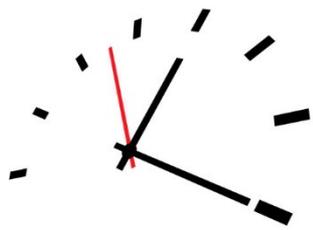


TALKING ENDOWMENT



35 Hours of Giving

Hosted by the Capital Region Community Foundation

A WHAT?

What exactly is an endowment?

- A permanent fund – meaning the principal is protected.
- The principal is invested and grows over time.
- Each year the charity may choose to accept a distribution from the earnings or reinvest it for growth.

Why have an endowment fund?

- An endowment is in perpetuity which is the charity's greatest sustainability plan!
- It shows our stakeholders that we plan to serve the community for years to come.
- The funds are invested by professional advisors, so the charity doesn't have to worry about it!



Building Your Endowment Fund with *35 Hours of Giving*



Structure & Support

- Platform hosted by Community Foundation
- Tools & Tips for Success
- Opportunity to stay focused on endowment
- Matching Funds!