

# Simplified Charitable Giving



## \$3.55 Million Raised for Area Nonprofits through East Texas Giving Day; 9,284 Pledged Volunteer Hours

Nonprofits in East Texas benefited from the generosity of 5,903 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 30th, and ended at midnight. Donors contributed \$3,552,862 to support causes they care about in 32 East Texas counties.

"East Texas residents stepped up in a big way," said Kyle Penney, President of East Texas Communities Foundation, which hosts the online event. "Nonprofit organizations spent countless hours getting the word out about the needs facing our region. Donors across East Texas responded generously to meet the call. 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.EastTexasGiving-Day.org](http://www.EastTexasGiving-Day.org). Donors could choose among 366 participating charities, and make

donations starting at just \$10. Throughout the day, donations to select nonprofits were eligible to be matched thanks to the generosity of individuals and nonprofit business partners that had already pledged funds to the charities they support. This year, \$1.1 million in match was available on the East Texas Giving Day website.

East Texas Giving Day benefited nonprofits of all sizes. Topping the leaderboards was Northeast Texas Community College Foundation of Titus County raising \$255,534. Breckenridge Village of Tyler followed with \$222,559. Bowie County nonprofit, Texas A&M University, Texarkana Campus, secured third place by raising \$198,216.

Northeast Texas Community College Foundation also received the most overall donations. Their 194 separate donations helped the nonprofit exceed their match.

Media sponsors for East Texas Giving Day included: KETK NBC 56 and KFXK Fox 51, KYTX CBS19, KTAL 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, KSWP 90.9 and KAVX 91.9, 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 & Lufkin, Tyler Today Magazine, 4 States Living, and Texarkana Today. Media sponsors helped publicize Giving Day with online public service announcements, printed articles, radio spots and live broadcasts throughout the event.



**Northeast Texas Community College, located in Titus County, encouraged supporters to give on East Texas Giving Day through a variety of outreach methods.**

**Therapet Executive Director, Elysia Reineck and Carrie, were interviewed by KETK Midday anchor, David Gibson, to educate viewers about Giving Day. KETK Studios generously provided two full hours of coverage on East Texas Giving Day to participating area nonprofits and countless interviews highlighting the needs of our region leading up the event.**

## Nonprofit Educational Series

### Everything But the Kitchen Sink

ETCF will host a nonprofit education event aimed at helping nonprofit leaders understand how to apply for grants, the value of Donor-Advised funds and ways to capitalize on giving days.

**Thursday, August 8, 2024**

11:30 a.m. - 1:30 p.m.

Genecov Room of the Tyler Area Chamber of Commerce  
315 N Broadway, Tyler, Texas 75702

This event is free and includes lunch. To RSVP, please contact [kmartinez@etcf.org](mailto:kmartinez@etcf.org).

## ETCF Awards Scholarships

East Texas Communities Foundation awarded \$887,250 in scholarships to high school and college students across East Texas for the 2024-25 school year. Scholarship amounts range from \$500-\$30,000 per student.

“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 162 recipients of scholarships. Over 6,000 applicants applied for available scholarships this year.

## Smith County Libraries Awarded Grants

Tyler Library Foundation Fund at East Texas Communities Foundation awarded \$27,000 in grants to community libraries in Smith County in May.

The grants ranging from \$2,000 to \$6,000 will be used for new public computers and WIFI hot spots, electronic books, STEM kits and Summer reading programs.

The Cameron-J. Jarvis Troup Municipal Library received funding to purchase additional books for series that are missing titles, a button maker and a receipt printer.

“The receipt printer will be a great asset to our patrons,” said Melanie Brumit, Executive Director for the Troup Municipal Library. “The receipt will clearly show the patron when the book is due back, helping to address the growing late fee charges we have to assess.”

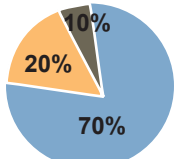
The Tyler Library Foundation Fund was created in 2009 as a field-of-interest fund to support the community libraries located in Smith County. Each spring, a grant recommendation committee meets to review requests submitted by these libraries.

If you would like further information on how to create a similar fund in your county, please contact ETCF at 903-533-0208 or email [etcf@etcf.org](mailto:etcf@etcf.org).

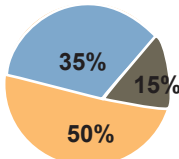


Scholarship recipients pictured left to right Xiomary Daniel and Aryana Gutierrez.

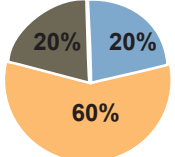
### CONSERVATIVE



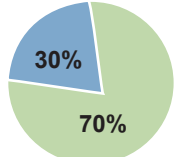
### MODERATE



### GROWTH



### STABLE VALUE



Equities  
Alternatives

Cash  
Fixed Income

## INVESTMENT RETURNS- As of March 31, 2024

PORTFOLIO	Year-To-Date	3 Year	5 Years	Since Inception
Stable Value	0.78%	NA	NA	3.72% (02/23)
Conservative- Active	1.49%	-1.40%	1.70%	3.89% (02/03)
Conservative- Passive	0.85%	-0.48%	NA	0.62% (06/20)
Moderate- Active	4.23%	1.87%	6.89%	5.56% (02/03)
Moderate- Passive	4.16%	3.02%	6.89%	7.05% (09/11)
Growth- Active	5.52%	3.93%	7.78%	7.05% (02/03)
Growth- Passive	5.93%	4.78%	9.02%	9.52% (03/16)

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



# Hispanic Professionals Association of Tyler Recognizes Recipient

The Hispanic Professionals Association of Tyler (HPAT) Scholarship was established in 2023. HPAT is a professional group of experienced business leaders, entrepreneurs, educators, and community activists that wanted to create an avenue to support future generations of leaders. The hope is that recipients of the HPAT scholarship will become leaders in their community in the future.

Early College High School graduate and HPAT scholarship recipient, Roselyn Ortiz said, "As a first-generation college student, I am grateful for this scholarship. It will allow me to focus more on my studies and worry less about how I will pay for college. I am very grateful to be chosen as the recipient of the HPAT scholarship."

If you would like to discuss creating a scholarship at ETCF, please call 903-533-0208 to set up an appointment.



# 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.



**Disaster Philanthropy:** Multiple massive wildfires ignited across Texas and Oklahoma in February 2024. The blazes grew rapidly over the following 36 hours as the high fire danger environment persisted. The wildfires spread to over 1.25 million acres in total. ETCF fund holders made grants to support fire departments in the area as well as recovery missions like Texans on a Mission.

**Arts & Culture:** To celebrate the 2024 total solar eclipse, the East Texas Symphony Orchestra hosted a performance called "Totality of the Sun" at the TJC Rogers Palmer Performing Arts Center. The event included a collaboration with the Earth & Space Science Center at TJC which provided interactive totality displays for guest to enjoy.



**Youth Development:** The Carolyn and J.D. Jones Agricultural Endowment Fund supports the students of Winnsboro High School participating in the Winnsboro FFA. The Future Farmers of America is a national organization that develops student potential for leadership, personal growth, and career success through agricultural education.



**Animals:** Longview Animal Care and Adoption Center received a grant to provide support for programs such as the Spay it Forward Program. This program has provided spay and neuter vouchers for over 2,000 Gregg County animals.

**Human Services:** The Gold Network of East Texas mission is to raise awareness for pediatric cancer while providing assistance to East Texas families impacted by childhood cancer. The Gold Network received a grant to benefit their Hero Hangouts program which offers families the opportunity to create lasting memories while experiencing fun excursions and activities together.



THE BEST WAY  
to predict  
THE FUTURE  
IS TO  
Create IT

Get started today with a fund at...



[www.ETCF.org](http://www.ETCF.org)

*East Texas Communities Foundation supports philanthropy by offering simple ways to achieve your charitable goals both now and into the future.*

East Texas Communities Foundation  
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 [info@etcf.org](mailto:info@etcf.org)



## AUGUST IS MAKE A WILL MONTH

August is National Make-A-Will Month. Statistics show that nearly 67% of American adults don't have a legal will in place. Writing a will is a powerful way to steward your blessings while protecting the people you love and creating a legacy that extends for generations to come.

No matter what your "estate" includes, everyone needs a plan. Having a legal up-to-date will is a powerful way to protect your loved ones, make important decisions about the future on your own terms, and support the causes you value permanently.

**It can lessen anxiety.** Planning ahead can make it less daunting to talk about what happens when you're gone. It gives you reassurance that the people and causes close to your heart are taken care of.

**It can lend perspective.** Taking stock of what's important can help you focus on your goals and be more aware of how you want to impact your community.

**It sets an example.** Leaving a charitable gift through your estate can be an inspiration. Your story can have a ripple effect on your loved ones or others who you share it with.

**Scan to Access Your Free Wills Planner**

Questions about wills or charitable bequest?  
Call our offices at 903-533-0208.

