

Simplified Charitable Giving



NONPROFIT SPOTLIGHT

ETCF to Host Second Regional Day of Giving in East Texas.

The second annual East Texas Giving Day will be held Tuesday, April 25, 2017. This year donations will be accepted from 6:00 a.m. until midnight. East Texas Giving Day is an online crowdfunding event that happens online at www.EastTexasGivingDay.org and is powered by East Texas Communities Foundation.

"In our first year nonprofits raised nearly a half million in unrestricted funds. With a year of experience behind us, we anticipate even larger numbers in 2017," said Kyle Penney, President of East Texas Communities Foundation. "The generosity of East Texans is astounding, as is the power of social media. When combined, we know we will raise even more funds to fuel the important work of nonprofits serving our local communities."

The purpose of an area-wide Giving Day is to bring the region together on one day and as one community, enthusiastically raising money and awareness for East Texas nonprofits. This initiative, organized by East Texas Communities Foundation (ETCF), provides citizens across ETCF's 32-county service area an easy platform to support the mission of local nonprofits.

"East Texas Giving Day is a great way for people to support organizations that they already care about, discover a few new favorites that are doing great work



and encourage their friends to get involved via social media," Penney said. "The organizations will each have profile pages available for viewing at www.EastTexasGivingDay.org that tell their stories." On April 25th, transactions will be securely processed through the Giving Day website and donors will receive an immediate tax receipt via email at the conclusion of the donation process.

Nonprofits can register online to participate in East Texas Giving Day now through February 15, 2017.

Participating nonprofits incur a nominal \$100.00 registration fee which is used to promote the event regionally. ETCF is not compensated for hosting East Texas Giving Day. Once a nonprofit has submitted their registration, ETCF staff will review the nonprofit's status and verify that they are in fact a 501(c)(3) public charity in good standing with the IRS. When the nonprofit is cleared to participate, they are encouraged to begin sharing the news with their current donors through social media outlets and other traditional means.

"Our first year resulted in 36% of donors indicating they were first-time donors to the charities they supported," Penney said. "This is one of the key results that inspired ETCF to host a Giving Day in the first place and falls in line with national Giving Day numbers."

Nonprofits will again have the ability to secure their own matching funds for the 18-hour event. "It is very rewarding for a regular contributor of a nonprofit to see his or her gift have an impact," said Penney. "What greater impact than for their gift to be an incentive for area residents to collectively match that through an online challenge."

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ETCF Appoints Bolles as Chairman, Adds New Board Members

East Texas Communities Foundation announced the election of Doug Bolles to serve as Chairman for 2017 and welcomed four new board members; Peter Boyd, Marilyn Abegg-Glass, Rick Allen and Greg Kimmel.

Mr. Bolles, who has served since 2009 on the ETCF board, is Executive Vice President and Senior Trust Officer for Southside Bank Trust and Investment Services. Mr. Bolles is a graduate of Bowdoin College and the New England School of Banking at Williams College. Mr. Bolles replaces Gordon Northcutt who served as chairman in 2015 and 2016.

Marilyn Abegg-Glass is one of the owner/ partners of Abegg Willis & Associates and has 35 years in the field of nonprofit management and philanthropic consulting. Peter Boyd is a Senior Executive Vice President at Southside Bank. Rick Allen, CPA is a past ETCF Board Chairman who is returning to the board. Mr. Allen is a

shareholder in Henry & Peters, PC. Greg Kimmel is an estate planning and probate attorney at Allen, Lottmann, Kimmel, P.C.



Doug Bolles



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

Excellence. Accountability. Impact.



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A new feature in 2017 will be the ability for a donor to preschedule a gift to the charity they wish to support. Prescheduled gifts will open to the public on Monday, April 10, 2017. "The opportunity to preschedule gifts will allow nonprofits to start sharing in the 'buzz' related to giving day" said Penney. "When the early gifts start showing up, and nonprofits promote those gifts, it builds enthusiasm and inspires more donors to support their work. The excitement is contagious."

Participating nonprofits and donors can track donations pledged throughout the day of April 25th in real-time by watching the leaderboard on the home page of the web site. The minimum donation that can be made is \$20 with donations being accepted online during the event at www.East-TexasGivingDay.org. All transactions processed on Giving Day will incur approximately 5% in fees based on the costs of the Giving Day technology platform and credit card processing fees. Nonprofits will receive funds six-to-eight weeks after the conclusion of the event.

"Our goal in hosting East Texas Giving Day is to reach new donors and give them simple access to support a wide variety of local causes. We also want to use this opportunity to build a new generation of philanthropists for our communities," said Penney. "Our goal for 2017 is to raise \$1 million, in a single day, for participating nonprofits."

East Texans Honored at AFP's Philanthropy Day Luncheon

The staff and board of ETCF celebrated National Philanthropy Day hosted by the East Texas Chapter of the Association of Fundraising Professionals in November at Willow Brook Country Club. 2016 honorees included; Henry and Peters, P.C. as Outstanding Philanthropic Corporation; Mary Lauren Faulkner was named the Outstanding Volunteer Fundraiser; and the Outstanding Philanthropic Organization Award was presented to the Women's Symphony League of Tyler.



Pictured L to R: Henry and Gail Wallace with Kyle Penney.



Pictured L to R: D.M. Edwards with Kyle Penney.

Fall Donor/ Advisor Education Event a Success

ETCF hosted their annual donor education event in the fall of 2016. Bryan Clontz, nationally recognized speaker, shared with donors why he considers donor-advised funds the "swiss-army knife" of giving.

Area advisors also had the opportunity to hear Clontz cover the topic of how to maximize charitable deductions through gifts of non-cash assets.



ETCF guests pictured left to right: Tom and June Lowery, Fritter and Mike McNally.

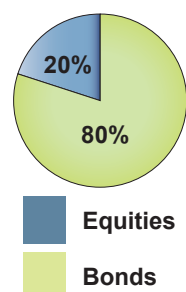


Pictured left to right: Event speaker Bryan Clontz, ETCF Chairman Gordon Northcutt and ETCF board member Tony Morgan.

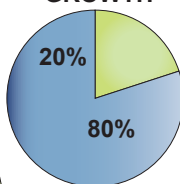


Pictured left to right: Tiffany Kirgan, Kristen Seeber and Sandy Shepard.

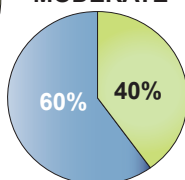
CONSERVATIVE



GROWTH



MODERATE



INVESTMENT RETURNS- As of November 30, 2016

PORTFOLIO	Year-To-Date	3 Year	5 Years	Since Inception
Conservative	3.1%	2.9%	4.4%	5.0% (02/03)
Moderate	4.4%	3.8%	6.9%	5.7% (02/03)
Moderate-ETF	5.0%	3.7%	7.0%	7.9% (09/11)
Growth	5.0%	4.3%	8.4%	7.3% (02/03)
Growth-ETF	-0.4% (Qtr.)	NA	NA	5.7% (03/16)

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

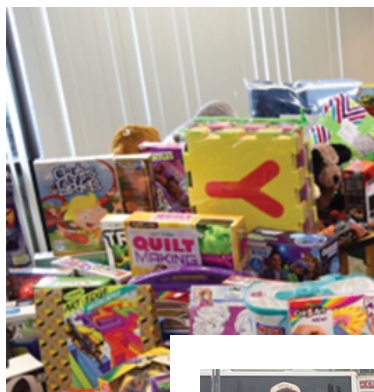
MAKING AN IMPACT +

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.

Community Improvement: A community wide campaign called "We Back Our Law Enforcement" began in early Fall 2016. The fund was created to purchase rifle-resistant vests for Tyler and Smith County law enforcement officers. The goal to raise \$204,000 was achieved in a few short weeks.

1.



2.

Human Services: Over \$13,000 in grants were made to support the children and staff of Azelway and the Youth and Family Enrichment Centers, Inc. The funds were designated for the purchase of Christmas gifts.



3.

Youth Development ETCF fund holders granted \$10,000 to the East Texas Area Council of the Boy Scouts of America for Cub Scout recruitment, camping and other scouting activities.



4.

Arts & Culture: The Gibson Memorial Fund made a grant in memory of Emily Cooper Gibson, a professional pipe organist, to the annual East Texas Pipe Organ Festival. The festival was held the second week of November in Kilgore, Texas.



5.

Health: A \$2,500 grant was made to support the Peace of Mind Conference. The conference, a project of the Samaritan Counseling Center of Tyler, focused on suicide prevention. Speakers shared stories on a variety of topics including awareness, hope and recovery as well as reducing the stigma surrounding mental illness.

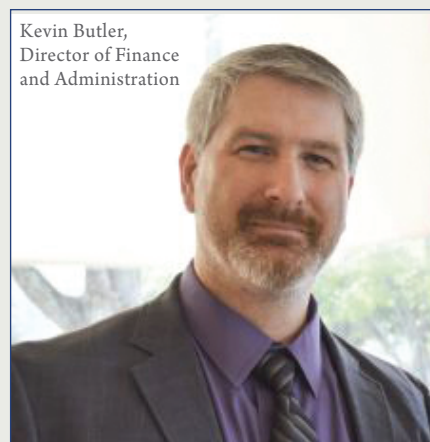
ETCF Sees Marked Fund Growth at Year-end.

Aided by a surge in the market post-election, ETCF ended 2016 with a record \$81 million in charitable assets. The increase in assets was achieved through significant growth in several types of charitable funds.

"In 2016 we added eleven scholarships, nine Donor-Advised funds and seven Non-profit Endowments, ending the year with 308 unique charitable funds," said Kyle Penney, ETCF President. "The increase reflects the priority of donors, working with area financial advisors, to make significant investments in philanthropy."

2016 also marked the largest grant-making year in the Foundations history awarding \$6.8 million dollars to charities.

Kevin Butler,
Director of Finance
and Administration

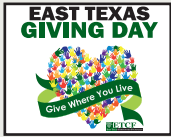


ETCF Hires New Director of Finance

ETCF would like to announce the addition of our newest employee, CPA, Kevin Butler. Butler assumes the position of Director of Finance and Administration for the Foundation. Butler is a graduate of the University of Texas at Tyler and spent 13 years in the accounting department of an East Texas medical manufacturer.

Butler and his wife have four children and reside in Athens, Texas.

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www.etcf.org



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For more information about ETCF please contact us
at 903-533-0208 or etcf@etcf.org

EAST TEXAS COMMUNITIES FOUNDATION PRESENTS



NON-PROFIT EDUCATION SERIES

LEVERAGING THE GIFT. MATCHING FUNDS 101

Learn how to promote and acquire matching funds to inspire greater
support of your nonprofit on Giving Day.

RSVP by calling 903-533-0208 or email etcf@etcf.org.

Friday, February 3, 2017

10:00 a.m. - 10:45 a.m.

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

Look out Spielberg!

TIPS FOR MAKING NONPROFIT VIDEOS

Have you ever wanted to learn to make a video to promote your nonprofit but thought it was too complicated? Make plans to attend this hands-on seminar to learn how to make a video & edit it all from your smart phone or tablet. **IMPORTANT: Please bring your device to the meeting.**

Wednesday, February 15, 2017

2:00 p.m. - 4:00 p.m.

The Energy Center, Room 201 at TJC West Campus
1530 SSW Loop 323 - Tyler, TX 75701

RSVP by calling 903-533-0208 or email etcf@etcf.org.

EAST TEXAS GIVING DAY

