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WHAT'S THE NEXT STEP?

- d Donor-Advised Fund.** Donors who want to remain actively involved in meeting community needs, now and in the future, may want to consider this kind of fund. You may grant to various charitable organizations over time and name a second generation to act as advisors to the fund.
- 3 Name Your Fund.** Most funds are named for the donor, the donor's family, or as a memorial to a loved one. Every grant from the fund will carry this name. If you prefer anonymity, you may choose a name that reflects your fund's charitable purpose, or one that ensures your privacy.
- 4 Decide What to Give.** Almost any kind of asset can be used to start your fund: cash, publicly traded securities, closely held stock, interests in limited partnerships, real estate, life insurance, and private foundation assets. We can also discuss other options with you, such as bequests and charitable trusts.

Since 1983, the Greater New Orleans Foundation has been working with donors from all walks of life to build a vibrant region...for now and forever. We welcome your partnership in this collective, creative effort.

Visit our website at www.gnof.org to learn more about our philosophy and services. Or call us at (504) 598-4663 to speak with a philanthropic advisor who can help you maximize your charitable intentions.



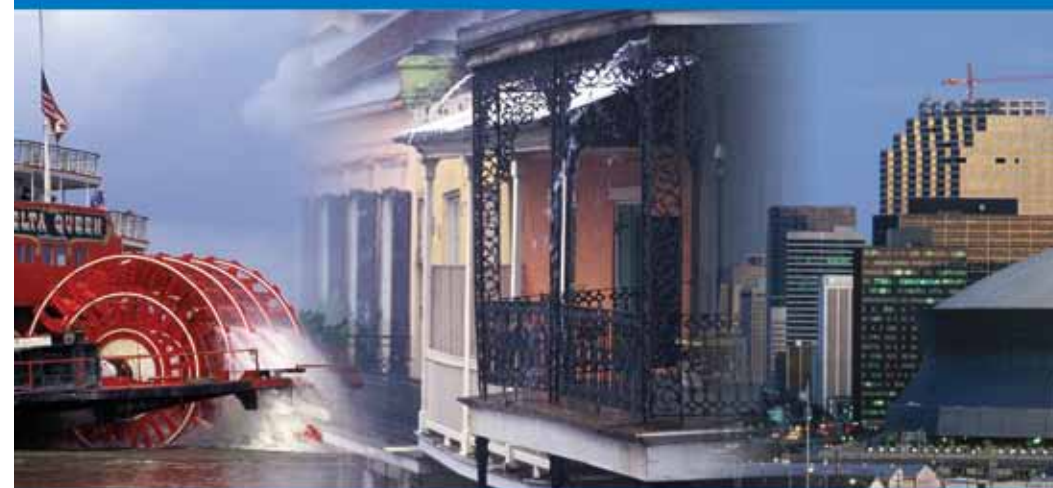
GREATER NEW ORLEANS FOUNDATION

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GREATER NEW ORLEANS FOUNDATION

For a vibrant region.



M MAKING PHILANTHROPY
AND ITS BENEFITS
AVAILABLE TO EVERYONE

“To give away money is an easy matter and in any man’s power. But to decide to whom to give it and how much and when, and for what purpose and how, is neither in every man’s power nor an easy matter. Hence it is that such excellence is rare, praiseworthy and noble.”
– Aristotle

WHY PARTNER WITH A COMMUNITY FOUNDATION?

Like all community foundations, the Greater New Orleans Foundation is a tax-exempt public charity that helps donors accomplish their philanthropic goals through one or more named charitable funds. These funds are pooled and invested together so that the income provides a vital and growing resource for our region. Community foundations are permanent organizations supported by donors and governed by citizens to ensure that community needs are met. They are the fastest-growing philanthropic segment, in part because they offer:

Strategic Impact: With deep and extensive local roots, community foundations understand local needs. We can mobilize diverse resources to create effective, systemic solutions to community issues.

Leveraged Results: By pooling gifts, community foundations maximize donor impact. When funds are endowed, they benefit the community forever.

Flexible Donation Acceptance Policies: Community foundations are equipped to accept a wide variety of asset types – from securities to personal property to life insurance policies. We can accommodate the most complex forms of giving.

Simplified Management: By offering diverse fund types, community foundations enable donors to invest in their favorite causes, meet their charitable goals, and be as deeply involved or as minimally involved as they like.



“This country will not be a good place for any of us to live in, unless we make it a good place for all of us to live in.”

– Theodore Roosevelt

REASONS WHY DONORS CHOOSE GNOF

Highly Personalized Service, tailored to meet an individual’s charitable and financial interests. This includes gift-giving assistance, grant-making support, and estate-planning information and assistance.

Easy Set-up, freeing you from the administrative tasks. You can establish a fund in less time than it takes to open a bank account. A single gift to the Foundation can support many charitable causes and eliminate the need to collect multiple receipts.

Local Expertise, connecting you with like-minded organizations, resources and donors so that your giving has the greatest impact.

Maximum Tax Advantages, as a public charity, your contributions qualify for the maximum deductions allowed for charitable contributions.

Effective Stewardship and Accountability, funds are invested by professional financial managers whose investment decisions are monitored by our Investment Committee and our Board of Trustees.

Community Leadership, convening people, resources, and ideas to create positive change. Our Board of Trustees focuses the talents of business, civic, and philanthropic leaders on meeting the needs of our unique New Orleans region.

Long-lasting Legacies, extending your generosity to the benefit of future generations. Your gift can be endowed so that it will fulfill your wishes and benefit our region in perpetuity. Can you think of a better way for your life to be remembered?



“A man’s true wealth is the good he does in this world.”

– Mohammed

WE’RE HERE TO HELP

Philanthropy should be a joy, not a burden. The Greater New Orleans Foundation makes it easy for you to make a difference.

We:

- Manage the charitable fund you create, overseeing its investment and handling the accounting and tax reporting requirements.
- Work with you to develop and implement your philanthropic strategy.
- Work with family members—including children and grandchildren, if you wish—to include them in the joy of giving.
- Provide personalized grant-making services, including publicizing grant opportunities, reviewing submitted applications, and referring information of particular interest to you.
- Issue regular financial reports on the status of your fund.
- Consolidate continuing contributions into one charitable fund.



“We make a living by what we get, but we make a life by what we give.”

– Winston Churchill

WHAT’S THE NEXT STEP?

Giving is easy. Simply follow these four basic steps:

- 1 Decide to Give!** Create a charitable fund now, establish it in your will, or create it through a trust arrangement that benefits your family, as well as charity. (Our advisors will show you how, or will work with your personal financial advisor, to keep them in the loop, as well.) Tax deductions are earned at the time of your gift, while grants awarded from your fund will continue into the future.
- 2 Choose a Type of Fund.** We offer a variety of funds to meet your personal, financial and philanthropic goals. We offer flexibility to meet your different charitable interests and to allow you to remain as involved, or as detached, as you like. Types of funds include:
 - a Unrestricted Fund.** Care for the needs of the community, whatever they may be, with an unrestricted fund. The Greater New Orleans Foundation will identify unmet needs and opportunities and direct your grant dollars through competitive grants.
 - b Field of Interest Fund.** Address the issues that you are most passionate about. You choose the field of interest (such as education, human services, the arts, the environment), and the Foundation identifies projects that are effectively furthering those fields through grants.
 - c Designated Fund.** Provide ongoing support to the organizations you designate to receive income from your endowed fund.

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“Deeds of giving are the very foundations of the world.”

– The Torah