



A Strategic Approach to Personal Philanthropy



OUR MISSION

The Community Foundation of Greater Greensboro inspires giving, maximizes opportunities, and strengthens communities for present and future generations.

Let's create lasting impact in our community.

START YOUR JOURNEY

Do you plan your philanthropy?

While most people take the time to plan their annual budgets and consider how their assets will be divided up at death, very few sit down to consider how they want to give money away, whether during life or after.

We want to change that. The Community Foundation of Greater Greensboro's mission is to inspire giving, maximize opportunities, and strengthen communities for present and future generations. We exist, literally, to work with donors from across this great city to make Greensboro an even better place.

We think everyone – regardless of income, regardless of net worth – should have a personal giving plan, and we have created this planner to help you start your own journey.

To get you started, using the chart below, consider the organizations that received your top five largest cumulative gifts in the last year. You can include the total dollar amounts or just rank them 1 to 5, largest to smallest. Next, check the boxes that correspond to the reasons why the donations were made. If there is more than one reason, check all that apply. If you volunteered your time, indicate that as well.

Was the gift ...

Friend Driven – Donations made to an organization because a friend made a personal request, such as asking you to an event or fundraiser

Impulse Driven – Unplanned donations to address immediate needs such as natural disasters or something you saw on the news

Life Driven – Donations made to organizations that are part of your daily life – place of worship, your alma mater, your child's school

Mission Driven – Donations to organizations that align with your personal values and interests

	Total \$ or Rank	Organization	Friend Driven	Impulse Driven	Life Driven	Mission Driven	Volunteer Hours
1							
2							
3							
4							
5							

IDENTIFY YOUR VALUES

Our lives and experiences shape our personal values, revealing what is most important to us. Values can be rooted in faith, tradition, career, or personal interests. This exercise will help you identify the most important values to consider as you give. We've listed a few to get you started. Feel free to add any not listed here. Choose your top 10, then narrow your list to five, and finally select your top three.

- | | | |
|------------------|---------------------|-----------------------|
| Adventure | Friends | Risk-taking |
| Balance | Happiness | Security |
| Challenge | Harmony | Self-reliance |
| Collaboration | Honesty | Self-respect |
| Community | Humility | Service |
| Compassion | Impact | Simplicity |
| Competence | Inclusion | Social Justice |
| Courage | Independence | Social Responsibility |
| Creativity | Innovation | Success |
| Curiosity | Integrity | Sustainability |
| Dignity | Kindness | Tolerance |
| Diversity | Knowledge | Transparency |
| Education | Leadership | Trust |
| Empowerment | Legacy | Wealth |
| Entrepreneurship | Openness | _____ |
| Equity | Opportunity | _____ |
| Excellence | Personal Experience | _____ |
| Fairness | Power | _____ |
| Faith | Prosperity | _____ |
| Family | Resilience | _____ |
| Forgiveness | Respect | _____ |
| Freedom | Responsibility | _____ |

Why are you motivated by these three values?

Was it difficult to narrow down your choices? If so, why?

TOP 10

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

TOP 5

1. _____
2. _____
3. _____
4. _____
5. _____

TOP 3

1. _____
2. _____
3. _____

FOCUS YOUR GIVING

Given so many issues and needs, it can be challenging to identify a focus for your philanthropy. A community's health can generally be tied to how well it addresses issues in the eight categories we've listed below. These categories provide a framework for your overall giving strategy, whether you give locally, nationally, or internationally. Feel free to add your own. Choose your top five, then narrow your list to three.

Basic Needs

- Affordable Housing
- Food Insecurity
- Homelessness
- Poverty Alleviation
- Social Justice/Civil Rights

Health and Wellness

- Access to Affordable Health Care
- Adoption/Foster Care Services
- Animal Welfare/Companionship
- Disabilities
- Domestic Support Services
- Domestic Violence/Sexual Assault
- Medical Research
- Mental Health
- Preventative Care/Wellness
- Seniors/Long-term Care
- Substance Abuse
- Veteran Issues

Arts and Culture

- Access & Participation
- Arts & Music Education
- Helping the Arts Flourish
- Historic Preservation
- Performing Arts
- Public Media, Radio/Television
- Visual Arts

Education

- Adult Basic Education
- Continuing Education
- Early Learning
- English Language Learners
- Higher Education
- Libraries
- Literacy
- Youth programs

Vibrant Communities

- Civic Education/Engagement
- Community Building
- Community Revitalization
- Equity
- Faith Communities/Interfaith Collaboration
- Immigrants & Refugees
- Parks & Open Spaces
- Policy & System Change
- Public Safety
- Social Support

Thriving Economies

- Economic Development
- Economic Resilience
- Gender Wage Gap
- Small Business/Entrepreneurship
- Workforce Development

The Environment

- Climate Justice
- Endangered/Threatened Species
- Environmental Education/Advocacy
- Environmental Protection
- Sustainable Agriculture/Development/Transportation
- Wildlife Conservation/Protection

Global Issues

- Clean Water/Sanitation
- Disaster Relief/Recovery
- Disease Eradication/Vaccines
- Economic Opportunity
- Education
- Empowering Women/Girls
- Food Insecurity
- Gender-based Violence
- Health
- Infant Mortality
- Land Rights
- Leadership/Advocacy/Social Change
- Pollution
- Poverty Alleviation

MY TOP 5 ISSUES

1. -----
2. -----
3. -----
4. -----
5. -----

MY TOP 3 ISSUES

1. -----
2. -----
3. -----



**COMMUNITY
FOUNDATION**
OF GREATER
GREENSBORO

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