THE HOMER FOUNDATION

- 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
THE CITY OF HOMER AND THE HOMER FOUNDATION

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

• Library Endowed Fund

LIBRARY ENDOWMENT FUND

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

- 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

- Market Growth
- Traditional Fund Raising
- Bequest Fund Raising
FUND RAISING 101

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

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

Who are your potential donors?

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

FUND RAISING 101

HOW TO REACH THE DONORS?

- How do you reach them now?
  - Brochures
  - Newsletter
  - Social Media
  - Gatherings
FUND RAISING 101

IS A BEQUEST ASK DIFFERENT THAN ANY OTHER ASK? NO.
• A bequest is NOT about death. It's 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, it’s not about death.

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
FUND RAISING 101

WHY DON’T PEOPLE GIVE?

2.) You didn’t thank them.
   • People make their decision to give long before they die.
   • If they tell you they are bequest donors, thank them.
   • Continue to recognize them.

LEGACY SOCIETY

CELEBRATING GENEROSITY, SECURING THE COMMUNITY’S FUTURE

• Add the Library Endowment to your estate planning
  • We can provide sample language for all sorts of gifts
  • Can be a set amount or percentage
  • Exempt from estate taxes
• Leave a legacy for the community
  • Anyone who has added a bequest gift to the Library Endowed fund at the Homer Foundation to their planned giving is invited to join the Legacy Society
  • Inspire others through your giving
WHAT CAN PEOPLE GIVE?
ALL TYPES OF GIFTS

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?

• Call us: 907-235-0551
• Email: mikemiller@homerfoundation.org
STAY CONNECTED……

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

THANK YOU!!!