

Simplified Charitable Giving



\$2.2 Million Raised for Area Nonprofits through East Texas Giving Day

Charities in East Texas benefited from the generosity of more than 5,746 donors during East Texas Giving Day, the region's recognized day of giving to support local nonprofits.

The online fundraising effort began at 6:00 a.m. on Tuesday, April 28th, and ended at midnight. Donors contributed \$2,214,804 to support the causes they care about in 32 East Texas counties.

"East Texas residents stepped up in this unprecedented time of need," said Kyle Penney, President of East Texas Communities Foundation, which hosted this year's event. "Nonprofit organizations spent countless hours spreading the message about the needs facing our region, especially related to how they are responding to the pandemic. The response from our community, as a result of this effort, was tremendous and humbling."

During East Texas Giving Day, nonprofit organizations encouraged their donors and the public to make charitable donations online at www.EastTexasGivingDay.org. Donors could choose from among 195 participating charities, and make donations starting at just \$10. Throughout the day, some donations were eligible to be matched by donations already pledged by individuals to select nonprofits.

East Texas Giving Day supported nonprofits of all sizes. Smith County charities lead the charge with The Mentoring Alliance receiving



Kyle Penney shared the anchor desk with Cynthia McLaughlin on the set of KETK East Texas Live. KETK & FOX 51 dedicated three hours of programming to promote the event. The stations conducted remote interviews with participating nonprofits from across the entire region.

the most overall contributions with a total of \$189,017, followed by Texas A&M University Texarkana Foundation in Bowie County raising \$94,835 and East Texas Food Bank, based in Smith County with \$84,428.

Media sponsors for East Texas Giving Day include: KYTX CBS19, KETK NBC 56, KFXK Fox 51, ArkLaTex.com NBC 6, KLTU ABC 7, KTRE ABC 9 serving Lufkin, Jack FM 106.5, KYKX 105.7 of Longview, KVNE 89.5 and KGLY 93.1, Mix 107.7 and KOYN 93.9 of Paris Texas, KALK 97.7 and KSCN 96.9 of Mt. Pleasant, KISS FM 92.7 Paris, KICKS 105.1 in Lufkin and, Townsquare Media in Texarkana, Tyler Today Magazine, 4 States Living, Texarkana Today and M Roberts Digital. Media sponsors helped publicize giving day with online public service announcements and live broadcasts throughout the day.

ETCF Reaches Milestone

ETCF staff, donors and board members gathered to celebrate a \$50,000 grant to the Children's Advocacy Center of Smith County. With this award, ETCF has now distributed more than \$100,000,000 in cumulative grants over the course of 30 years.

"We don't usually celebrate the overall dollar amount of the grants we make in a year, but this year is special," said Kyle Penney, President of East Texas Communities Foundation. "We are honored to celebrate crossing the milestone of \$100 million in cumulative grants and pleased to do so with a grant to the Children's Advocacy Center of Smith County, which is such an incredible community resource."

Established in 1989, East Texas Communities Foundation supports philanthropy by offering simple ways for donors to achieve their charitable goals.

The grant to CACSC was initiated from the Jasper Family Fund held at East Texas Community Foundation. "I can't think of a more deserving organization to have received a gift from our family fund," said Brent Jasper. "Then to know that it was this grant that pushed ETCF over \$100,000,000 in giving is really icing on the cake."



ETCF awards a check for \$50,000 to Children's Advocacy Center of Smith County. Pictured left to right back row: Dana Durman, Michael Bosworth, Les Campbell, and Brent Jasper. Front Row left to right: Kyle Penney, Susan Jasper, Terri Smith and Jane Campbell.

Tyler Area Healthcare Worker Support Fund created for those on the frontlines

East Texas Communities Foundation, East Texas Restaurant Association, and Smith County Medical Society Alliance joined forces in an initiative that helped both local restaurants and healthcare workers.

The Tyler Area Healthcare Worker Support Fund was created in March to allow donors a platform to provide meals to hospital staff working the frontlines of the COVID-19 crisis while supporting locally owned restaurants.

"Every day we are inspired by healthcare workers who are going above and beyond to make sure our communities are healthy and safe," said Kyle Penney, President of East Texas Communities Foundation. "We all have a part to play in overcoming this virus. ETCF was pleased to be able to offer the public a way to lend a hand in providing a meal for our medical community while supporting our local restaurants and their employees."

Tyler City Councilman Bob Westbrook, who leads the restaurant association, said the initiative was launched at a critical time in our community at the request of Tyler Mayor, Martin Heines.

"In March, the pandemic was hitting our community in unprecedented ways," Westbrook said.



Johannah Hargrove and staff at UT Health East Texas take a moment out from serving patients to say thank you to those that donated to the Tyler Area Healthcare Worker Support Fund.

"Creating a fund at ETCF was a simple way to address the needs at the time in our medical community as well as supporting our locally owned restaurants."

The fund provided almost 3,000 meals for area hospital workers in Smith County.

"We could not be more proud of the outcomes from this fund," said Penney. "This Healthcare Workers fund is an excellent example of how the Community Foundation can be utilized in times of crisis, and quickly address pressing needs."

ETCF Awards nearly \$300,000 in Scholarships

East Texas Communities Foundation awarded \$294,000 in scholarships to high school and college students across East Texas for the 2020-21 school years. Scholarship amounts range from \$500-\$5,000 per student originating from 70 different scholarship funds at ETCF.

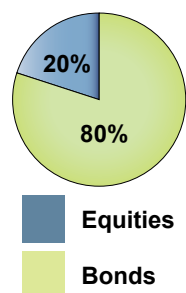
"East Texas Communities Foundation is honored to help these deserving students continue their education. It is our privilege to fulfill the charitable goals of the many individuals, organizations, and families who have made it possible," said Kyle Penney, President of East Texas Communities Foundation. "Each year we are impressed with the quality of students applying for these funds. The donors who have invested in these students through the creation of scholarship funds have given a lasting gift to all East Texans."

ETCF recognized 124 new recipients of scholarships and 45 renewing scholarship recipients. Over 3,700 applicants applied for this years available scholarships.

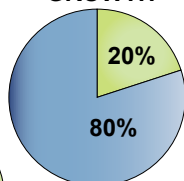


Imani Pierson from Westwood High School is the recipient of the Tadge & Bill O'Donnell Scholarship for 2020. This scholarship supports students in Anderson County who demonstrate a history of volunteering.

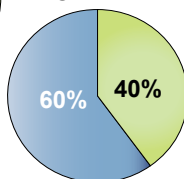
CONSERVATIVE



GROWTH



MODERATE



INVESTMENT RETURNS- As of March 31, 2020

PORTFOLIO	Year-To-Date	3 Year	5 Years	Since Inception
Conservative	-2.30%	4.80%	3.90%	5.03% (02/03)
Moderate	-11.80%	3.30%	3.60%	5.48% (02/03)
Moderate-ETF	-12.10%	3.20%	3.30%	6.64% (09/11)
Growth	-16.40%	2.00%	2.80%	6.57% (02/03)
Growth-ETF	-17.00%	2.80%	NA	5.26% (03/16)

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

DAF's Increase Giving in Response to COVID-19

In response to the COVID-19 pandemic, Donor-Advised Funds have been quick to support local relief efforts and increase grantmaking to nonprofits in East Texas and beyond. ETCF reported that Donor-Advised Fund grant volume, excluding East Texas Giving Day grants, was up 57 percent during March and April compared with the same period in 2019. During this two month window-of-giving, donors granted more than \$1.4 million to nonprofits addressing COVID-19, helping to support over 160 charities both locally and nationally.

“Donor-Advised funds are ideal tools for receiving contributions when stocks and other assets are at their highest appreciated value, such as the end of 2019,” said Kyle Penney, President of East Texas Communities Foundation. “Crises like Covid-19 are an ideal opportunity to recommend grants from a DAF to make an immediate impact at a time of great need. We believe our donors will continue to act generously as the needs facing our neighbors and the nonprofit organizations working with them remain high.”



East Texas Food Bank received grants from DAF funds at ETCF this spring. The food bank provided mobile food distributions sites in Tyler, Longview, Marshall and Lufkin in response to the pandemic.

GRANTS

MAKING AN IMPACT +

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

Human Services: The USO is made up of volunteers united in the commitment to support American’s service members by keeping them connected to the people, places and things they love. A recent grant to the USO will provide complimentary food services for members of the military traveling through airports.



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Youth Development: High school football season wouldn’t be the same without the cheer squad. A grant was made to T.K. Gorman High School Athletics that will provide support for the Crusaders cheerleader program.



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Community Development: The Tyler Loop provides nonpartisan, data-driven journalism to East Texans through online channels. The nonprofit received a grant to continue to provide in-depth journalism for our diverse and growing region. Pictured is Christina Fulsom, an advocate for poverty and homelessness in East Texas, during a recent interview.

Health: Researchers at the University of Texas Health Science Center at Tyler received a grant to assist with efforts on several projects to help fight the COVID-19 pandemic. Pictured is Dr. Guohua Yi, a virologist who worked to develop a new test to detect COVID-19.

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5.

Human Services: A team of volunteers with Labor of Love in Henderson County constructed a wooden porch and ramp for an 8 year old near Athens. Funding for the project came from a grant from the Blue and Janice Owen Miller Charitable Fund at ETCF.

SAVE THE DATE!

Fall Nonprofit Education Webinar:

Lessons Learned During a Pandemic

Join us for a 1-hour webinar
designed to help nonprofits adapt to
fundraising during a pandemic.

Tuesday, September 15, 2020
1:00 pm to 2:00 pm

RSVP by emailing
info@etcf.org

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facebook.com/SimplifiedGiving

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

Join us for the 13th annual **PROFESSIONAL ADVISOR EDUCATION SERIES**

The SECURE Act and Its Impact on Planning Strategies

***** RESCHEDULED ****

Wednesday, September 16, 2020

7:30 a.m. to 9:00 a.m.

at Hollytree Country Club • 6700 Hollytree Drive • Tyler, Texas

The SECURE Act, which passed into law in late 2019, includes several provisions impacting retirement savings & charitable giving.

ETCF will take you through the most important charitable provisions of the Act and other recent legislation, sharing a few of the financial and charitable planning strategies emerging from recent Congressional actions. A complimentary breakfast buffet will be provided.

Seating is limited.

Please RSVP to 903-533-0208 or RSVP@etcf.org

1 hour continuing education for CLE, CFP, CPE.

