

FOR A  
**THRIVING**  
COMMUNITY

**TODAY, TOMORROW, AND FOREVER**

CFHZ seeks to ensure that our community thrives today, tomorrow, and forever by building our Community's Endowment to support high impact charitable projects, helping donors achieve their charitable goals, and leading and partnering in community-level initiatives.



# YOUR COMMUNITY FOUNDATION

## OUR STORY

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We've been here locally, making grants since 1951. We are a 501(c)(3) nonprofit organization dedicated to connecting community needs with the people and resources that can best meet them. We were founded as a vehicle that creates lasting, positive change in the Holland/Zeeland area while making giving easier and more tax-efficient for donors. We serve as stewards of more than 600 funds entrusted to us by a diverse group of individuals, businesses, nonprofits, and organizations. All of these funds fit into two broad categories — our Community's Endowment or Donor Services.

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### Community's Endowment

When you contribute to building our Community's Endowment, you ensure that Holland/Zeeland will always have philanthropic resources available to respond to future needs and opportunities as they arise.

CFHZ uses a portion of these funds each year to invest in our community across a broad range of issue areas.

### Donor Services

CFHZ provides services to help you identify the best way to make a difference in your community and the world.

We are here to help support your giving so that you have confidence your charitable dollars are being used in the most effective and tax-smart way possible.



# OUR COMMUNITY'S ENDOWMENT

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## By giving together, we can do more

Since 1951, thousands of people like you, giving gifts ranging from \$2 to \$2 million, have pooled their resources together in our Community's Endowment. By giving together, we have achieved greater impact today while providing philanthropic possibilities for the next generations.

## We can't predict the future, but we can prepare for it

The Community Foundation's Board of Trustees is responsible for setting high level strategy for how to use resources from our Community's Endowment each year.

The flexibility of our Community's Endowment allows us to adapt our strategy over time to ensure our giving is always relevant to the needs and opportunities of the day. Each year we strive to achieve maximum impact while considering resources we have available to distribute, current community circumstances, and what funding is available to local nonprofits from other sources.

So many of the solutions our charitable dollars make possible now are the results of gifts made by yesterday's donors who recognized that today's needs may not be tomorrow's. Local community leaders started the Community Foundation to manage and steward those "gifts for the future" in a permanent endowment dedicated to the Holland/Zeeland area for good, forever.

These are gifts dependent on trust and a commitment to ensuring this community remains vibrant for future generations.

# MAKING A DIFFERENCE

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## Unrestricted Funds

Our community is sure to change, and we need to be ready. The flexibility of your unrestricted gifts allows the Foundation to use the expertise of our staff and widely representative board to make the best possible community investments across all issue areas for generations to come.

## Field of Interest Funds

These funds allow donors to benefit from the expertise of CFHZ staff while allowing you to identify an area of personal interest, such as the arts, economic development, education, the environment, health, housing, basic human services, seniors, or youth. Within that area of interest, the Foundation will identify the best possible community investments for generations to come.

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## PROJECTS OUR COMMUNITY'S ENDOWMENT SUPPORTS



*Research and Planning*



*Strengthening the Nonprofit Sector*



*Evaluation*



*Existing Programs  
(one-time expenses)*



*Capital*



*New Programs*



*Emergency Requests  
(one-time expenses)*

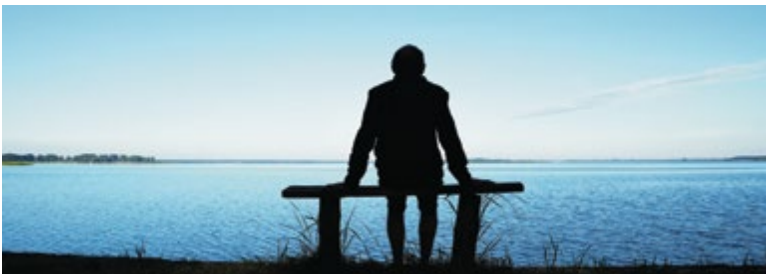
# COMMUNITY'S ENDOWMENT IMPACT HIGHLIGHTS

The Community Foundation partners with local nonprofits, schools, government agencies, and faith based organizations to support opportunities and initiatives that create impact for everyone who calls the Holland/Zeeland area home — across different ages, abilities, and walks of life. These are just some of the most significant projects we have been involved with in recent years.



## Housing Next

**\$500,000 from 2017–2022** to be awarded to Housing Next to significantly improve the affordability of housing in our community at all income levels.



## Mental Health Funding

**More than \$500,000 to be awarded from 2016 to 2022** to ten different organizations to meet the rising need for mental health services, counseling, and suicide prevention for community members of all ages.



## Project Clarity

**\$250,000 from 2013–2014** to dramatically improve water quality in Lake Macatawa.



## Critical Safety Net Funding

**More than \$400,000** was awarded to multiple organizations from 2009–2012 to provide immediate support to human service organizations meeting the basic needs of those affected by the economic downturn.



## Ready for School

**Over \$355,000 was awarded from 2008–2017** for the launch and scale up of Ready For School and their Start School Ready program which prepares children for success in kindergarten.



# STRENGTHENING THE NONPROFIT SECTOR

Alongside our direct support of projects and programs through our competitive grant program, we also invest a portion of our Community's Endowment in funding efforts that strengthen our entire local nonprofit sector.

We rely on our nonprofit partners to transform our competitive grant dollars into positive impact for the Holland/Zeeland community. The dollars we invest in this complementary effort help provide the local data, professional development and collaborative infrastructure that support our nonprofit partners in their work.

## OUR COMMUNITY'S ENDOWMENT HAS PROVIDED FUNDING PURPOSES SUCH AS:

Greater Ottawa County  
United Way Community Assessment

Community SPOKE Operating  
and Program Support

Nonprofit Leadership Professional  
Development Trainings

Lakeshore Nonprofit Alliance  
Operating and Program Support

Nonprofit Board Leadership Trainings

Nonprofit Staff Leadership Transitions





## The Holland • Zeeland **P****ROMISE**

The Holland/Zeeland Promise began as a dream to allow our area's youth to graduate college or technical school without crushing student debt.

Promise candidates are nominated by their high school or Careerline Tech Center guidance counselors or staff at Hope College's Upward Bound, the Boys and Girls Club of Greater Holland or Latin Americans United for Progress. Selection is based on a range of factors including high financial need, the motivation to achieve a college or technical degree and proven academic success. Most Promise recipients are the first in their families to go to college.

### **WHAT MAKES THIS SCHOLARSHIP UNIQUE?**

The Promise covers the remaining cost of tuition, books, room and board.

The Promise encourages peer mentoring.

The Promise is renewable for all undergraduate years.

The Promise boasts a 93 percent graduation rate.

The Promise offers a side-by-side approach with support services to help students navigate college and enter the workforce.

Many Promise graduates return to our community to live, work and give back.

# DONOR SERVICES

Our Donor Services are designed to help you make the difference you want to see. Our team is here to support your giving so you have confidence your dollars are being used in the most effective way possible.

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## Donor Advised Funds

A Donor Advised Fund is a flexible, low-cost solution to charitable giving that allows you to take an immediate tax deduction when you make your gift and enjoy the flexibility to recommend grants over time. CFHZ handles all of the administrative work for you.

## Scholarship Funds

Scholarship Funds are established to honor loved ones, inspire young people, and to invest in the community's future.

## Charitable Estate Management

Our Charitable Estate Management service simplifies distributing the charitable portion of your estate and ensures your wishes are met beyond your lifetime.

## Philanthropic Consulting

We come alongside individuals, businesses, and families in an advisory capacity providing administrative services and community insight to help your giving be strategic, achieve greater impact and be deeply rewarding.

## Nonprofit Endowment Funds

Nonprofit Endowment Funds benefit a predetermined nonprofit by providing ongoing support. CFHZ handles investment management and administrative responsibilities, allowing the organization to focus on their mission.

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## Gifts can come in all shapes and sizes



*Cash*



*Real Estate*



*Bequests*



*Stocks, Bonds,  
Mutual Funds*



*401k and  
IRA Accounts*



*Life Insurance  
Policies*

# DONOR ADVISED FUNDS

**Simplify your giving. Maximize your tax benefits. Increase your impact.**

Get the most out of your charitable contributions with a Donor Advised Fund, the fastest-growing giving vehicle in the nation. When you contribute to your fund, you receive an immediate tax deduction and the flexibility to recommend grants to your favorite nonprofit organizations over time. The Community Foundation staff does all the work in administering the grants for you.

## How it works



## Why should you consider setting up a Donor Advised Fund at CFHZ?

- Open or maintain a fund with no minimum required.
- Make one large gift to fund multiple years of charitable giving.
- Leverage tax advantages for gifting appreciated assets.
- Give anonymously, if desired.
- Access the expertise of the Community Foundation's professional staff.
- Automate recurring gifts.
- Engage multiple generations in your giving.
- Access your fund 24 hours a day through Donor View.



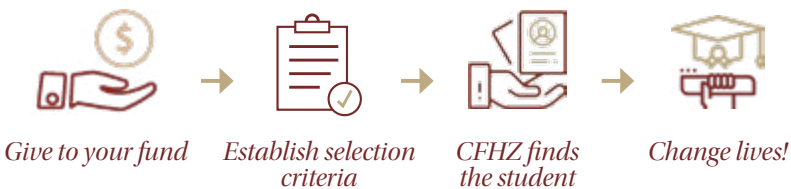
# SCHOLARSHIP PROGRAM

## Changing lives through the gift of education

CFHZ awards over \$1 million in scholarships each year for students to attend schools of higher education throughout the nation. Our scholarships are possible thanks to the generosity of many local individuals, families, and businesses who have chosen to invest in our community's future through CFHZ by furthering the education of others.

We manage more than 100 unique scholarship funds where people like you have established selection criteria for the type of students they'd like to support. Whether it's academic success, financial need, community involvement, or a specific area of study, CFHZ finds the perfect student and handles all administrative details. Many of these scholarship funds grant more than one award annually and an increasing number of the awards are renewable.

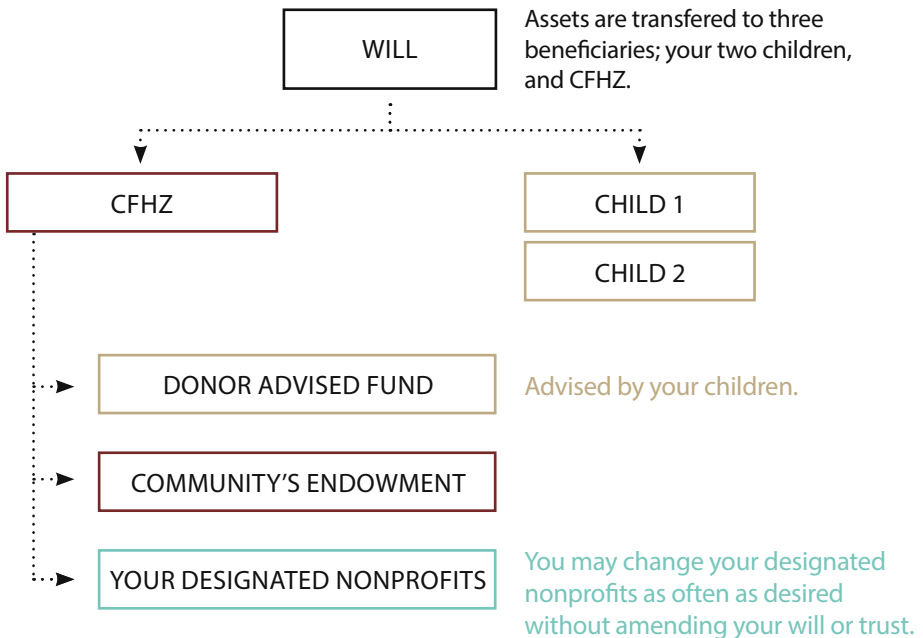
## How it works



# CHARITABLE ESTATE MANAGEMENT

CFHZ offers flexible options to make distributing the charitable portion of your estate simple for your personal representative and easy for nonprofit recipients, while allowing you to make significant charitable contributions to your favorite causes – perhaps larger than you could ever make during your lifetime.

## One Possible Scenario:



You choose your favorite nonprofits, including local, national, or religious organizations.



You specify how much you want each organization to receive.



CFHZ distributes the gifts either in a lump sum or in annual distributions over a period of years determined by you.



# BRIDGE BUILDER SOCIETY

Members of the Bridge Builder Society have a few things in common. They have worked hard, saved wisely, and invested well. They understand the power of endowment and know that the assets they leave to the community will continue to grow, supporting good work for generations to come. Most importantly, they love Holland/Zeeland and want to see it thrive forever.

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## Be a Bridge Builder

The Bridge Builder Society recognizes individuals and couples who have named the Community Foundation as the beneficiary of any type of planned or deferred gift. Planned gifts to any fund at CFHZ qualify for Bridge Builder Society membership. The purpose is to acknowledge and thank those who have made these gifts and to encourage and inspire others to do the same.

Many of our Bridge Builder members provide for an estate gift in their will or trust. Others find it highly effective to name CFHZ as the beneficiary of 401k or IRA funds or to gift life insurance policies. You may also establish a planned gift that returns income to you during your lifetime.

We consider planned gifts to be a demonstration of the highest level of trust in the Community Foundation due to their importance in your life and the meaningful impact they make on the community. Together we can continue building this community we call home.

# OUR PRIORITY IS WHAT'S RIGHT FOR YOU

As the charitable hub in Holland and Zeeland since 1951, the Community Foundation of the Holland/Zeeland Area has served as the leading grant maker and philanthropic advisor to thousands of individuals, families, and companies who want to ensure that our community thrives today, tomorrow, and forever. Whatever your charitable goals, CFHZ can help you increase your impact.

## **Community Foundation of the Holland/Zeeland Area**

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