



# Smart Giving For Smart Businesses

## Flexible, Impactful, and Responsible Giving for Your Business

As a business owner, investing in your community is more than philanthropy — it's smart business. Opening a fund at the Heartland Community Foundation empowers your company to support the causes that matter most, with the flexibility, tax advantages, and local impact you're looking for.

### Why Open a Business Fund?

- **Flexibility in Giving:** Whether your business wants to support a range of causes, specific nonprofits, or a scholarship fund, we provide customizable options to meet your charitable goals.
- **Enhance Your Corporate Values:** Demonstrate leadership, commitment, and integrity by giving back to the community where you live and work.
- **Financial Benefits:** Enjoy immediate tax deductions and avoid the complexities of managing a private foundation.
- **Community Impact:** Partnering with HCF allows you to make a broad impact across Ellis, Rooks, or Trego counties. Unlike funds limited to a single institution such as a hospital or university, your business can support a diverse range of community needs.

### The Heartland Advantage

When you partner with HCF, you gain access to our team's deep knowledge of local needs and nonprofit organizations. We make giving easy by handling the administrative details for cash or non-cash contributions, allowing you to focus on your business and charitable goals.

#### Maximize Your Tax Benefits

- **Immediate Deduction:** Receive a tax deduction at the time you contribute to your fund.
- **Avoid Capital Gains:** Contributions of appreciated assets (stocks, real estate) can avoid capital gains taxes.
- **Lower Administrative Costs:** HCF's streamlined process means less overhead compared to establishing a private foundation.

#### Invested for Growth

Your contributions are invested to grow over time, increasing your impact on the community for years to come.



*"How can we give back without complicating our business operations?"*

An HCF fund makes giving seamless. We handle the paperwork, distributions, and tracking, so you can focus on running your business while making a meaningful impact in your community.

**Contact us to  
Get Started!**

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# STRATEGIC CHARITABLE FUNDS FOR YOUR BUSINESS

Heartland Community Foundation offers five primary fund types designed to meet your company's philanthropic goals. Explore our fund options and choose the one that aligns with your strategic vision and commitment to community impact.



## Corporate Donor Advised

A Donor Advised Fund (DAF) allows businesses to easily manage and direct charitable giving to nonprofits that align with their values. You can make grants to ANY organization, including those that support your industry or community, with distributions made in the name of your business.



## Designated

A Designated Fund allows businesses to direct charitable gifts to support a specific nonprofit organization or cause. Your contribution can provide ongoing funding for organizations like a senior center, museum, or service provider, ensuring lasting impact in the area you choose.



## Field of Interest

A Field of Interest Fund lets businesses focus their charitable giving on a specific area of community life, such as education, health, arts, or parks. You choose the area that aligns with your business's values, and HCF awards grants to organizations and programs making an impact in that field.



## Scholarship

A Scholarship Fund allows businesses to support students with the flexibility to attend a variety of schools. You set the criteria, helping students achieve their academic and career goals at the institution that best aligns with their aspirations and future plans.



## Unrestricted

An Unrestricted Fund allows businesses to make a flexible gift that addresses a wide range of community needs, including future challenges. Your contribution empowers HCF staff to make strategic grants where the need and opportunity are greatest.

## STEPS TO OPEN A FUND

1. Choose the fund type: select the fund that best aligns with your business's goals.
2. Consult with the HCF team: we'll guide you through the process and tailor your fund.
3. Make your initial gift: contribute cash, assets, appreciated securities, or other types of gifts to establish your fund.
4. Start giving back: begin supporting the causes and organization you care about by making distributions.
5. Ongoing support: we'll help manage and grow your fund over time.

## BENEFITS OF ENDOWMENT

An endowed fund creates lasting impact by preserving principal and using earnings to support causes. It offers long-term stability, flexibility, and potential tax benefits!

## THE BENEFITS OF A STRATEGIC CHARITABLE GIVING PLAN

Creating a strategic charitable giving plan helps your business make a greater impact while aligning with your core values. Here's how it can benefit your business:

- Aligns with your values: a clear plan ensures your giving reflects your business's goals and values.
- Engages stakeholders: a well-defined approach builds trust and loyalty with employees and customers.
- Maximizes community impact: focused giving allows your business to support the causes that matter most, creating lasting change.
- Tax advantages: a thoughtful plan can offer potential tax benefits while supporting your community.
- A strategic giving plan strengthens your brand and creates a lasting legacy.

**Make your community ...**

**brighter, happier, healthier, kinder more vibrant, more creative, more innovative, or more [\[insert dream here\]](#).**

*With one decision, your business can make a powerful and lasting impact on the community. A charitable gift through your business is a simple, tax-friendly way to support the causes and organizations that matter to you. It's a way for your business to keep giving back—forever. **Now THAT's legacy!***