

# GTCF Core Messages

1.9.23



## Brand Positioning Statement

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's Role

GTCF acts as a community catalyst, connector, and knowledge facilitator to align funding and action through strategic philanthropic investments as well as stewardship of more than 450 individual, family, and agency funds.

## TAGLINES

We're for greater communities.

Yes to the power of &

**YES**<sup>TO</sup>  
**THE**  
**POWER**  
**OF** 

**GTCF**

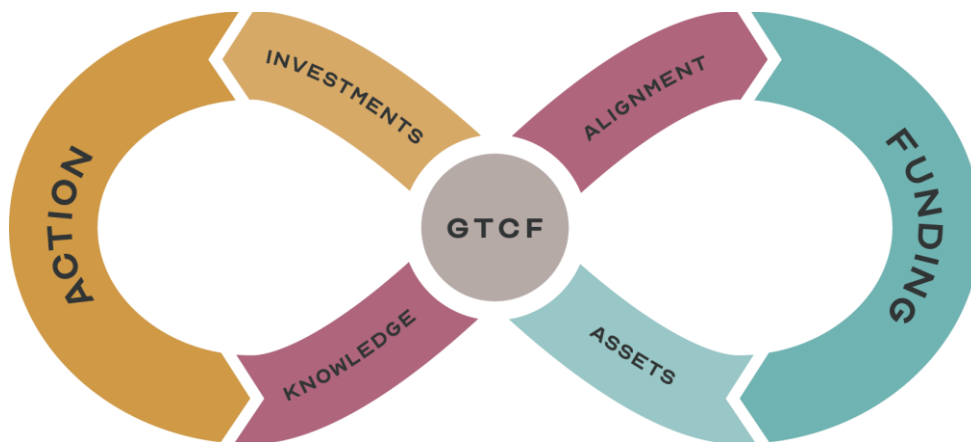
## RECENT MILESTONES

- **2022:** GTCF updated its strategic framework, identifying racial equity, access, and inclusion as critical for a thriving Pierce County.
- **2021:** GTCF supported the continued development of The Whole Child Partnership's Out-of-School Time Intermediary service through Greentrike.
- **2021:** GTCF sunset PIERCE COUNTY CONNECTED with a final funding round of \$705K dedicated to support COVID-19 vaccine equity.
- **2020:** GTCF and United Way partnered to launch the PIERCE COUNTY CONNECTED Aligned Philanthropic response to COVID-19, raising \$7.4 million from hundreds of local donors and funders to support communities vulnerable under COVID-19 conditions.
- **2019:** GTCF partnered with the Washington State Office of Financial Management to distribute \$800K to support a robust census outreach in Pierce County.
- **2018:** GTCF partnered with Forterra land conservancy in **Impact Investing** to preserve land in the Hilltop neighborhood for affordable housing development informed by community voice.
- **2018:** GTCF partnered with the Pierce County Auditor's Office to support a complete count for **Census 2020**, something which affects federal funding, business development, and civic voice.
- **2017:** GTCF and Tacoma Public Schools partnered to receive a four-year grant from **The Wallace Foundation** for The Whole Child Partnership, building Social Emotional Learning between the district and Expanded Learning providers.
- **2017:** GTCF convened two workshops of more than 100 community leaders to surface ways to improve **Women's Economic Opportunity** in Pierce County through the Fund for Women & Girls.
- **2016:** **Vanguard** was selected as the manager of the GTCF endowment investments.
- **2015:** **Kathi Littmann** took the helm as President/CEO.

## GTCF'S KEY AUDIENCES

- Board of Directors
- Committee Members
- GTCF Fund Advisors
- Other Funders: Local Foundations, National Funders
- Initiative Partners: Civic Commons, Black Home Initiative
- Board Alumni
- Nonprofits
- Agencies: Local, State
- Grassroots Leaders
- Community Leaders
- Businesses
- Elected Leaders
- Researchers: UW-T CAUR

## Theory of Action



## History

In September 1977, three Tacoma/Pierce County leaders were inspired to create an organization that could support the needs and opportunities of their growing community for generations to come.

On June 1, 1981, Greater Tacoma Community Foundation became officially operational with assets of \$10,000 and a commitment from a local private foundation to provide first year administrative funds of \$36,000.

By 1983, the GTCF Annual Report promoted a vision that still resonates today:

“A community foundation's mission is to enhance the quality of community life through the support of a broad range of services necessary to sustain the community: health; education; social welfare; public affairs; arts and culture; conservation and environment. As a neutral, nonpartisan agency, the community foundation may be a catalyst to convince disparate groups to work together towards a common objective. Thus, over the years, a community foundation becomes a collection of many stories. Each tells how people have contributed to their community's philanthropic history.”

Since being established, GTCF has grown substantially, reaching more than \$100 million in total assets, housing more than 450 funds and giving out more than \$100 million in grants and scholarships.

Nearly four decades later, Pierce County faces pressing challenges and promising opportunities that require innovative and collaborative approaches.

GTCF was built to respond to this evolution of needs:

“The community foundation concept is a recognition of two fundamental facts – first, that certain and constant change takes place in our society and in our attitudes with respect to charity, and – second, that the problems of each generation can be solved better by the best minds of these generations than by those of the past.”

– Cleve A. Redig, 1984 GTCF Board of Trustees President

Our community continues to thrive and grow because of the vision, dedication, and generosity of people who care. GTCF remains committed to carrying on our legacy of providing the resources, funding, and connections to support everyone who believes in a greater future for Pierce County.