

# Connecting personal values to high-impact opportunities



## FIELD OF INTEREST FUND

**By establishing a Field of Interest Fund, you can target your gift to address needs in an important area of community life. Arts. AIDS. Aging. At-risk youth. Our board approves grants to community organizations and programs that are making a difference in the area you select. Your gift stays flexible enough to meet community needs in your interest area – even as they change over time.**

### How it works

- You identify an area of personal interest, as broad or as narrow as you wish.
- You make a gift to your community foundation during your lifetime or through a bequest in your will. You can give cash, appreciated stocks, real estate, or other assets.
- We set up a special fund in your name, in the name of your family or business, or in honour of any person or organization you choose.
- You receive tax benefits in the year your gift is made
- Our professional staff evaluates needs in your area of interest that would benefit the most by grants from your gift.
- Our board issues grants in the name of the fund you establish (if you prefer, grants can be made anonymously).
- We handle all the administrative details.
- Your gift can be placed into an endowment that is invested over time. Earnings from your fund are used to make grants addressing community needs. Your gift – and all future earnings from your gift – is a permanent source of community capital, helping to do good work forever.

### A personal mission remembered

When they lost their adult daughter, Susan, to cancer, the Perez family received hundreds of contributions from people throughout the community. Susan had been a high school teacher, so many of the contributions came from fellow teachers and from parents of the students whose lives she had touched. “Susan cared so deeply about her work,” says Mrs. Perez, “and we wanted to use the money to continue in that spirit of helping children through their education.” the Perez family spoke with their local community foundation and decided to establish the Susan I. Perez education Fund, a Field of interest Fund that memorializes their daughter by supporting local educators and students. “We chose to begin this kind of fund because education is so dynamic,” says Mr. Perez. “We realize that we aren’t always aware of what our school system needs and how it works, and we wanted to be sure that, even years from now, grants made in Susan’s name make sense for our community.”

## Field of Interest Fund

### Ten reasons people choose community foundations.

#### one

We are a **local organization** with deep roots in the community, and part of a nationwide movement whose support we build and share.

#### two

We bring donors to the table as **community builders**, working closely with them to align their philanthropic vision with the community's needs.

#### three

We identify **long-term needs** and opportunities and invest in solutions that let our communities guide their own future.

#### four

We take a broad and inclusive view of what a community is, and **provide grants** to the widest possible range of organizations and initiatives.

#### five

We provide highly **personal and flexible service**, accepting a wide variety of assets and offering donors maximum tax advantage.

#### six

We build **permanent funds** and those that can respond to immediate needs, helping our communities ensure vital futures.

#### seven

We **multiply the impact** of gift dollars by pooling them with other gifts.

#### eight

We believe that diversity is strength, so we **bring the entire community together** to stimulate new ideas, build participation and strengthen community philanthropy.

#### nine

We are **transparent and reputable stewards** of community resources, committed to being accountable, accessible and responsive.

#### ten

We build **community vitality** – the unique and essential spirit that flourishes when people believe their community holds possibilities for everyone.

### More benefits

When you establish a Field of Interest Fund you advise the foundation on the fund's direction and leave the maintenance up to us. Our professional staff continually monitors changing community needs to ensure that grants made in your fund's name have the most significant impact in your field of interest and create your personal legacy of giving.

You can add new contributions to your Field of Interest Fund at any time – and so can others who share your interests in community. If you endow your gift, it becomes a permanent resource for the community.

Community means so many things to so many people and the world to us. In all we do, and all we say, we are all for community.

We are part of Canada's community foundation movement, represented by more than 160 community foundations from coast to coast.

Community vitality has been our purpose, promise and passion since 1921, when we began connecting donors to community needs and opportunities.

Together, we help Canadians invest in building strong and resilient places to live, work and play.