

Now, as we celebrate our 20th Anniversary, we are focusing on the challenges that lie ahead for Boulder County. It's a focus that requires 20/20 vision for our future. We hope you agree, it's a vision worth funding.



The Community Trust Initiative

The Community Trust Initiative has sharpened our vision for a better future and set us on a path to take a more active role in transforming our community for the better. Its early success has given us a taste for what that can look like. Here's what we've tackled in the past three years alone:

- We have more than doubled The Community Trust's annual funding of grants to Boulder County nonprofits.
- We have provided significant funding to a grassroots nonprofit program that works to close the achievement gap, one of our community's most persistent problems.
- We created and launched a public awareness campaign called Ready.Set.Learn, which made the case to business and community leaders that early learning is a matter of personal, economic and national security.
- We partnered with the Boulder Valley School District in crafting the Yes on 3A ballot issue campaign. With substantial funding from The Community Foundation, the campaign won in a landslide, bringing an additional \$22.5 million annually to BVSD, with \$5 million per year permanently earmarked to target the achievement gap with expanded preschool and full-day Kindergarten slots for at-risk kids.

The Community Foundation remains committed to closing the achievement gap. Moving forward, we will work with BVSD officials to maintain accountability for the funding the Early Childhood Initiative won as part of Ballot Issue 3A. And we will seek a sustainable source of funding for early childhood education in the St. Vrain School District, so that more kids in Boulder County will show up to Kindergarten and first grade ready to learn.



All the while, we will continue supporting more and more great local nonprofit programs across all issue areas, while responding strategically to specific community needs.

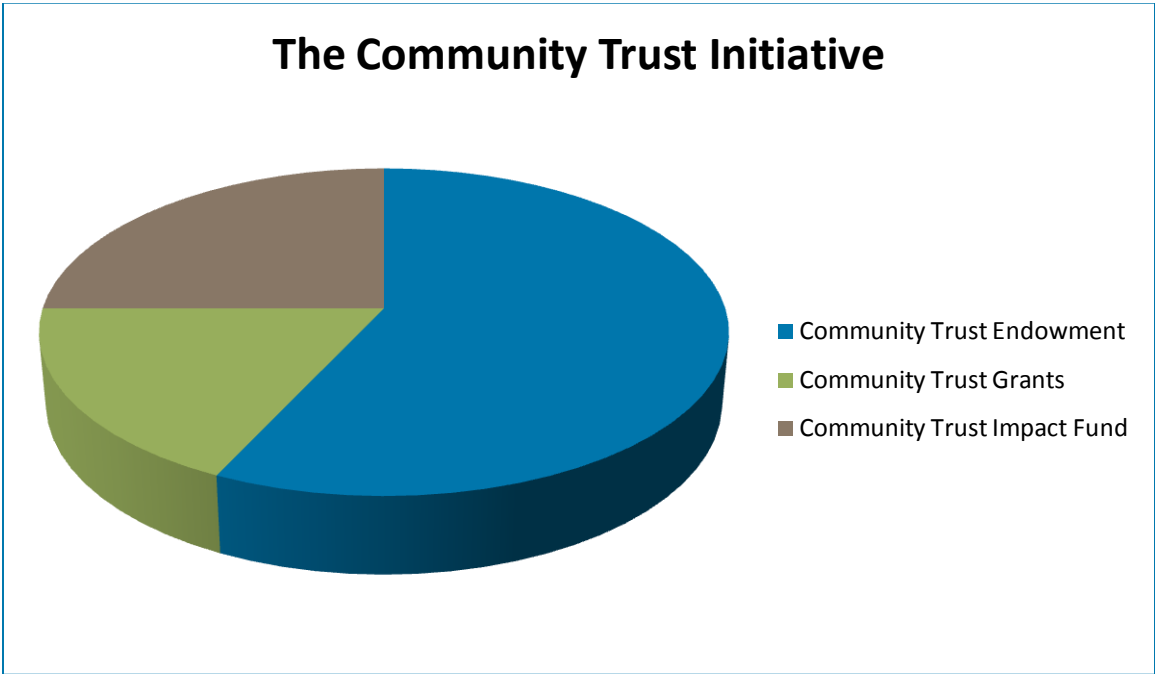
Doubling your impact

The Community Trust Initiative is structured to double The Community Trust's grant-making power, both immediately and permanently, and to provide a fund for us to help close the achievement gap and work on other important community needs.

For each \$100 raised, \$57 will help grow the endowment as a larger permanent source for positive community change. This will have the effect of doubling the fund's size by the end of the campaign. Another \$18 will be immediately granted to Boulder County nonprofits, allowing us to double the fund's impact even as we continue our campaign. The remaining \$25 will go to our Community Trust Impact fund, which is currently funding our Early Childhood Initiative to close the achievement gap.



The following chart highlights how we are allocating donations to The Community Trust during this initiative:



A gift to The Community Trust is a visionary gift, because it impacts both the current and future needs of Boulder County and is a statement of confidence in current and future residents to look after the community. Our community-driven grant making is unique because county residents serve on committees to review proposals from local non-profit organizations, make site visits, and recommend grants to the Foundation’s Board of Trustees. This process not only engages the voices of numerous community members, but also educates them about trends of need, while introducing many of the cutting edge programs non-profits provide right here in Boulder County.

No organization in Boulder County is as focused as The Community Foundation on assessing and addressing local needs across such a variety of sectors. And no other fund is as responsive to this vast array of needs as The Community Trust.

Please join us by giving generously to make this 20/20 Vision for The Community Trust a reality.



The Community Foundation
BOULDER COUNTY

July 1, 2011

Dear Friends:

“To love what you do and feel it matters – how could anything be more fun?” This quote from Katherine Graham sits in my office. It reflects how I feel about the privilege of providing leadership for The Community Foundation.

The Foundation has evolved over the past twenty years, fifteen of which I have served as President. I always felt we needed to be responsive and a true reflection of our community to be successful. This Community is creative, entrepreneurial, innovative, and has high expectations about quality of life. I would like to think these adjectives could also describe the work of The Community Foundation.

No part of The Community Foundation structure gives us as much opportunity to respond to community needs as The Community Trust. Supporting it makes you part of a team that does more together than any one of us can do alone. Our team proactively addresses community needs that require leadership and coalition building. Recently, we raised local awareness about how early childhood investments could close our educational achievement gap. We are helping to grow civic leadership in our minority communities. And we are helping local entrepreneurs build philanthropy into their businesses.

What future investments will we need to make with The Community Trust? I don't know for sure. I do know The Community Foundation is a committed catalyst for transformational leadership. Therefore, The Community Trust, plus a highly capable staff and board, are critical for us to thoughtfully respond to bigger problems.

We are a relatively young foundation, and these are uncertain and even cynical times. But we have never shied from big tasks. We have made a big difference in this community, with energy, persistence and cooperation from many of you. Please join me in making a financial commitment to The Community Trust. Together we can make a bigger difference for this place we love. I hope that you will be on board!

Josie Heath
President

How You Can Support 20/20 Vision: The Community Trust Initiative

20/20 VISION: The Community Trust Initiative is a four-year fundraising initiative with a goal of \$4 million. It was launched in September 2008, and so far has raised more than \$2.4 million. We are soliciting commitments for the remaining \$1.6 million, now through September 2012, that may be paid as part of a multi-year pledge. The following can be accepted – and greatly appreciated:

- Gifts of cash
- Appreciated securities
- Real estate and other appreciated property
- Tangible personal property
- Closely held stock

It is important for the friends and prospective donors of The Community Foundation to be aware of the level of giving required to meet the remaining initiative goal of \$1.6 million.

Gift Amounts	Number of Gifts Needed	Gift Level Total	Cumulative Total
\$150,000	1	\$150,000	\$150,000
\$75,000	2	\$150,000	\$300,000
\$50,000	3	\$150,000	\$450,000
\$25,000	6	\$150,000	\$600,000
\$10,000	30	\$300,000	\$900,000
\$2,000	200	\$400,000	\$1,300,000
Under \$1,000	Many	\$300,000	\$1,600,000

You are invited to help The Community Foundation meet the challenge ahead. Your generous support of the campaign will ensure the future of The Community Foundation as a permanent source of transformational leadership around Boulder County’s toughest issues.

To receive more information or to participate, please call us at 303-442-0436 or write to:

The Community Trust Initiative Committee
 The Community Foundation
 1123 Spruce Street
 Boulder, CO 80305
chris@commfound.org





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PLEDGE AGREEMENT

By completing this form and returning it to The Community Foundation, 1123 Spruce Street, Boulder, CO 80302, the undersigned hereby agrees to complete a pledge to The Community Foundation. This pledge furthers the mission of The Community Foundation, which is to improve the quality of life in Boulder County, now and forever, and to encourage a culture of giving.

Name(s): _____

Email: _____

Mailing Address: _____

Telephone: _____ Fax: _____

TOTAL PLEDGE: \$ _____

Please direct my contribution to The Community Trust.

Payment to be made in ____ installments of \$ _____ each, beginning on _____

and thereafter, on the following dates: _____

Please make checks payable to "The Community Foundation." For contributions of stock, please call Kara Van Zandt at The Community Foundation, 303-442-0436, for transfer instructions. The entire amount of this gift to The Community Foundation is tax deductible in the year paid. The Community Foundation is a tax-exempt organization under the 501(c)(3) code of the IRS.

Signature

Date

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The Community Foundation
BOULDER COUNTY

20 *years*
OF INSPIRED GIVING