

The Fairfield Story and Lessons Learned

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Community Foundation and Philanthropy Academy
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UNIQUE DONOR BASE

- **Long Term Money**
 - **Means Steady donations**
- **New Found Money**
 - **Upswing in major donations**
- **University Influence**
 - **Annual Giving Program**



National Recognition:

*Chronicle of Philanthropy,
May 1, 2003*



Identified 57 Non-Profit Organizations in Fairfield and Jefferson County, Iowa

- Notebook

A Guide to the Charitable Non-Profit Organizations of Fairfield and Jefferson County

- Annual Updates

- Luncheons for

1. Non-Profits (to gather information).
2. Financial Planners, Brokers, Accountants, Insurance Agents, Attorneys, Bankers and other interested parties (to distribute notebooks).



The Greater Jefferson County Foundation

- **Founded in 1975**
- **3 Areas Designated for Receipt of Contributions**
- **Grants, Scholarships, and Tree Enhancement**
- **Total Assets: \$2 million**
- **2002 Scholarships in Excess of \$224,000.00 to Jefferson County High School Graduates**
- **Local Non-Profit Organization Grants Averaged \$54,000 Per Year for the Last Four Years**




Foundations of Jefferson County

- ◆ **11 Active Foundations in Community**
- ◆ **Separate Mission and Special Niche for Each Foundation**
- ◆ **2003 Assets: \$4 million**
- ◆ **2003 Grants: \$207,000.00**
153 grants and scholarships



Enlisting the Help of Professionals

- **Get Help and Support From Those With Financial Influence and Knowledge in Your Community**
- **Identify and be Aware of Special Needs and Areas of Focus**



Publicity for Events Is Essential

- **Get Cooperation of Local Newspaper, Radio Stations, and Public Access Television**
- **Do Special Shows Highlighting Charitable Giving in Your Area**
- **Create “Spots” on Local Radio Station at Least 3 Times a Year**

4 Examples of Fundraising

- **Education Foundation**
Raffle: 500 tickets for \$50 = \$25,000 ie
\$12,500 for awards, \$12,500 for foundation
- **County Hospital Foundation**
20 Dream Vacations: goal 300 tickets @ \$100
sold 180 = \$12,000 cost, \$6000 for foundation
- **Greater Jefferson County Foundation**
Golf Tournament plus dinner for 2
- **Jefferson County Civic Center, Inc.**
\$5.2 million raised using appreciated asset
contributions and pledges over 5 years

Key Points



- **Stimulate and Challenge Your Community**
- **Sponsor Special and Unique Events**
- **Continuous Education and Exposure Through the Media to Report Benefits and Community Outcomes from Charitable Giving**

*"Do Your Giving While You are Living,
So You are Knowing Where it is Going"*