

Simplified Charitable Giving



GIVING SPOTLIGHT

ETCF to Host Third Annual Regional Day of Giving in East Texas.

East Texas Communities Foundation officially launched East Texas Giving Day 2018 by hosting a best practices and kick off seminar at Discovery Science Place Annex in downtown Tyler. Over one hundred regional nonprofit leaders attended the training in early December.



CBS 19 news reporter, Stephanie Esquivel, interviews Jim Snow during the "CBS Get Up and Give" event held the morning of Giving Day 2017.

Entering into its third year, East Texas Giving Day is an 18-hour, local, online giving event which will take place on Tuesday, April 24, 2018.

Benefiting nonprofits across the 32 counties served by ETFC, East Texas Giving Day has raised almost \$1 million since its inception in 2016.



"East Texas Giving Day continues to showcase the natural generosity of the East Texas region and beyond," said Kyle Penney, President of East Texas Communities Foundation. "Each year we continue to watch the number of participating nonprofits grow as well as the amounts they raise on Giving Day."

Over the past three years, ETFC has trained hundreds of East Texas nonprofit professionals on social media fundraising strategies, marketing and outreach skills that extend beyond just Giving Day.

ETCF views this training as a vital part of participating in East Texas Giving Day and strives each year to enhance the topics of these complementary trainings.

"We provide most of the trainings in Tyler," said Penney. "We understand that our region is vast and we don't want anyone to miss out, therefore we video tape each session and post on our website for those that can not be there in person."

If you know of or are a part of an organization that would like to participate in East Texas Giving Day, you can find out information online at <https://www.easttexasgivingday.org> or by calling our offices at 866-533-3823.

A series of four seminars will be offered to 2018 Giving Day participants:

Nonprofit Board Training

Hollytree Country Club.....**Tuesday, February 13th** 7:30 – 9:00 a.m.

Matching Funds Basics & Best Practices

Genecov Room, Tyler Chamber Building**Thursday, February 15th** 10:00 – 11:00 a.m.

Social Media 101

Genecov Room, Tyler Chamber Building**Tuesday, February 27th** 3:00 – 4:00 p.m.

The Art of Storytelling

Genecov Room, Tyler Chamber Building**Tuesday, March 6th** 10:00 – 11:00 a.m.

Nonprofits can register for these trainings by going to <http://etcf.org/giving-day/giving-day-events/>

ETCF Honored as Small Business of Year

The Tyler Area Chamber of Commerce recognized East Texas Communities Foundation as the 2017 Small Business of the Year at their annual meeting in early October.



Pictured Left to Right: Shannon Dacus, Kyle Penney, Rick Allen and Kristen Seeber.

ETCF Celebrates Philanthropy Day

The staff and board of ETFC celebrated National Philanthropy Day 2017 hosted by the East Texas Chapter of the Association of Fundraising Professionals in November at Willow Brook Country Club. Honorees included Rosemary and Harold Beaird recognized as Outstanding Philanthropists; Merrill Lynch/LMT Wealth Management Group recognized as the Outstanding Philanthropic Corporation; and Marty Wiggins of ETMC Foundation recognized with the Spark Award.



Pictured Left to Right: Joyce Bufford and Don Warren.



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

The Heart of Longview

by Mary Lynn Smith- Program Officer at ETCF

On a recent visit to Longview, I encountered a thriving community spirit. Julee Rachels treated me to a tour of Heartisans Marketplace where volunteers and shoppers come together to change women's lives through job training.

Heartisans Marketplace received a grant in the past from one of our donor advised funds and was a successful participant in East Texas Giving Day. Researching its unique model of fundraising intrigued me, so a site visit was in order. I was impressed!

Three years young, Heartisans already has an excellent track record. In depth job training, career match assessments, ACT Work Ready testing, soft skills emphasis, counseling, and much-needed transportation assistance have helped 30 women who were unemployed or underemployed find satisfying jobs and put them on the path to self-sufficiency. Only recently did the nonprofit hire its first employee! Community volunteers and support are essential to the program's success.

Volunteers staff multiple manufacturing studios where products such as writing journals, custom pillowcases, detailed embroidered items, natural health and beauty products, and must-have "Longview" coasters are made. These items are then sold, along with purchased giftware, in the gift shop at the front of the building. The quality of these handmade goods was top-notch.

The women in the job training program may work occasionally in the store or a studio, learning soft skills and hands-on customer service. However, they concentrate on preparing for their future by spending four full days a week in job training and skills classes.



Community-wide support is key to Heartisans Marketplace's success. Sharman's Sewing Center and Longview Greggton Rotary equipped the Sewing Studio, Junior League of Longview provided start-up funds for the Manufacturing Studio, and the Longview Economic Development Corporation gave computers for the job-training classroom.

Shoppers round out the impact the Longview community makes. As I left better informed about Heartisans, I was also carrying hand-crafted gifts for my family and a vision of the clients I met working at their dream job one day soon.

ETCF Sees Marked Fund Growth at Year-end.

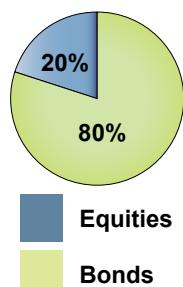
Aided by a surge in the market, ETF Sees Marked Fund Growth at Year-end. ETF ended 2017 with a record \$110 million in charitable assets. The increase in assets was achieved through significant growth in several types of charitable funds.

"In 2017 we added several Donor-Advised funds, Scholarships and Nonprofit Endowments, ending the year with 290

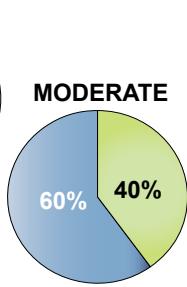
unique charitable funds," said Kyle Penney, ETF President. "The increase reflects the priority of donors, working with area financial advisors, to make significant investments in philanthropy."

2017 also marked the largest grant-making year in the Foundation's history awarding \$7.3 million dollars to charities.

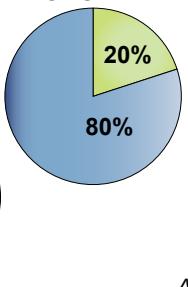
CONSERVATIVE



MODERATE



GROWTH



INVESTMENT RETURNS - As of September 30, 2017

PORTFOLIO	Year-To-Date	3 Year	5 Years	Since Inception
Conservative	7.00%	4.30%	4.20%	5.21% (02/03)
Moderate	11.00%	6.60%	7.60%	6.21% (02/03)
Moderate-ETF	10.40%	5.70%	7.60%	8.86% (09/11)
Growth	13.20%	7.70%	9.30%	7.83% (02/03)
Growth-ETF	12.80%	NA	NA	13.65% (03/16)

Additional information available at www.etcf.org. Returns shown are net of fees paid to money managers.

ETCF Offers over 50 Scholarships for 2018

This fall, East Texas students have the opportunity to pursue their dreams of higher education with financial assistance from scholarship funds managed by East Texas Communities Foundation.

"We're honored to partner with the local families, businesses and individuals who have created these scholarship funds to invest in East Texas students," said Kyle Penney President of East Texas Communities Foundation. "Each scholarship has its own special story, encompassing the lives of the people who create and inspire the scholarship and the people who benefit from its support."

ETCF is currently accepting online applications for 51 scholarships.

Creating a scholarship fund at ETFC can be a way for you and your family to make a deep impact on the life of a deserving student. To learn more about the options available to you, contact our offices at 903-533-0208 or drop in anytime.

"The scholarships I received help me achieve my goals by motivating me to push through college. Knowing that I had individuals who were willing to invest in my future success was a driving force for me to achieve academic success at the collegiate level. It motivates me still, even after having received two degrees, to further pursue my Masters to continue building and creating an educational environment for myself and my students."

- Jazmin Clark, Third Grade Math Teacher at Ramey Elementary and former recipient of the Gladys and Thomas Stewart Scholarship



The Gladys and Thomas Stewart Scholarship was established in 2010 through the generosity of Gladys and T.B. Stewart. Mrs. Stewart was an educator with Tyler ISD for 40 years.

GRANTS MAKING AN IMPACT +

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 ETFC.



1.

Animals: A grant from the Mrs. A.D. Francis Endowment Fund was used by The City of Winnsboro Animal Shelter to provide outside dog runs for dogs awaiting adoption at the City Shelter.



3.

Arts & Culture: East Texas Youth Orchestra, Inc. received funding from the Evans-Merrick Music Grants Fund to purchase sheet music for their musicians.



4.

Human Services: Over \$237,000 in grants were initiated by ETFC fund holders in the wake of flooding from Hurricane Harvey to support coastal area relief efforts.
Photo credited to NBC News.



2.

Human Services: ETFC donors supported Hiway 80 Rescue Mission's Annual Thanksgiving Meal. The ministry estimated around 1,100 meals were served between their Tyler and Longview locations.

SAVE THE DATE!

Prescheduled Giving Starts

April 9, 2018

EAST TEXAS GIVING DAY



Want to learn more about Giving Day?
go online to
www.easttexasgivingday.org.

ETCF
EAST TEXAS COMMUNITIES FOUNDATION

315 N. Broadway, Suite 210
Tyler, Texas 75702

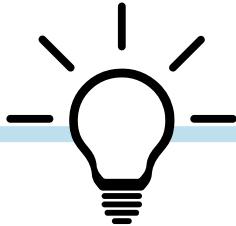
www.etcf.org



facebook.com/SimplifiedGiving

For more information about ETCF, please contact us
at 866-533-3823 or info@etcf.org

EAST TEXAS COMMUNITIES FOUNDATION PRESENTS



NON-PROFIT EDUCATION SERIES

DONOR-ADVISED FUNDS EXPLAINED

With the prevalence of donor-advised funds on the rise, it's important to understand how to acknowledge contributions from these unique accounts.

ETCF staff will explain donor-advised fund contributions and how to cultivate donors using these unique giving tools.



Wednesday, February 7, 2018

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 RSVP@etcf.org