



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

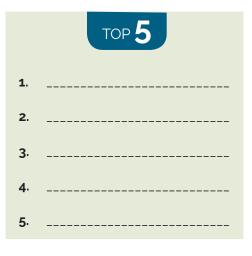
	Total \$ or Rank	Organization	Friend Drive	n Impulse Driv	len Life Driven	Mission Drive	on Yolunteer Hours
1							
2							
3							
4							
5							

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.

Forgiveness Freedom	Respect Responsibility		8
Faith Family	Prosperity Resilience		7
Equity Excellence Fairness	Opportunity Personal Experience Power		6
Empowerment Entrepreneurship	Legacy Openness	Wealth	5
Diversity Education	Knowledge Leadership	Transparency Trust	4
Creativity Curiosity Dignity	Innovation Integrity Kindness	Success Sustainability Tolerance	3
Competence Courage	Inclusion Independence	Social Justice Social Responsibility	2
Collaboration Community Compassion	Honesty Humility Impact	Self-respect Service Simplicity	1
Adventure Balance Challenge	Friends Happiness Harmony	Risk-taking Security Self-reliance	





	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 3 ISSUES

CREATE YOUR PLAN

What impact do you want to have on the issues you are most passionate about? Consider these three primary strategies for creating change.



Relief
Provides direct
services to those
requiring immediate
help. Give someone
who is hungry a fish.



Prevention
Identifies causes and proactively offers services and support to avoid the need for services in the future. Teaches someone who is hungry how to fish.



Reform
Efforts to advocate for improvements in current systems, laws, and policies. Ensures that all people have access to bait, tackle, and an unpolluted lake so they can fish.

philanthropy? Does this exercise make you consider altering your future giving				future giving?	

Which strategy resonates with you? Which strategy has been the focus of your past

Once you understand what drives your philanthropy, the next step is developing a plan that ensures your charitable giving is in line with your values, interests, and desire for impact. After completing this exercise, many people find they haven't been as focused as they would like - targeting their giving to the things they care about the most.

YOUR PHILANTHROPIC PARTNERS

The professionals at the Community Foundation of Greater Greensboro (cfgg.org) can help you plan and find the best fit for

your philanthropy. A trusted philanthropic advisor to over 700 fundholders in the greater Greensboro region, we work hand-in-hand with donors and their professional advisors. Because we have been serving the community since 1983, we have a deep understanding of community needs and the nonprofits that strive to meet them. We hope you will reach out to learn more about how we can help you with your philanthropic goals. Here are just some of the ideas to get you started:

Learn more about the issues and needs in our community

- Through our Adaptive Philanthropy series, learn more about the great programs already in place throughout Guilford County.
- Explore our partnerships with Guilford Nonprofit Consortium and other nonprofits to learn more about the over 700 nonprofits already at work.
- Schedule a one-on-one conversation with one of us to discover opportunities
 to match the issues and needs that are important to you with
 nonprofits and other philanthropists in our community.

Use tax-efficient giving techniques

- Receive the latest information regarding donor advised funds to maximize the tax benefits of your charitable gifts.
- Easily and efficiently donate appreciated assets to the nonprofits that you want to support.
- Consider using IRA Required Minimum Distributions as Qualified Charitable Distributions.

Create your own legacy plan

- Design a plan for your philanthropy that will continue in perpetuity, giving the Community Foundation instructions on how to support your favorite causes or even wherever the needs are the greatest year-to-year.
- Go deeper into learning more about initiatives that address strategic areas of interest, including housing, equity, women's issues, education, and more.
- · Endow your annual giving to specific programs or charities.

NOTES:	



301 N. Elm Street | Suite 100 | Greensboro, NC 27401 | (336) 379.9100

cfgg.org