

ENDOWMENT GIVING:

Frequently Asked Questions

Q: What is an endowment fund?

A: An endowment fund is a permanent, self-sustaining source of funding. Endowment assets are invested. Each year, a portion of the value of the fund is paid out to support the fund's purpose, and any earnings in excess of this distribution are used to build the fund's market value. In this way, an endowment fund can grow and provide support for its designated purpose in perpetuity. When you establish an endowment fund, you create a permanent legacy of support for the organization(s) or causes that you care deeply about.

Q: How much money does it take to start an endowment?

A: The Heritage Fund Board of Directors has set a minimum funding level of \$15,000 to establish an endowment.

Q: What else does it take?

A: A fund agreement. This agreement between the donor and the Heritage Fund permanently defines the purpose of the fund. The agreement also outlines HFBC's standard procedures for managing endowment funds.

Q: Whose name is on the endowment?

A: You can name an endowment for yourself, your family, your friend, your company – the choice is yours. Your endowment will be recorded as "The [Name of Your Choice] Endowment Fund."

Q: Do I need to sign an endowment agreement or meet a minimum gift level if I want to give to an existing endowment?

A: No. You can make a gift of any size to an existing endowment fund without signing a fund agreement. There may be an existing endowment that reflects your interests and to which you can add your support. Also, many donors who have established endowment funds in the past continue making gifts to them over time. The larger a fund is, the more it can do each year.

STEWARDSHIP AND RECOGNITION

Q: How do I stay informed about my endowment after I have made my gift?

A: Once an endowment fund has been established, Heritage Fund will begin sending you annual reports detailing the value and use of your endowment fund.

Q: How will I be recognized for my gift?

A: Heritage Fund recognizes donors in a variety of ways. Fund names exist in perpetuity and are published and promoted annually. For interested donors, we also offer a number of

opportunities to promote the fund and the donor legacy including: development of a legacy paper that can accompany fund distributions, promotion via social media and/or video documentation of fund history and donor intent.

