

# FIELD OF INTEREST FUND

Connect personal passions  
to high-impact giving.



**BY ESTABLISHING A FIELD OF INTEREST FUND**, you can focus your gift on an important area of community life, such as early childhood development, parks and recreation, or food security. You identify your personal interest when making your gift; our board awards grants to community organizations and programs that are making a difference in the area you select. Your gift stays flexible enough to meet community needs in your interest area—even as they change over time.

## HOW IT WORKS:

- Identify an area of personal interest as broad or narrow as you wish.
- Make a gift to the community foundation during your lifetime or through a bequest in your will. You can give cash, appreciated stocks, real estate or other assets.
- We set up a special fund in your name, in the name of your family or business, or in honor of any person or organization you choose.
- You receive tax benefits in the year your gift is made.
- Our professional program staff evaluates needs in your area of interest, where grants from your gift will make the greatest impact.
- Our board issues grants in the name of the fund you establish (if you prefer, grants can be made anonymously).
- We handle all the administrative details.
- Your gift can be placed into an endowment that is invested over time. Earnings from your fund are used to make grants addressing community needs. Your gift—and all future earnings from your gift—is a permanent source of community capital, helping to do good work forever.



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## Dedicated to a cause

When they lost their adult daughter, Susan, to cancer, the Perez family received hundreds of contributions from people throughout the community. Susan had been a high school teacher, so many of the contributions came from fellow teachers and from parents of the students whose lives she had touched. “Susan cared so deeply about her work,” says Mrs. Perez, “and we wanted to use the money to continue in that spirit of helping children through their education.” The Perez family spoke with their local community foundation and decided to establish the Susan L. Perez Education Fund, a Field of Interest Fund that memorializes their daughter by supporting local educators and students. “We chose to begin this kind of fund because education is so dynamic,” says Mr. Perez. “We realize that we aren’t always aware of what our school system needs and how it works, and we wanted to be sure that, even years from now, grants made in Susan’s name make sense for our community.”  
*(Scenario)*

## Ten reasons to give through your community foundation

- 1** We are a **local organization** with deep roots in the community.
- 2** We have **broad expertise** on community issues and needs.
- 3** We provide highly **personalized service** tailored to your charitable and financial interests.
- 4** Our funds help people **invest in the causes** they care about most.
- 5** We accept a wide **variety of assets**, and can facilitate even the most complex forms of giving.
- 6** We partner with **professional advisors** to create highly effective approaches to charitable giving.
- 7** We offer maximum **tax advantage** for most gifts under state and federal law.
- 8** We **multiply the impact** of gift dollars by pooling them with other gifts and grants.
- 9** We build **endowment funds** that benefit the community forever and help create personal legacies.
- 10** We are a collaborative **community leader**, coordinating resources to create positive change.

## MORE BENEFITS

While you direct the Field of Interest Fund you establish from its creation, the maintenance is left up to us. Our professional program staff continually monitors changing community needs so that you can be sure grants made in the name of the fund make the most impact in your field of interest and create your personal legacy of giving.

You can add any amount to the Field of Interest Fund you establish at any time—and so can others who share your interests in community. If you endow your gift, it becomes a permanent community funding resource.

*The Grand Haven Area Community Foundation provides a simple, powerful and highly personal approach to giving. We offer a variety of giving tools to help you achieve your charitable goals.*

*You can make a gift of cash, stocks, bonds, real estate or other assets to the community foundation. Most charitable gifts qualify for maximum tax advantage under federal law. For more information and ideas on ways to integrate your financial planning with charitable giving, ask your financial or estate advisor and contact us.*