

Connecting Generosity to Community Need

30  
years  
1991-2021

The HOMER  
FOUNDATION  
*\$3.6 Million Shared in Our Communities*



## THE HOMER FOUNDATION

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- Started in 1991: 3 founding donors, Steve & Noko Yoshida, Judy (Park Howard) Strydom, and Tom Bodett, with pledges of \$75,000.
- First community foundation in Alaska
- Catalyst, connects generosity with community need
- Currently manages over \$5.4 million Investments managed by Vanguard Investments
- 68 different funds
  - ❖ Agency, Field of Interest, Donor Advised
  - ❖ Endowed and non endowed
  - ❖ Fiscal sponsorships

## WHAT IS A COMMUNITY FOUNDATION?

- Special IRS designation, not a private foundation, tax-exempt, 501(c)(3) nonprofit
- Today over 900 nationwide, more worldwide
- Broad based, region specific, locally governed
- Many individuals, donations pooled for investment, earnings distributed

## ASSETS UNDER MANAGEMENT



## THE CITY OF HOMER AND THE HOMER FOUNDATION

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- City of Homer Fund
- City Grants Program
- Fiscal Sponsorships
  - Library Building
  - Karen Hornaday Park,
  - Skatepark Improvements
- Library Endowed Fund

## LIBRARY ENDOWMENT FUND

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- A field of interest fund
- Annual Amount Available to Spend (4%)
- Disbursable only for the reasons set forth in the donation agreement.



## FUND STATUS

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- Started out with \$10,000 donation from the City of Homer
- Significant anonymous matching donation in 2020 of \$10,000 which the community matched
- Currently the Library Endowment is \$38,704.97
- Producing \$1,601.35 in ATS



## FUTURE FUND GROWTH

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- Market Growth
- Traditional Fund Raising
- Bequest Fund Raising

## FUND RAISING 101

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### WHO IS RESPONSIBLE FOR FUND RAISING?

- The person or entity that started the fund.
- The Foundation will provide support
  - Thank you receipts/letters
  - Social media posts
  - Brochures/information about the Foundation
  - Donation envelopes
  - Speakers



## FUND RAISING 101

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### Why do people give?

- Not because “they should pay their fair share”
- Not because “it’s important”
- Not because “There is a need.”
- **People give** because they connect with the mission or issue. Connection can be emotional, historical, personal experience.....but they connect. They give because they care about your mission **and believe** that you are making a difference in that mission.

## FUND RAISING 101

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### Who are your potential donors?

- Who uses your services
- Who volunteers?
- Who already donates?



## FUND RAISING 101

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### HOW TO REACH THE DONORS?

- How do you reach them now?
  - Brochures
  - Newsletter
  - Social Media
  - Gatherings



## FUND RAISING 101

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### IS A BEQUEST ASK DIFFERENT THAN ANY OTHER ASK? NO.

- A bequest is NOT about death. Its about the donor's life.
  - What did they love? What did they have a passion about?
- How do they want to be remembered.
- It is death activated, its not about death.



## FUND RAISING 101

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### SO WHY DON'T PEOPLE GIVE? TWO REASONS

- 1.) You didn't ask them.
  - Bequest fund raising factoids
    - Of the people you are in relationship with, 60% will leave a legacy gift if asked.
    - It's not a "Hail Mary" pass. Average bequest gift comes from a middleclass widow and is \$40,000







## WHAT CAN PEOPLE GIVE? ALL TYPES OF GIFTS

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Cash  
Insurance/Retirement proceeds  
Valuable Personal Property  
Vehicles  
Land/Homes  
Stocks/Bonds

Your gift and your legacy is our mission

## WANT TO TALK MORE ABOUT YOUR LEGACY?

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- Call us: 907-235-0551
- Email: [mikemiller@homerfoundation.org](mailto:mikemiller@homerfoundation.org)

STAY CONNECTED.....

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- Sign up for the newsletter
- Like us on Facebook
- Follow us on Instagram

THANK YOU!!!

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