

A COMMUNITY FOUNDATION IS VITALLY IMPORTANT

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and

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A few short years ago some forward thinking people got together and laid out plans for a community foundation. Their thoughts were that a foundation was needed to take care of the needs of individuals, groups and organizations, needs that could not be fulfilled by other local foundations. Thus was born the Heartland Community Foundation (HCF) which comprises the counties of Ellis, Rooks and Trego, and is affiliated with the Greater Salina Community Foundation.

So what kind of needs are we talking about? How about these: why should every child in this area who otherwise cannot afford them, not have a toothbrush and toothpaste, eye examinations and glasses or contacts, access to musical instruments and more?

Why shouldn't there be funds set up whereby the earnings are used to support the American Red Cross, Big Brothers and Big Sisters, the United Way, the Humane Society, the soon-to-be-constructed Hays Sports Complex and many, many more worthwhile local organizations? As you can now understand, there is no other local foundation taking care of those kinds of needs.

We (and our wonderful 12-member board) think the best way to accomplish the above mentioned programs and more, is through a strong, vibrant community foundation. Our vision, our passion, is to build (with your financial and moral support) our foundation into an entity with a huge endowment during the next few years.

As we raise funds and continue to grow, we will invest those gifts and use the earnings to support those organizations within our foundation and create new programs and activities that makes our three-county service area a better place in which to live, work and raise families. And we want you to know we are very good stewards of the gifts given us and that we invest wisely.

So how do we go about raising funds to grow our foundation? Before we answer that question let us first thank you donors who helped jump-start the HCF with your heartfelt gifts. We truly are blessed in this area with kind and compassionate people who support good and worthy causes.

One way to raise funds is to make sure in the next few years that the HCF is the recipient of some of the funds from a reality that's about to happen. That reality is called "The Transfer of Wealth." Did you know that the largest mass of wealth in history will be transferred to future generations in the next 50 years? And as you know, as people leave western Kansas (and it's a fact that is happening) they will take that "wealth" with them.

Our foundation believes local wealth retention is crucial; we face an urgent need to capture a portion of the inter-generational transfer of wealth before it follows the population out of the area forever. If we as a foundation can capture even five percent of that wealth transfer in Ellis County alone between now and 2020, it is estimated that we could enhance our endowment by \$33 million.

Another way to increase Foundation assets is through estate gifts. Let us tell you a heartwarming story about estate gifts to a community foundation. There is a relatively small community in northwest Kansas that has a foundation endowment in excess of \$10 million. That's no typo good readers, \$10 million. Just think, a 5% return on those funds could bring that community \$500,000 annually to meet the charitable needs of the area.

So how did this small community get that \$10 million? It happened because two local citizens chose to share upon their death the vast majority of their good fortune with the community. They wanted to make a difference, they wanted to help keep the community alive, to build it and to keep its inhabitants in the area. What a truly, wonderful "legacy" story.

We're very excited at the HCF because the Kansas Health Foundation (KHF) has enough faith in us to award us a half-million dollar matching grant. Our goal is to raise \$1 million over the next few years. By doing that and receiving the KHF grant, some wonderful programs and projects will be taking place in our three-county service area. And the sweet part about this program is that your tax deductible gift to the HCF will be partially matched by the KHF. What a wonderful plan that is.

Good friends, we know that each of us has our favorite charities, our favorite organization we love to support. Some of us choose to support our alma mater while others of us choose our local medical center or our church. Other donors support numerous and various entities and still a few others support all of the above. The important thing is that we support good and worthy causes to the best of our ability because that is one of the many ways to make communities strong and viable.

In the end, most, if not all worthy causes are created and funded by local citizens. Foundations are simply tools to help meet an area's needs.

We also want you to know that our foundation works closely with the other foundations in the area and that we are in no way directly competing for funds. Each of the local foundations has a job to do for their respective entity and we at the HCF wish each of them nothing but the utmost success.

In closing we ask that if you are not familiar with our foundation, take a closer look at us. We would be very happy to visit with you. We think you will like what you see.

And one last request: seriously consider emulating the gift-giving that took place in the small community in northwest Kansas. Your family (or friend) legacy through the Heartland Community Foundation will last through eternity while the earnings will beautifully enhance the livability of this area for those who survive us. We can be reached at 785-621-4090.