

# Simplified Charitable Giving



## NONPROFIT SPOTLIGHT

### East Texas Giving Day Raises \$498,664 in Year Two

Charities in East Texas benefited from the generosity of more than 2,100 donors during East Texas Giving Day, the region's day of giving to support local nonprofits.

The online fundraising effort began at 6:00 a.m. on Tuesday, April 25th, and ended at 11:59 p.m. that night. Donors contributed \$498,664 to support the causes they care about in 32 East Texas counties.

"East Texas residents showed their generosity and connection to their communities," said Kyle Penney, President of East Texas Communities Foundation, which hosted this year's event. "Nonprofit organizations spent

countless hours getting the word out about the needs facing our region, and our region responded by donating. It's a community effort we can all be proud of."

During East Texas Giving Day, nonprofit organizations encouraged their donors and the public to make charitable donations online at [www.EastTexasGivingDay.org](http://www.EastTexasGivingDay.org). Donors could choose among 177 participating charities, and make donations starting at just \$20. Throughout the day, some donations were eligible to be matched by donations already pledged by individuals to select nonprofits.

East Texas Giving Day benefited nonprofits of all sizes.

Preliminary results show Smith County charities leading the charge, with Promise Academy receiving the most overall contributions with a total of \$31,485. Promise is followed by The Mentoring Alliance raising \$26,653 and The Salvation Army of Tyler with \$23,825.

"East Texas nonprofits benefited from gifts from 26 states and 2 countries," said Penney. "Social media drives the gifts and expands your circle of influence. ETCF is proud to host East Texas Giving Day and increase awareness about the needs in our communities."



Kyle Penney address the crowd of nonprofits that attended the CBS 19 Giving Day Kick Off Party at their station on the morning of April 25th.



Over 30 nonprofit organizations participated in the lunch event on the square in downtown Tyler. Pictured left to right: Jackie Cannon, Whitney Patterson, Kristen Seeber and Zoe Lawhorn .



Students from the Caldwell Elementary Fine Arts Academy, preformed on the square in Tyler as part of the entertainment lineup for the lunchtime event.



The Library at Cedar Creek Lake recently increased the number of audio book titles available for residents thanks to a grant from the Miller Fund. Library patrons like Marie, pictured above, enjoy the variety of books they now have access to.

### Miller Grant Provides Henderson County Library New Audio Books

Thanks to a grant from the Edwin A. Blue and Janice Owen Miller Charitable Fund held at East Texas Communities Foundation, visitors of the Library at Cedar Creek Lake are able to enjoy the sound of a good book.

"Audio book materials are popular with the retired community in our service area," said Sondra Price, Director for the Library at Cedar Creek Lake. "We have also seen an increased demand for audio books by those that commute or travel as part of their jobs. The grant helped us to acquire 124 shelf-ready audio books on CD."

The library seeks to best serve the needs of the community through providing updated free resources and services to patrons. In an effort to provide books to homebound residents of Henderson County, the library has entered into a partnership with Meals on Wheels.

The Miller Fund will be accepting grant applications from Henderson County nonprofits starting May 23, 2017. Applicants can access the online application at [ETCF.org/nonprofits/grants](http://ETCF.org/nonprofits/grants).



Confirmed in Compliance with National Standards for U.S. Community Foundations

Excellence. Accountability. Impact.

# ETCF Launches Mobile Friendly Web Site

East Texas Communities Foundation (ETCF) launched a newly remodeled web site in the Spring of 2017. “We want our current and prospective donors to be able to find information about our services, funds and investments easily,” said Tiffany Kirgan, Marketing and Development Chair for East Texas Communities Foundation. “The revamped website is easy to navigate and reflects what we hope to be a better customer experience.”

ETCF.org features improved menu functionality that directs the end user to the most relevant information and services offered by ETCF. The site also boasts a clean design and an intuitive and consistent site-wide navigation system. It is fully responsive with a mobile-first design, making it easy to navigate on a wide range of web browsers and devices like tablets and smart phones.

“The remodel allowed us to created a new blog page,” said Kirgan. “Our goal is to share trending topics in our region or from a national level that affect philanthropy.” The site will continue to provide access to current donors who wish to access Donor Central for their grant making and fund balance information.



## Burt and Nancy Marans’ Legacy Continues to Impact North Texas Community College

The Burt and Nancy Marans Fund, held at East Texas Communities Foundation, contributed \$250,000 to North Texas Community College (NTCC) to rename the Humanities Building the *Burt and Nancy Marans Humanities Building*. Funds from the gift will be used to create an endowment providing scholarships for students participating in the NTCC Work Scholarship Program.

“Burt and Nancy believed in education,” said Kyle Penney, President of East Texas Communities Foundation. “Their primary goal in giving was to make sure that their contributions would enable as many students as possible to achieve a college education.”

Burt Marans served on the NTCC Foundation Board from 2003 until his death in 2008. Aside from his financial contributions, Marans gave generously of his time as he served on numerous committees. “The posthumous gift brings the Marans’ lifetime giving to NTCC to over a million,” said Dr. Jonathan McCullough, NTCC Vice President for Advancement. “The Marans have supported numerous opportunities, including the NTCC Art Department. They were wonderful people who are greatly missed in our community. With the creation of this scholarship endowment, their legacy will be felt in our communities for years to come.”

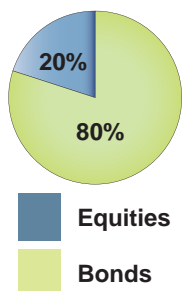


ETCF hosted a “Because of You” Donor Appreciation at the Grove in early spring 2017. The event was attended by donors, professional advisors and friends of the foundation. Pictured left to right: Tom Woldert and Tom Brown.

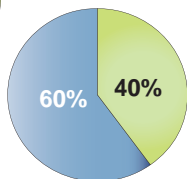


“Because of You” Donor Appreciation at the Grove. Pictured left to right: Karleen Draper, Teresa Glover and Johnna Fullen.

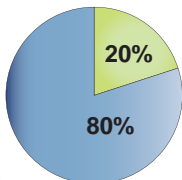
### CONSERVATIVE



### MODERATE



### GROWTH



### INVESTMENT RETURNS- As of March 31, 2017

PORTFOLIO	Year-To-Date	3 Year	5 Years	Since Inception
Conservative	2.5%	3.6%	4.0%	5.1% (02/03)
Moderate	4.0%	4.9%	6.6%	6.0% (02/03)
Moderate-ETF	4.2%	4.7%	6.7%	8.6% (09/11)
Growth	5.3%	5.6%	8.0%	7.6% (02/03)
Growth-ETF	5.2%	NA	NA	13.0% (03/16)

Additional information available at [www.etcf.org](http://www.etcf.org). Returns shown are net of fees paid to money managers.



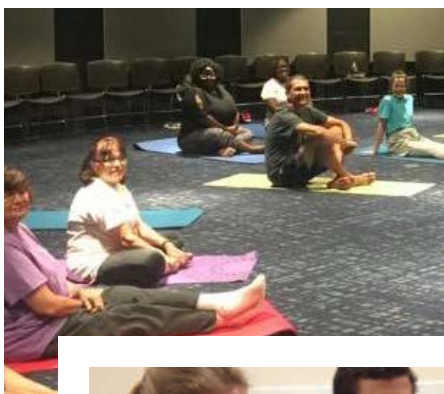
MAKING AN IMPACT +

# GRANTS

Take a look at what is happening around East Texas. The pictures below represent just a few of the ways donors are investing in our communities through ETCF.

Human Services More than 900 individuals have participated in nutrition courses or food demonstrations thanks to a grant from the Retail Merchants Fund. The Nutrition Education Program at East Texas Food Bank promotes long-term solutions to hunger by providing East Texas families with cooking and food budgeting skills.

1.



Health: The Friends of the Tyler Library used a portion of the Tyler Library Fund grant to add a Gentle Yoga class to their list of available programs. The class is taught at the library by a yoga instructor who is certified in CPR/First Aid.

2.



3.

Education: A grant from the Roy and Betty Erickson Charitable Fund for Nursing at ETCF was awarded to the SFA School of Nursing. Funds from the grant went to purchase Ventriphones. This device allows the student to use it like a real stethoscope, but the faculty has the ability to control the sounds the students hear.



4.

Human Services: The East Texas Crisis Center received \$5,000 for support of its Children's Prevention & Education Program. Funding was used to provide educational components to the activities and programs for children who live in emergency shelter.



5.

Youth Development: 33 Special Athletes from the Lufkin Area benefitted from Special Olympics training, Olympic-type sports competitions and Special Olympics programming thanks to funding from the TransCanada Charitable Fund.

## ETCF Grant Funds Research for Tyler's Bike Lane Project



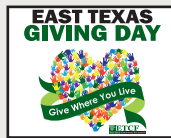
In recent years, the city of Tyler has experienced substantial developments across the city. A growth in population has increased the number of bicyclists. The increase has given incentive to Tyler to implement a much friendlier environment towards bicyclists, according to Dr. Mena Souliman, UT Tyler assistant professor of civil engineering.

Dr. Mena Souliman is assisting the City of Tyler in developing a map for a bike lane network in Tyler.

"The UT Tyler research team has been given the opportunity to study methodologies that will generate an efficient bike network, which will help design a dynamic bike lane network for the City of Tyler," said Souliman, who received funding from the Retail Merchants Association of Tyler Charitable Fund from the East Texas Communities Foundation. "The city intends to implement bicycle lanes into the transportation system to provide the community with an efficient mode of transport. The bike lane network will extend to the exterior part of the city and reach downtown."

As part of the project, Souliman developed a "hub-and-spoke" bike lane map for the city to implement.

## IN THIS ISSUE:



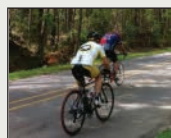
**East Texas Giving Day  
Success!!!**  
page 1



**Investment Update**  
page 2



**Mobile Friendly**  
page 2



**ETCF Helps Improve  
Transportation**  
page 3



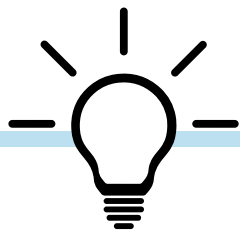
315 N. Broadway, Suite 210  
Tyler, Texas 75702  
[www.etcf.org](http://www.etcf.org)



[facebook.com/SimplifiedGiving](https://facebook.com/SimplifiedGiving)

For more information about ETCF, please contact us  
at 866-533-3823 or [etcf@etcf.org](mailto:etcf@etcf.org)

EAST TEXAS COMMUNITIES FOUNDATION PRESENTS



# NON-PROFIT EDUCATION SERIES

## EAST TEXAS GIVING DAY IS OVER.... NOW WHAT?

Learn how to cultivate and develop the leads  
generated by your activities and social media  
efforts related to Giving Day.

**Wednesday, June 7, 2017**

3:00 p.m. - 4:00 p.m.

Genecov Room, located in the Tyler Area Chamber of Commerce Building  
315 N. Broadway, Tyler, Texas 75702

RSVP by calling 903-533-0208 or email [etcf@etcf.org](mailto:etcf@etcf.org).

## EAST TEXAS GIVING DAY

