



TALKING POINTS AND FAQ

December 6, 2021

What is the Grant County Forever Campaign?

- Grant County Community Foundation launched the Grant County Forever Campaign in December 2021 to position our community to thrive long-term.
- The purpose of the campaign is to raise \$1 million to create an operations endowment at GCCF, paving the way for people, knowledge and resources to work in concert to benefit us all.

What is the campaign goal and timeframe?

- The goal is to raise \$1 million by the end of 2023. We currently have a commitment of \$250,000 in matching funds.
- We hope to raise \$150,000 (outside the match) by the end of 2021 and \$500,000 by the end of 2022 to be on track to reach our overall goal.

Why \$1 million now? What is the urgency?

- Our community is facing a daunting issue: millions of dollars are about to leave our county as wealth passes from one generation to the next. Many of our biggest community advocates have children and heirs who no longer live here.
- This “Great Transfer of Wealth” means Grant County is at a crossroads for how our community will look 50, 100, or 150 years from now. We need dedicated resources NOW to lay the groundwork for our community’s future.
- Grant County Community Foundation was founded in 2011 and has been led almost entirely by volunteer staff and board members. Current volunteer executive director Judy Keusler will soon retire, and the Foundation envisions hiring a full-time executive director to capture outside grant funding, attract estate gifts, and manage GCCF grants and investments in the community.

What is the “Great Wealth Transfer”?

- By 2030, all baby boomers (born between 1946 and 1964), will be 65 years and older. The Great Wealth Transfer is already well underway as an estimated 73 million baby boomers age into retirement, transferring up to \$59 trillion of wealth to the next generations through inheritances and assets like real estate.
- How does this affect our community? Grant County residents will hand down \$293 million between 2021-2030 to their heirs. But what happens when those children and grandchildren live outside our community? It drains Grant County of wealth, community support, and quality of life.



- If residents gave just 5 percent back to the community through Grant County Community Foundation, it creates a nest egg of \$14.6 million, which would produce \$730,000 per year for grants and investments in community initiatives.

What will the money be used for?

- Campaign funds will be used to create an operations endowment. With \$1 million, the annual proceeds from this endowment will fund a full-time position and necessary systems for attracting outside funding, attracting estate gifts, and managing GCCF grants and investments in community initiatives.
- Our goal is for the endowment to cover the basic operating expenses of the foundation in perpetuity.

How does this campaign impact me?

- This campaign empowers the Community Foundation to attract resources for community betterment projects, to give more grants, and to improve quality of life in Grant County. This can include things like a more vibrant downtown, more effective non-profits, solutions to community challenges like childcare, parks/recreation, and funding for all kinds of community projects. When a community has resources, anything is possible.

If I want to give 5 percent in my will or estate plan, what do I do?

- Planned gifts can take many forms:
 - Making a bequest to GCCF in a will or revocable trust
 - Designating GCCF as the beneficiary of an IRA, retirement plan, charitable gift annuity or life insurance policy
- There are two steps:
 - Update your beneficiary information, or work with your attorney to update your estate documents to specify what the Grant County Community Foundation will receive. GCCF can provide language and examples.
 - Contact the Foundation to communicate how you would like the gift to be handled. We will create a memo specifying your intentions and what fund(s)/organization(s) the money will be allocated to. This memo can be changed at any time.

Why are you involved with the foundation?

- This is my home, and I want it to be a wonderful place not only for my children and grandchildren, but for all generations to come. The Foundation provides an efficient and unique structure for pooling our community resources to make the greatest impact in Grant County.

What donations are matched?

- An anonymous donor is pushing us toward our goal by matching a portion of every donation. So, every gift—whether it’s \$20, \$200 or \$20,000—will help capture the full \$250,000 match opportunity.
- Donations to any endowed fund in the foundation and donations to the Operating Demand Fund all receive a percentage of the match fund, until the \$250,000 match fund has been fully activated. Donations to Demand Funds do not receive a match.
 - Donations to operating funds receive a 100% match
 - Donations to the Fund for Grant County receive a 50% match
 - All other donations to endowed funds receive a 25% match

What kinds of assets can be donated?

- GCCF can accept donations in many forms including cash, publicly-traded stock, mutual funds, real estate, land, grain, and life insurance proceeds, among others.
- If donors are 70.5 or older and are required to take an annual distribution from their IRA, they can donate the distribution tax-free to the Foundation.

Is the donation tax-deductible?

- Yes. Gifts to the Foundation qualify for the maximum available tax deduction allowed by the federal tax laws for charitable contributions. Using the Foundation to fund your charitable contributions with appreciated assets may have significant tax advantages over writing checks to your favorite charities. Your contribution to a fund here may qualify for higher deductibility than the same gift to a private foundation. Please consult your tax advisor for more information regarding the deductibility of charitable gifts.

Can I give anonymously?

- Yes, you may elect to remain anonymous.

Can I give online?

- You may donate online at grantccf.org.
- Send checks to Grant County Community Foundation, P.O. Box 65, Ulysses, KS 67880. Note “Grant County Forever” in the memo line.

How is the Foundation’s money invested?

- The Foundation's Board and Finance Committee oversee the investments of the Foundation in accordance with the Foundation's Investment Policy. Additionally, the Foundation engages professional investment advisors at Grant County Bank who have extensive experience in endowment building and long-term investment strategies. Grant County Community Foundation seeks to provide a stable total return for grant making, while maintaining the purchasing power of the Foundation’s assets over the long term. To meet both current and future philanthropic needs, the Foundation has adopted the following investment objectives:

- Long-term growth of capital, without undue exposure to risk
- Consistent annual total returns (net realized and unrealized gains/losses, dividends and interest)
- Long-term total returns that cover spending for operations and grants, while exceeding inflation

Who do I contact for more information?

- For more information, contact Judy Keusler at 620-353-4287 or grantccf@gmail.com.