Private Giving
Handbook for Donors
Mission:
The Duluth Superior Area Community Foundation promotes private giving for the public good.

Vision:
The Duluth Superior Area Community Foundation will be the leading force for improving our region by fostering generosity, civic engagement and inclusiveness.

Values:
Community  Stewardship  Integrity

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“We make a living by what we get, we make a life by what we give.”
- Sir Winston Churchill
Why Philanthropy?
Giving is a powerful and inspirational way to impact your community, whether you support an arts program or volunteer at a local food bank. But, we recognize that charitable giving can be overwhelming. To help you get started, we’ve put together some questions to consider:

• If you could change something in the world, what would it be?
• If you had unlimited financial resources:
  How would you spend your time?
  What would you do with your money?
• Are you interested in creating a plan that would make a difference in our community, while still leaving a substantial estate to your children?
• What role has philanthropy played in your family to date?
  What role would you like it to play?

The Community Foundation Advantage

Giving was often a topic of discussion for Donald and Sylvia Wirtanen. The two knew they wanted to do something that could make a long-term impact on issues they were deeply passionate about but did not finalize a plan prior to Sylvia’s death.

After Sylvia’s passing, Don knew it was time to do something. He had numerous experiences setting up private foundations for his clients but determined it would be less expensive and more advantageous to work with the Community Foundation.

Don went on to establish the Wirtanen Family Fund in memory of his wife. Don chose to create a donor advised fund, knowing this would ultimately allow his children to play an active role in grant recommendations. He also left a portion of his estate to the fund through a bequest.

Today, daughters Ilona and Dona co-chair the Wirtanen Family Fund Advisory Committee. Each year, they keep their parents’ legacy alive by making grant recommendations that reflect the values of Don and Sylvia.

“I’m really happy our parents did this,” Ilona says. “Both of our parents came from humble backgrounds but were able to make something of themselves because of this community. This was their way of giving back to that community.”

Dona agrees, saying she’s impressed with the caliber of the applications and projects they’ve been able to support, “It means a lot to us to know that people of moderate means can have such a lasting impact on a place they love.”
Making an Impact

In 2007, Lynn Brascugli Damberg walked into her favorite store in Eveleth hoping for a part-time job. She left a small business owner.

Fast forward to today and Lynn is a successful business owner who dreams big with plans of expanding her new and vintage gifts and home furnishings store to the World Wide Web—a dream one step closer to reality thanks to the Community Foundation.

Lynn is a former recipient of a Small Business Education Scholarship. The purpose of the SBE Scholarship is to encourage the creation and retention of jobs throughout the Community Foundation’s nine county service area by providing tuition assistance for classes that can strengthen the management skills of small business owners. The maximum dollar amount is $1,000—an amount Lynn says saved her business.

“`The assistance is huge, she says. “If I didn’t have these resources I wouldn’t be here today.” She goes on to say that in this economic climate, the number one rule she learned in class was to “be strategic.”

The SBE Scholarship Fund is just one of more than 300 funds at the Community Foundation that are helping individuals and organizations achieve their dreams.

Who We Are

Private giving for the public good

The Duluth Superior Area Community Foundation is a collection of hundreds of endowed funds established by individuals, families, private foundations, and businesses to enhance the quality of life in the seven counties of northeastern Minnesota and two counties of northwestern Wisconsin.

We are a tax exempt public charity which is governed by a board of volunteer civic and business leaders. We use professionals to invest and manage our assets in a cost efficient and effective way. Our expert staff research and understand the charitable needs of our community to make grants that advance the good work of regional nonprofits. We identify current and emerging issues, stimulate resources to address those needs, and help our communities prepare for the future.

Fast Facts:

• Founded in 1983
• Geographic Area
  Northeast Minnesota: Aitkin, Carlton, Cook, Itasca, Koochiching, Lake and St. Louis counties
  Northwest Wisconsin: Douglas and Bayfield counties
• Grant Priorities
  arts, community and economic development, education, environment, and human services
The Benefits of Giving

The Community Foundation has been bringing together people who require assistance and people who are in a position to give for more than 25 years. By partnering with us, you can experience giving that is:

• **PERMANENT:** Gifts to the Duluth Superior Area Community Foundation benefit the community forever. Earnings on permanently endowed funds create charitable capital to improve the region’s quality of life.

• **FLEXIBLE:** We work with you one-on-one to fund what matters to you. Whether it is a particular field of interest, specific organization, scholarship or supporting the mission of the Community Foundation with an unrestricted gift—we’ll work with you to meet your giving goals.

• **SIMPLE:** One gift with us can address multiple needs in the region saving you time and money in trying to divide appreciated securities, investigating requests, monitoring programs, and keeping records.

AS A DONOR, YOU’LL ALSO ENJOY:

• **PROFESSIONAL MANAGEMENT:** The Community Foundation pools multiple gifts for investment purposes, providing sound investment management of your gift at minimal cost, while providing the greatest impact in your community both now and in the future.

• **PEACE OF MIND:** Each year, we report to the community through annual reports that include financial statements certified by independent auditors.

• **TAX BENEFITS:** As a public charity, donors enjoy the maximum tax advantages for income, capital gains, gifts, and estate tax purposes.

• **ANONYMITY:** While allowing us to acknowledge our donors’ generosity often inspires others to give, you can choose to give anonymously.

Endowment: The Gift that Keeps Giving

**John C. Campbell, Jr. made a life for himself during the great logging boom of the 1900s.** In 1950, Mr. Campbell’s great fortune allowed him to establish a trust. His vision was that it would provide an example for others in “fortunate position and circumstances” to give “thought and consideration for those less fortunate.” In 1984, the trust transferred to the Duluth Superior Area Community Foundation where it later evolved into an unrestricted fund. The fund was valued at $162,000.

During the past quarter century, the Campbell Family Charitable Fund has grown steadily while generating significant grants for programs enhancing the quality of life in northeast Minnesota and northwest Wisconsin. Today, it is worth more than $284,000 and has made 89 grants totaling $272,441. In addition to the distributions exceeding the original gift, the fund balance has the potential to keep growing forever. This is the power of endowment and a lasting legacy of giving.

Grants Distributed Since 1984: $272,441

Original Gift: $162,000

Fund Balance: $284,000*

*C as of March, 2011
How Can I Give?
The Community Foundation accepts and encourages all types of giving—both in time, through volunteering, and in money. Some of the most common ways to give include:

• **UNRESTRICTED GIFT:** A gift to one of our unrestricted funds, such as Business Leaders, Community Leaders, Community Opportunity or Young Leaders, is a permanent investment that will help the Community Foundation address the community’s ever changing needs.

• **IN HONOR:** Celebrate a milestone for your loved ones by making any size gift to any fund in their honor.

• **IN MEMORIAL:** Honor a loved one by making any size gift to any fund in their memory.

• **FUND CREATOR:** Create your own fund at the Community Foundation. During the process, staff will work with you one-on-one to determine how this fund can best achieve your philanthropic goals.

• **FUND SUPPORTER:** Give to any previously established fund at any time, which is an easy way to support the mission of nonprofits you care about.

What Can I Give?
The Community Foundation accepts a wide array of assets including:

• Cash, check, and credit card
• Stocks and Bonds
• Real Estate
• Bequests
• Charitable Lead Trusts
• Charitable Remainder Trusts
• Life Insurance

If you, your professional advisor, or lawyer would like additional information about any of these options, please contact the Community Foundation office or visit our website at: dsacommunityfoundation.com

Like Father, Like Son

As a third generation member of the Boman family to be raised in Duluth, Ryan Boman has always felt a great sense of connection with this community. He was also taught the value of giving back to the community through his father’s, Peter Boman, long-time involvement with the Community Foundation as a friend and trustee.

“I always heard my father talking about the Community Foundation,” Ryan says. “He was very passionate about giving back to this community, which is something he learned from my grandfather.”

In 2008, Peter’s sudden passing left Ryan connecting with the Community Foundation as a way to keep his father’s legacy alive. “I think anytime you lose someone, you try and find ways to keep things that remind you of that person close.”

For Ryan, this meant joining the Young Leaders Fund advisory committee. The Young Leaders Fund recognizes young adults and their efforts to make the Twin Ports an exciting place to live. This was a particularly good fit for Ryan because he’s passionate about the future of his community, “As my generation comes up the ranks, we cannot let the good will of those before us falter. If we don’t step up, who will?”

Most recently, Ryan also became a Community Foundation trustee where he’s advocating strongly about the important of unrestricted dollars—a message that echoes the sounds of his father.

“As a community changes, so does its needs,” Ryan says. “Making my gifts unrestricted is an easy way for me and other donors to ensure dollars go where they are most needed.”
Types of Funds

The Community Foundation offers a variety of fund options to accommodate your interest and level of involvement. When establishing a fund, it can be created in your name, in the name of a loved one you wish to memorialize, or in the name of a cause or area in which you deeply care about. Some examples of funds include:

• **UNRESTRICTED FUNDS**: These funds provide the Community Foundation with the resources and flexibility needed to address the ever-changing needs facing our region. Donors interested in setting up an unrestricted fund can know that their gifts will be thoughtfully and strategically used to respond to community needs, now and in the future.

• **UNRESTRICTED FAMILY FUNDS**: These funds address the region’s needs as they change over time, while acknowledging the role a family has played in charitable giving in the community.

• **FIELD OF INTEREST FUNDS**: Donors may establish a fund that addresses an area of interest to the donor, such as the arts, environment, or human services, while relying on the expertise of the Community Foundation to determine the most effective use of the fund.

• **DONOR ADVISED FUNDS**: Donors retain the right to make grant recommendations for consideration by our Board of Trustees. These funds best serve those who wish to actively participate in the grant making process.

• **DESIGNATED FUNDS**: Donors have the option of choosing specific, named charitable organizations to whom to receive grants. This assures ongoing support to charities during the donor’s lifetime.

• **ORGANIZATIONAL ENDOWMENT FUNDS**: These can be created by or on behalf of a nonprofit organization to gain more visibility for the organization and its endowment. Placing an endowment with the Community Foundation also relieves the organization of internal accounting and external reporting, increases opportunities for maximizing investment returns, ensures long-term growth, and creates a repository for additional gifts.

• **SCHOLARSHIP FUNDS**: These provide students with funds to pursue an education they might now otherwise receive. Because scholarships are time consuming and must comply with specific legal requirements, the Community Foundation is recognized as a natural repository for, and expert manager of, scholarship funds.

• **ACORN FUNDS**: These provide flexibility for donors who want to create a named fund over a period of time. Acorn funds consist of a minimum gift of $1,000 per year with a total contribution of at least $10,000. The money is placed in the Unrestricted Endowment.

• **TEMPORARY FUNDS**: Donors have the option of making annual gifts with the entire principal being granted out.

• **AFFILIATED TRUSTS**: The Community Foundation can provide scholarship or grant making, administrative and/or investment services on a contract basis for private foundations.

To learn more about a particular type of fund, please contact the Community Foundation for more information.
Donor Recognition

The Community Foundation recognizes donors of all sizes through a variety of communications throughout the year. The most common pieces include:

**ANNUAL REPORT:** Recognizes individuals, businesses, and foundations who have donated to the Community Foundation for the previous calendar year.

**LEGACY CIRCLE:** Recognizes individuals who have made a gift in their will or a planned gift to the Community Foundation. When you choose to remember the Community Foundation through a planned gift, you become a part of our Legacy Circle. Members are listed in promotional materials, periodically invited to special events, and convene as a group every other year.

**Can my giving be kept private?**

Absolutely. As a donor, you can choose whether to give visibly or anonymously. If you prefer to give anonymously, all activity from your fund will be kept anonymous. We will not include your name in our annual report or any other list of donors. We will not inform any grantees of your name. If you choose to give visibly, grants can be made in your name and gifts will be publicly acknowledged. There is no greater encouragement for others to give than to see what community leaders have given.

**YOUR PARTNER IN PERPETUITY**

Professional advisors – lawyers, accountants and financial advisors – recognize the Duluth Superior Area Community Foundation as an important resource and solution for their clients interested in philanthropy.

Offering a variety of flexible, permanent, simple and customized gift giving programs, Community Foundation staff will work one-on-one with professional advisors in ensuring their clients’ goals are met. Or, we can work directly with professional advisors’ clients to help them achieve their charitable goals.

Fryberger, Buchanan, Smith & Frederick attorney Jim Stewart says these services are a benefit because, “the Community Foundation provides solutions for my charitably inclined clients.”

In addition to offering clients the full array of giving options including Charitable Remainder Trusts, bequests and life insurance, the Community Foundation offers knowledge of the region’s communities and the nonprofit organizations working to address critical needs. Donors will benefit from the knowledge that their gifts will be effective and, if desired, anonymous. “Giving anonymously to the Community Foundation is easy to do,” says Stewart. “For those who wish to remain anonymous, this makes giving easier.”

Jim Stewart, Attorney
Fryberger, Buchanan, Smith & Frederick, P.A.