

Growing a Fund for Your Charity

Many charities we work with have chosen to give their donors a meaningful way to contribute to their long-term vision by directing those donors towards the charity's endowment fund. Whether it's to give a current donation to the fund (in addition to their annual giving) or planning for a legacy gift, we're here to help you grow a sustainable revenue source for your charity's work.

How We Can Support You

At Vancouver Foundation, we understand that inspiring donors to give to current operational needs is paramount. We also know that when donors are aware of the option to also give to an endowment fund that provides stable funding to your charity, it can unlock even more generosity. Because of this experience, we offer the following value-added services to help you begin to integrate your charity's endowment fund growth into your annual fundraising strategies:

- **MEETINGS WITH YOUR LEADERSHIP AND FUNDRAISING STAFF:** Our team is happy to meet with you and your fundraising staff to help you start to integrate your charity's endowment fund into your fundraising strategies. We can provide ideas and suggestions that you can easily implement right away.
- **MEETINGS WITH YOUR BOARD:** Creating a culture of philanthropy that includes prioritizing

both current and long-term funding opportunities for donors starts with support from your Board and leadership. We regularly present to Boards on the topics of historical fund performance, current fund status, investment performance and the value of growing the endowment fund. This is especially helpful as staff and Board members change.

"I was very intrigued to hear about how Vancouver Foundation may be able to support future program growth and innovation. I'll be sharing these updates with our board and program staff."

Carol Neuman, Executive Director at the ONE TO ONE Literacy Society

- **MEETING WITH YOUR DONORS ON PLANNED GIVING:** You don't need to have dedicated planned giving staff to be able to explore this option with your donors. With the support of our team, inspiring a donor to consider a gift in their Will can be part of a meaningful conversation you could have. Any need for additional information or questions from your donor can be addressed by our staff.
- **KEEPING YOU UP TO DATE:** We know that accurate, detailed reporting on investments is essential as you continue to grow the



endowment fund. That's why we provide online access to fund information through your account. You can access fund statements, helpful resources and investment updates on it. You will also be alerted when donations are made to the fund, as well as see historical gift and grant information.

If you would like to make the [*Fund Name*] part of your legacy by leaving a gift in your will, please contact us.

Marketing the Endowment Fund

Establishing a fund is just the first step. Letting donors know about it is the next step in helping to grow the fund.

Some ideas for marketing the fund include:

- Highlighting the endowment fund on your website
- Linking your Personalized Donation Page on Vancouver Foundation's website to your own website
- Profiling the fund in a newsletter
- Adding a "fund update" section to your newsletter, profiling donors who have contributed to the endowment fund.

Here is some wording that you can include on your website and other publications:

Support our Endowment Fund

The [*Fund Name*] provides steady income and enables us to advance our mission over the long-term.

In years where donations are down or government funding is reduced, income from our fund will still arrive. And because Vancouver Foundation administers the fund, we know it will be invested wisely and expertly managed.

Click **here** to make your donation and help us ensure our critical work will continue long into the future.

For More Information

For more ways to grow your fund, please contact us at 604.688.2204 or info@vancouverfoundation.ca.