



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 local nonprofits.
- 3 We provide highly **personalized service** tailored to your charitable and financial interests.
- 4 We 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 **community leader** in the areas of charitable giving and endowments.



REASONS TO CREATE A FUND

- Organized Charitable Giving
- Maximum Tax Advantages
- Create a Legacy of Giving
- Support Your Favorite Nonprofit Organizations

2019 FINANCIAL HIGHLIGHTS

Total Assets **\$80.7 million**
 Gifts to CFNF **\$7.6 million**
 Grants to Charitable Organizations **\$3.8 million/472 grants**
 10-Year Annualized Return: **6%**
6.2% Return on Investments since 2002
Returns are reported net of all investment costs.

JANA McCONNAUGHAY



I support the Community Foundation of North Florida because of the positive impact it has on our community, its residents now, and the positive impact it will have for generations to come. Tallahassee has been a great place to live and raise a family for me and those I love, but there are people and entities that need our gifts to make it great for everyone. I can think of no better steward for those gifts than CFNF for my family and for my clients.



As a component fund of the Community Foundation, the Knight Fund awarded **\$346,200** in grants to the local community. The grants funded local projects, each encouraging an informed, engaged community in alignment with Knight's priority area.

The Knight Fund was created in 2004 as part of Knight's Communities Program to improve the quality of life throughout the country where the Knight Brothers previously owned newspapers.

The Community Foundation is pleased to serve as a vehicle for the Knight Foundation and assist Knight in funding important projects in our community.

The Community Foundation provides individuals, families and businesses with a simple, flexible and cost-effective vehicle for accomplishing their charitable goals.

CFNF BOARD



Sam Rogers, *Chair* Seth Clark, *Investment Committee Chair* Susan Payne Turner, *Treasurer* Matt Brown, *Immediate Past Chair* Eric Grant, *Secretary*



Skip Foster Fred Harris Scott Higginbotham Michael Kramer Debie Leonard



Jana McConnaughay Serena Moyle Susan Thompson Glenda Thornton Claude Walker

CFNF STAFF



Katrina Rolle, JD, *President & CEO* Laurie Hartsfield Burleson, *Sr. Director of Donor Relations* Sarah Stout, *Director of Donor Relations* Lucia Fontela, *Chief Financial Officer*



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CONNECTING PEOPLE WHO CARE WITH CAUSES THAT MATTER





I HAVE A NEW TITLE GRANDMOTHER



After 20 years as CEO of the Foundation, at the end of 2019, I transitioned to my new role as grandmother. My first grandson, Jack was born 3 days after my last day at the Foundation and grandson number two, Myers was born just seven weeks later!

It has truly been an honor and privilege to work with so many extraordinary board members, talented staff, caring people and nonprofits, all doing great things for our community. I will miss everyone but know the Foundation is in great hands under Katrina's leadership.

All my best,
Joy

A HISTORY OF SUCCESS

In 1995, members of the Tallahassee Regional Estate Planning Council began exploring the possibility of establishing a community foundation for the benefit of the North Florida area. By the end of 1997, the Community Foundation was incorporated, obtained 501(c)(3) status from the Internal Revenue Service and received its first gift.

The Community Foundation is grateful to the estate-planning professionals who had the foresight and steadfast commitment to establish the Foundation for the

benefit of the community for generations to come.

A volunteer Board of Directors representing a cross-section of community leaders was in place by 1998. With the help of a challenge grant from the Knight Foundation and matching funds from 30 Founding Members, the Foundation was able to open an office and employ staff in 2000.

Over the next 19 years, the Foundation staff grew to four members. Contributions to the Foundation now exceed **\$80 million.**



A YEAR FOR NEW BEGINNINGS

Dear Friends,

2019 marked a year of opportunity, investment transition, and new beginnings for the Community Foundation.

Opportunity: In the aftermath of Hurricane Michael and in support of long-term recovery relief efforts, the Foundation took a leadership role in providing over **\$598,000** in financial support to the counties in our philanthropic footprint most impacted by the hurricane; Calhoun, Gulf, Gadsden, Jackson, and Liberty. We are thankful for the generous support provided by our fundholders, fellow community foundations across the nation, the Knight Foundation, a generous matching gift from the Richard M. Schulz Family Fund, and members of our community to help our neighbors in a time of great need.

Investment Transition: After a 17-year relationship with the Fund Evaluation Group, The Foundation transitioned to a new investment manager, Commonfund, which manages over \$25 billion in assets. Since 1971, Commonfund has worked with nonprofit organizations, including 431 foundations, like the Community Foundation, to assist them with asset management practices. We look forward to working with Commonfund to help the Foundation achieve investment results that facilitate your long-term charitable giving goals and help nonprofits build endowments to support the long-term sustainability of their organizations.

New Beginnings: Under Joy Watkins' leadership, the Community Foundation has grown into an organization with over \$80 million in assets under management. During her 20-year tenure, over \$32 million in grants have been given to support the non-profit sector. Joy retired in 2019 and her long-tenured service to the Foundation and our community will long be remembered and appreciated. In October 2019, Katrina Rolle, accepted the leadership torch from Joy and is the new President/CEO of the Community Foundation. With Katrina's legal and non-profit experience, we are excited about the future and look forward to the continued growth of the Foundation.

As you review the 2019 Annual Report, we hope that while you reflect on all that was accomplished through your generous support of our community, you will also keep in mind the even greater needs of our community in 2020 as a result of COVID-19. Now more than ever, our community needs us to collectively use our philanthropic hearts to help soften the impact of this pandemic. We are here and ready to help you learn more about how you can support our nonprofit community through the Community Foundation!

With grateful hearts for your continued generosity,

Sam Rogers, Jr.

Sam Rogers
Chair, CFNF Board of Directors

DONOR ADVISED FUNDS

The Community Foundation of North Florida helps individuals and families support causes they care about, now and forever. Establishing a Donor Advised Fund allows you to make a charitable gift, receive an immediate tax deduction and then be able to recommend grants to your favorite nonprofit organizations at any time.

HOW IT WORKS

- You make a gift to establish a fund in your name and receive a charitable tax deduction.
- You recommend grants from your fund to your favorite nonprofit organizations.
- The balance in your fund is invested to produce future grants.
- You may add to your fund at any time during your lifetime or with a gift in your Will.
- You may also establish a fund with a gift in your Will and give the Community Foundation direction regarding the charities to benefit beyond your lifetime.

LEGACY GIVING

The Legacy Society provides a way for the Community Foundation to recognize and thank those very generous individuals who have provided for a gift to the Foundation that takes effect upon the individual's death. The deferred gift may be made to create a new fund or to add to an existing fund.

HOW IT WORKS

- A bequest to the Foundation in your will or revocable trust.
- Naming the Foundation as a beneficiary of an I.R.A. or other retirement plan.
- Naming the Foundation as a remainder beneficiary of a charitable remainder trust.
- Establishing a charitable lead trust designating the charitable distribution to the Community Foundation.
- Naming the Foundation the owner or the beneficiary of a life insurance policy.

NONPROFIT ENDOWMENT FUNDS

Nonprofit organizations provide critical services to those in need in our community. Nonprofit Endowment Funds help create sustainability for these organizations so they can continue to fulfil their mission, now and forever.

HOW IT WORKS

- A nonprofit, or donor of a nonprofit, makes a gift to establish an endowment fund in the name of the charity.
- Anyone may add to the fund at any time in any amount (with a gift during life and/or at death).
- An annual distribution from the fund is available to support and sustain the work of the nonprofit organization.
- The Community Foundation handles all of the administrative details including investment management, gift acceptance, accounting and audit.
- Contributions and future earnings are a permanent source

of revenue helping the organization provide much-needed services in our community forever.

BENEFITS TO A NONPROFIT ORGANIZATION WITH AN ENDOWMENT FUND

- A Plan for Managing Endowment Gifts
- A Professional Endowment Building Partner
- Protection of Donor Intent & Purpose
- Donor Confidence
- Gifts may be given during Life and/or at Death



HURRICANE MICHAEL YOUR FOUNDATION AT WORK

On October 10, 2018, Category 5 Hurricane Michael ripped through North Florida leaving thousands of Panhandle residents devastated. While support poured in the beginning to assist with short-term needs, more than a year later, counties remained far from restored.

In response to the storm's overwhelming impact, the Community Foundation of North Florida activated its Disaster Relief Fund and set out to systematically assess the needs in our 11-county footprint in order to identify opportunities that would aid in their long-term recovery and have the greatest impact.

The Foundation's study revealed five specific areas of need where grants would provide the greatest benefit: long-term recovery organization support; mental health and other medical needs; family stability, including food insecurity and childcare; economic, community and workforce development; and housing repair and rebuilding.

CFNF selected 15 grant application proposals to receive disaster relief funding totaling **\$587,060** to aid in the long-term recovery of five counties that were impacted by Hurricane Michael.

The following organizations received Disaster Relief Fund Grants to assist in their recovery from Hurricane Michael:

Gulf County - \$140,000 total amount awarded to Citizens of Gulf County Recovery Team, The Christian Community Development Fund, Inc. and Port St. Joe Theatre & Art Culture Center, Inc.

Gadsden County - \$108,580 total amount awarded to City of Gretna, Gadsden County Strong Long-term Recovery Group and Big Bend Community Development Corporation.

Liberty County - \$113,480 total amount awarded to Panhandle Area Community Outreach Liberty Strong, Twin Oaks Juvenile Development and Veterans Memorial Railroad.

Jackson and Calhoun Counties - \$225,000 total amount awarded to Chipola Baptist Association, Chipola Area Habitat for Humanity, Innovative Charities of Northwest Florida, and North Florida Inland Long-Term Recovery Group.