

From Boilerplate to "Basically..." to "But wait, there's more..."

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While GTCF has a boilerplate organizational description, and lot of messaging around its work and roles, ambassadors of GTCF may need to break down GTCF's role and mission into comparisons that are more basic and familiar to people who don't have much experience with the philanthropic sector.

While most people have experience with making donations to nonprofits and charitable causes, the concepts, stewardship, and strategy of GTCF's work aren't part of most people's daily lives. It's okay to come up with your own ways of helping people understand what GTCF does.

Below is the current boilerplate description of GTCF and on the next page are some real-world ways that you might explain what it really means. It depends on your audience.

These "basically..." examples don't encompass the full nuance of GTCF nor its unique mission and strategy. People will need to continue learning more, but these approximate comparisons can be helpful to give people a grasp of what philanthropy through GTCF means.

"But wait there's more..." These are ways to move beyond the simple comparison to open up conversations about what makes GTCF unique.

These examples are just a few. If you have other examples you use, feel free to share with GTCF staff and Board members.

BOILERPLATE

Greater Tacoma Community Foundation connects people, knowledge, and funding to build a racially equitable, accessible, inclusive Pierce County, now and for generations to come.

GTCF aligns funding and action through strategic philanthropic investments as well as stewardship of more than 450 individual, family, and agency funds.

As a nationally accredited nonprofit community foundation with more than \$100 million in assets, GTCF has catalyzed a thriving Pierce County since 1981. Learn more at <http://www.gtcf.org>

“Basically...” COMPARISON EXAMPLES

- Basically... GTCF is like a bank for charitable giving. People can put money they want to use for donations to nonprofits with GTCF, especially if they've got a large amount of money from something like an inheritance, or selling a house, or selling a business that they want to donate to make a difference in our community. AND, GTCF partners on community projects, investing funding and other supports to help people work together.
- Basically... GTCF might be compared to the Community Chest in Monopoly. All kinds of people and organizations put money into GTCF's accounts to use for doing good things in the community. Kind of like United Way, but people with funds at GTCF can say where they want the money they donated to go. AND, GTCF supports good work through community partnerships and projects.
- Basically... GTCF was created so there'd be an organization in Pierce County dedicated to funding community needs and projects forever. If there's an emergency, like a pandemic or an earthquake, or if there's a big need or even a big opportunity like a cool park, GTCF was built to be a place that could help fund those things - in addition to government or individual dollars.
- Basically... If someone wants to make a big tax-deductible contribution but doesn't quite know where to give the money to right away, GTCF is a place they can make a donation, take the deduction, and then be able to send out the money over time to do good in the community.

“But wait, there's more...”

- As a community foundation, any administration fees paid to GTCF support Pierce County. This is different than a private bank offering donor advised funds - those admin fees support business profits.
- As a community foundation, GTCF is guided by a Board made up of community members. GTCF's Board is committed to making GTCF's assets help build a racially equitable, accessible, inclusive Pierce County where all people can shape and activate the systems that affect our communities.
- As a community foundation, GTCF's investment stewardship is guided by local investment experts. That means GTCF's assets benefit from a team of experts dedicated to Pierce County with a value of ensuring the dollars are available for the long haul.
- As a community foundation, GTCF is built to last forever. That means GTCF can support long-range efforts that may require decades to bring about change. It also means GTCF can ensure individual legacy gifts will continue to fulfill donor intent. So if an organization someone left money to in their will ceases to exist, GTCF will make sure that gift keeps going to an organization working in the same issue area.
- As a community foundation, GTCF can support more than just nonprofits. GTCF can provide funding for any charitable purpose. This makes GTCF an important partner for agencies, partnerships, and other foundations as well as nonprofits.