

# Unrestricted giving, the trust factor, and why it matters to your clients



The gifts Americans give to charity every year provide critical support for more than a million organizations that are helping sustain the quality of life in our communities. Philanthropy equates to 2% of GDP—that's a little more than the home health care services sector! And, [trust](#) is growing as a must-have prerequisite before your clients decide to give to an organization, [increasing](#) from [63.9% to 69.9%](#) between December 2021 and December 2022.

With trust in charitable organizations driving so many giving decisions, it's important for you and your clients to be aware of the Community Foundation's role and commitment to stewardship. Every day, the team at the Community Foundation works with members of our board of directors, civic leaders, and nonprofit organizations to deeply understand the areas where the people in our community need the most help. Today, the most pressing needs might be for emergency assistance in response to a disaster. Tomorrow, our community might need scholarships for inner city youth, or investments in research to improve access to healthcare for the underserved. Indeed, the needs of our community are ever-changing. The Community Foundation always has its finger on the pulse of the community's top priorities and the best way to address them. Through its convening power, community knowledge, and perpetual mission, your Community Foundation is an unparalleled resource to make our community better for everyone.

As you talk with your clients about their philanthropic plans, keep in mind that many individuals and families establish multiple funds at the Community Foundation to meet all of their various charitable giving needs. For example, a family might establish a donor-advised fund to organize their regular annual giving, making it easy to track gifts of appreciated stock and support for a large number of individual charities. A member of this family might also set up a charitable remainder trust with the Community Foundation to accept a gift of highly-appreciated real estate and retain an income stream for life. And, this family might also establish an unrestricted fund or

make gifts to existing funds that are specifically designated by the Community Foundation and its board of directors to address the most critical needs of our community. For example, your client may decide to:

- Contribute to an unrestricted fund at the Community Foundation to support the Foundation's long-term grant making.
- Donate to the Community Foundation's operating fund to support the Foundation's mission for years to come.
- Support a special initiative fund to help people who need assistance right now to get [back on their feet](#), relying on the Community Foundation's network and expertise to invest the dollars where they're needed most critically.

Whatever ways your clients choose to get involved, you'll know that you and your clients can trust the Community Foundation to make a lasting difference in the community we all love.