



Professional Advisors

ARTICLE SERIES

Unrestricted Giving, The Trust Factor, and Why it Matters to Your Clients

Local giving is the key to growing a thriving community. Community Foundations and professional advisors are the vehicles that ensure “thriving” is a promise to future generations. As a force for good in Chippewa County for over 20 years, our fundholders trust us to enact their charitable gifts and deliver a future worthy of their legacy.

The Community Foundation of Chippewa County partners with professional advisors to offer wise, well-timed progress toward their charitable goals. Together, we form a responsible and respected team.

Americans generously donate to charity each year, providing vital support to over a million organizations that enhance the quality of life in our communities. Philanthropy constitutes 2% of the GDP, surpassing the home healthcare services sector. Trust in charitable organizations has risen from 63.9% to 69.9% between December 2021 and December 2022, emphasizing its role in influencing giving decisions.

Trust is crucial for philanthropic donors and grant recipients. It is important to work with a community foundation that is committed to stewardship, knowledgeable about the community’s needs, and stands behind its promise. The community foundation collaborates with the board of directors, civic leaders, and nonprofits to address ever-changing community needs, from health and human service projects to environment and animal welfare endeavors as well as funding scholarships or supporting arts and culture.

The Community Foundation is the trusted steward of over 250 charitable funds. Endowed funds provide sustained, long-term charitable grants for Chippewa County’s people and resources. Through the Community Foundation’s grantmaking, they are recognized as a leader in addressing community needs and helping donors meet their charitable passions.

Your community foundation is always attuned to the community's priorities through its convening power, community knowledge, and perpetual mission. It serves as an unparalleled resource to improve the community for everyone.

When discussing philanthropic plans with clients, consider the various funds available at the community foundation. Families often establish funds to address diverse charitable giving needs. A donor-advised fund, for instance, streamlines annual donations, while allowing for flexible and perpetual charitable giving. Additionally, clients can contribute to unrestricted funds for long-term grant-making, donate to the operating fund for sustained mission support, or support special campaign funds for immediate assistance to those in need.

Regardless of the chosen method, clients and their advisors can trust the Community Foundation to create a lasting impact in this beloved community.

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