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Partners in Philanthropy

Philanthropic insights, education, and opportunities for professional advisors from greater tacoma community foundation



Excellence. Accountability. Impact.™



Jordan Rash, of Forterra, in Tacoma's Hilltop Neighborhood

Tacoma's Special Energy Makes it a Great Place for Impact Investing

Join Tacoma Mayor Victoria Woodard at the



Uniting to Unleash the Power of Philanthropy

**Fri, September 27, 2019
8:00 AM – 3:00 PM PDT**

**University Of Washington Tacoma -
William W. Philip Hall (WPH)**

**1918 Pacific Avenue
Tacoma, WA 98402**

**Order Your Tickets by September 6 to take
advantage of early bird pricing: \$120**

Hosted by the [Association of Fundraising Professionals](#)
South Sound and South Sound Planned Giving Council.

**Victoria Woodard, Mayor, City of Tacoma,
will be the Lunch Speaker.**

Other speakers include:

Michael Moody, Ph.D., Frey Foundation Chair for Family Philanthropy, Cultural Sociologist & Author, 21/64: Generation Impact: How Next Gen Donors Are Revolutionizing Giving

Michael will offer specific ideas and implications for working closely with your next gen, providing best practices and highly practical takeaways for engaging and supporting next gen clients donors as they figure out their philanthropic roles and prepare to launch their own giving efforts.

Kristen Corning Bedford, President & Founder, Philanthro-be, a consulting company that helps individuals, businesses and foundations create sustainable and strategic giving plans.

Kristen will speak from her upcoming book, A Generous Heart: How Feminist Philanthropy is Changing the Culture of Giving. Using feminist principles of solidarity, reciprocity and agency provide us with a lens to change how and why we give. This new wave of giving is taking hold with both new and seasoned philanthropists, encouraging us to question the systems themselves and commit to a more profound relationship with our "love for humanity."

Continental breakfast, lunch and a happy hour beverage provided. Happy Hour reception to follow from 3 - 4 p.m.

Toby Levey recognized a special kind of energy at work in Tacoma not long after he moved to the region two years ago, "When you come to the Pacific Northwest, you forget very quickly that in other parts of the country, social innovation is considered an impediment to a free market; that greed in large part rules the day on real estate transactions; that the concept of partnership for innovation in development is almost unknown. Here, partnership is considered a form of development."

Toby is VP of Real Estate Transactions at Forterra, Washington's local land trust. He was one of four panelists who discussed impact investing at GTCF's May 7 Professional Advisor Breakfast. Impact investing is sometimes referred to as "social capital," "social impact," or "place-based investing".

The event's keynote speaker, Dana Brakman Reiser, Professor of Law at Brooklyn Law School, maintains that community is at the heart of impact investing: "Pursuing both financial return and returns for society."

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The other panelists included Kathleen Simpson of the The Russell Family Foundation, Saif Hakim of community development financial institution Craft3, and Teresa Wells of

Tiedemann Advisors. Each of their organizations has made a commitment to impact investment in our region. Their work relies on partnership for innovation as they align financial investments with community-focused values.

Impact investment in Tacoma and Pierce County is already creating tangible returns and mutual opportunities for communities and individuals:

- + Craft 3 and The Russell Family Foundation launched a joint project on Hood Canal that directly improves water quality in Pierce County. The deal also creates what Simpson calls "an investable product" tied to Russell's clean water grantmaking initiative and Craft3's financial commitment to Washington's economy, families and environment.
- + Forterra is currently "under contract" for a city block in Tacoma's Hilltop neighborhood to provide nonprofit community space and opportunities for workforce and affordable housing. The trust's ongoing work to buy undeveloped land in communities of color and hold or develop it in partnership with those communities prevents it from reverting to luxury condos or other "non-community-benefitting uses."
- + Craft3 details an inspiring lineup of Puget Sound impact investment success stories on its website.

The panelists at GTCF's May 7 Professional Advisor Breakfast offered impact investment tips and trends for professional advisors and investors:

- + **Do your homework:** "Ask questions of yourself about what you want to solve and how you plan to do that." "Ask a lot of questions of the organizations in which you're investing too, including, 'Are you representative of the change you want to see?'"
- + **Build trust:** Advisors are "in a position to bridge the trust gap, find matches between investors and investees, and craft deals beneficial to each party, strengthening community in the process."
- + **Tap into your creative side:** Tacoma's creativity sets it apart: "There's a gritty innovation in everything from software to manufacturing, there are deep pockets in the form of several wealthy investment funds and you have that Tacoma spirit."
- + **Consider the source:** "More women and younger 'Next Gen' investors want to be more involved in their investments. Impact investment excites them."

+ **You can't change what you don't measure:** The is a need for clear metrics. "Much work is being done to identify accountability and comparability, but it is a work in progress."

Toby Levey points out Tacoma's "enlightened leadership, political will, and an innovative mindset" are the "three things that create the type of environment you need for social capital. Leadership in social impact capital is there for the taking. If Tacoma wants to be that, there's nothing stopping it."



The James Henriot & The Father James Boyle Endowments Among GTCF Funds Supporting Nonprofits for the Long-Term



L'Arche Tacoma Hope is a familiar sight at local farmers markets, offering flower baskets, plants, and vegetables. That produce is grown on six acres in rural Pierce County by members of the L'Arche community, people with and without developmental disabilities.

This year, Greater Tacoma Community Foundation distributed \$1.3 million in annual grants to 120 organizations, including L'Arche Tacoma Hope. Endowed funds at GTCF, established by individuals, families, and agencies, yield these annual grants based on earnings of charitable contributions that are invested as part of GTCF's pooled endowment.

For L'Arche, endowed funds are part of the organization's sustainability plan. L'Arche has two endowment funds at GTCF. The James Henriot Endowment for L'Arche Tacoma Hope Fund honors the late Eisenhower Carlson attorney. The Father James Boyle Endowment Fund for L'Arche Tacoma Hope honors the Rainier School chaplain who was central to the founding of L'Arche.

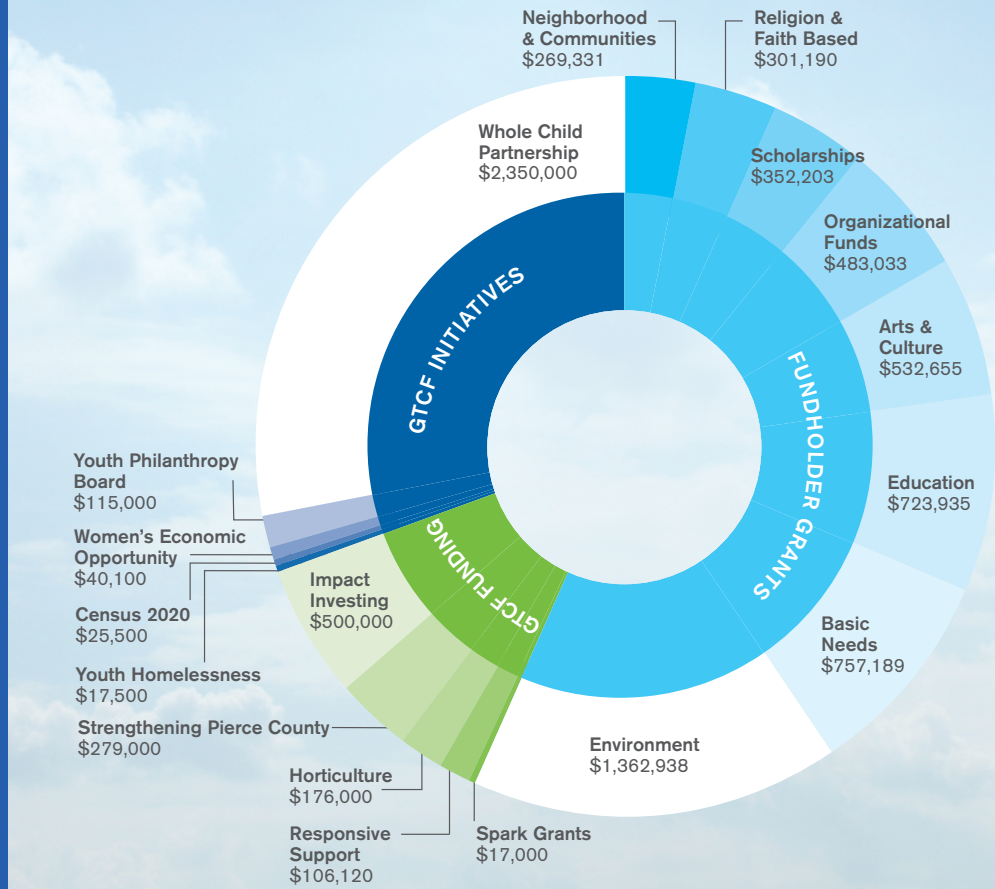
L'Arche Executive Director Laura Giddings has seen, "many organizations with 40-year histories that are struggling and going out of business. With the lives of people that we are responsible for 24/7, having some place that money comes from that it just comes, is huge. It's something donors committed to our future that we can count on, and that's just pretty rare in the fundraising world."

To learn more about how endowments can provide long-term, sustainable financial support for the organizations and causes your clients care about, contact Evelyn Ryberg, CAP®, GTCF Director of Philanthropic Services, at 253.345.4172 or eryberg@gtcf.org to learn more.



2018
GTCF
Funding
\$8,408,694

1,168
GRANTS
480
GRANTEES



Partnering to Leave a Legacy, Elaine Stafford & Shelby Clayson



Shelby Clayson and Elaine Stafford have been building a stronger Pierce County, literally and figuratively, for decades. Shelby volunteered with Habitat for Humanity, starting out by "pounding nails with a family that was going to get a house. And I knew that people lived in bad situations, but it wasn't

until I went into those homes to interview these families that it really hit me the kinds of bad situations people are living in with children." When she saw those families have a decent place to live, "it really hit me that what you can give really does help people."

Elaine and Shelby share a deep value for giving back to the community. It's something Elaine has been doing since she was a child, "taking a dime tied up in a hanky to church for my offering". In addition to supporting arts organizations, GTCF's Fund for Women and Girls, and Type I diabetes research, among many other causes, they've been active at Christ Episcopal Church for twenty years, connecting with local people and issues. For Elaine, supporting community starts with listening to people's stories, "even if it is fragments of a story, you start to build a larger story. It is the people connection that keeps me motivated to be a compassionate person. I have many people tell me their stories and I try to live from what I hear. That's how we decided some of our legacy planning." Through their legacy planning, Elaine and Shelby will continue to support the causes and organizations that have mattered to them for a long time.

Greater Tacoma Community Foundation can assist your clients in establishing their legacy in the community. Contact Evelyn Ryberg, CAP®, GTCF Director of Philanthropic Services, at 253.345.4172 or eryberg@gtcf.org to learn more.