

Understanding How to Work With Community Foundations and the Role of Gift Planning

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These are challenging times for philanthropy, and how non profits can attract, and retain donors. Market volatility, potential changes in estate tax and income tax rates, the general uncertainty of an election year, and the very slow recovery of the economy has kept many donors sitting on the sidelines. Meanwhile, need continues to outpace resources. Community Foundations offer an alternative to traditional giving that has been growing in popularity and impact. Over 800 community foundations now control over \$55B in assets. Much of their growth has been in the area of donor advised funds, and this type of gift structure is especially appealing to the baby boomer generation. An understanding of how non profits can better connect with their local community foundation, along with an awareness of how the boomer generation will shape philanthropy's future will be useful in helping non profits be successful in balancing need with resources.



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