



GREATER NEW ORLEANS
FOUNDATION

For a vibrant region.

GRANTMAKING AT GNOF

GNOF staff is available to help you in any way you may wish to refine, focus or enhance your grantmaking experience. We are able to offer suggestions of programs or areas of interest to consider. If you wish to do so, please feel free to contact LaToria Willis, Manager of Donor Relations. She will be happy to schedule a time to get together to discuss your interests. LaToria may be reached directly at (504) 598-4663 ext. 27 or via email at LaToria@gnof.org.

How to Make a Grant from Your Fund

We want to make grantmaking convenient and efficient for donors of the Greater New Orleans Foundation. There are several ways to communicate your grantmaking plans to us. Following is a list of options which will help you decide what is most convenient for you:

1. Use our online vehicle, [Donor Central](#), which is described in the next section of this binder.
2. Use the [Grant Recommendation](#) Forms in this section of the binder.
3. [Email](#) your recommendation to LaToria Willis at LaToria@gnof.org.
4. [Fax](#) your recommendation to LaToria Willis at (504) 598-4676.
5. Send a [letter](#) to LaToria Willis at GNOF.

Please be sure to clearly state your recommendations and any special conditions associated with the grants, including anonymity requests, specific programs or grants made in honor/memory of someone.



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DONOR CENTRAL

The Greater New Orleans Foundation is dedicated to helping you achieve your philanthropic goals through top quality and user-friendly donor services. One of those services is **Donor Central**.

Donor Central, GNOF's online grantmaking tool, will enable you to gain quick and convenient access to your fund(s). The entire system is password protected, so only you have access.

You will be able to view your fund balance, gifts in, grants out, and even make grant recommendations from donor advised funds – all online. All gift and grant information will be updated daily and investment earnings and fees will be posted monthly.

To access **Donor Central**, go to GNOF's website at www.gnof.org, click on the "**Donor Central**" icon, which will take you to the log-on page for this service.

Enter your unique user name and password (you can change your password once you are in Donor Central) and click "Log On" to the site. Your user name and password is detailed in your welcome letter.

We hope you will find **Donor Central** a powerful tool to manage your fund and accomplish your philanthropic goals.



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FREQUENTLY ASKED QUESTIONS

How do I make gifts to a fund at GNOF?

Gifts to funds of the Greater New Orleans Foundation can be made in various forms -- cash, checks, stocks & bonds, public and privately held securities and other forms of assets.

All checks should be made payable to the Greater New Orleans Foundation.

Important: Please write the name of the fund you wish the gift to be posted to in the memo line of your check. Contributions will be acknowledged to those persons or companies that appear on the check.

If you would like to make a wire transfer or gift of stock, real estate, art collections, bequests, etc please feel free to contact **Ms. Alice B. Parkerson**, Vice President of Development, at (504) 598-4663 extension 39.

Can I make a contribution online?

Yes. We are currently using Network for Good as an online giving tool. Please go to www.networkforgood.org. Remember to include the fund's name.

May I give anything besides cash and publicly traded securities? How?

Yes. You may give real estate, closely held stock, an interest in a family business, and many other assets. All such gifts are reviewed individually. We will talk with you about the details of your proposed gift and the appropriate procedure for transferring the asset. We generally do not accept vehicles or livestock.

If I am giving cash, how do I make out my check?

Checks should be made out to the Greater New Orleans Foundation with a note in the memo section as to which fund it is for -- e.g., the XYZ Fund. You may also send a cover note indicating the name of the fund to which the contribution should be credited.



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What information will be on my receipt?

In all cases the receipt will show the date the gift was received. If the contribution was a check, the dollar amount will also be shown.

If the gift was in the form of securities, the receipt will list the securities transferred and the number of shares. We also provide the value of the stock at the time it was received into our account (or the date the physical stock was delivered to GNOF). The value is based on the high and low average for the day of the stock multiplied by the number of shares, with appropriate disclaimers.

Charities are not permitted to value non-cash gifts, such as art work and real estate. It is the responsibility of the donor to obtain an independent, professional valuation.

Receipts for real estate and other non-cash gifts identify the property transferred. The IRS may require you to obtain an appraisal and to file a Form 8283 with your income tax return. We can provide you a Form 8283 on request.

How long does it take to process a gift?

Most gifts are processed within 5-7 business days of receipt. Publicly traded securities are typically sold upon receipt unless special circumstances dictate that GNOF hold the stock for a period of time. Once sold, the proceeds are reinvested in GNOF's investment pools in accordance with the donor's choices. Of course, the processing time for real estate, non-publicly traded securities and other unique gifts will take longer, depending on the nature of the gift and the liquidation plan.



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Can I get a refund of a gift made to the Foundation?

All contributions, once accepted by the Board of Trustees, are an irrevocable contribution to the Greater New Orleans Foundation and are not refundable. However, if you want to terminate your fund, simply recommend grants of the fund's entire balance, and we will then close the fund (provided the fund is not an endowment).

How can I check the status of my fund?

The easiest way is to look in **Donor Central**, your personal online tool for managing the fund you have established. You may access your current fund balance, make grant recommendations and very soon you will be able to research nonprofit organizations. You will also receive a quarterly or annual donor statement in the mail for your reference. You can always call the Foundation and ask for **LaToria Willis**, Manager of Donor Relations, at (504) 598-4663 ext. 27 or **LaToria@gnof.org**, who will be happy to answer any of your questions.

How do I recommend a grant from a donor-advised fund?

You may recommend a grant online using **Donor Central**. Or you may download a grant recommendation form from the Foundation's website, **www.gnof.org** and fax it to us at (504) 598-4676 or send an email to **LaToria Willis** at **LaToria@gnof.org**.

To whom may I recommend a grant?

Grants may be made to organizations that are recognized by the IRS as tax-exempt, charitable organizations and that meet the Foundation's due diligence requirements.



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May I make a grant to a specific individual?

You can recommend a grant to an individual only if that individual has been selected through an objective, predefined process and the grant is for a charitable purpose. An educational scholarship is an example of this type of grant.

Grants cannot be directed to specific individuals who are victims of a disaster or who have a personal illness. Support in these situations may be provided through nonprofit groups that serve many people affected by disasters or illnesses.

Also, grants from donor-advised funds cannot benefit a relative of the donor.

May I make a pledge through my fund?

Although you may not **fulfill** a personal pledge through your fund, you may recommend that the Foundation make a multi-year grant from your fund to a nonprofit organization. Please talk to someone at the Foundation when you want to make this kind of contribution so we can help facilitate it.

May I make a grant through my fund for memberships in organizations such as Booster Clubs, the opera, or the Sierra Club?

No. Since these kinds of memberships result in personal benefit to the donor (such as reduced fees for events), memberships cannot be funded by grants from donor-advised funds.

May I make a grant in memory or in honor of someone?

Yes. Just give us the contact information for the person you would like us to notify.



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May I recommend grants outside of the Greater New Orleans region?

Yes. You may recommend grants anywhere in the U.S. and internationally to support a charitable organization. Special due diligence is conducted for international grants (see FAQ on due diligence).

May I recommend grants to private foundations?

To comply with IRS regulations, the Foundation cannot distribute grants to non-operating private foundations, even though they are 501(c)(3) organizations. However, grants may be made to private operating foundations (private foundations that use the bulk of their income to provide charitable services or to run charitable programs of their own).

What are GNOF's due diligence requirements?

Due diligence is the process GNOF uses to ensure that organizations are qualified to receive grants and are capable of fulfilling your charitable intent. The due diligence review typically involves our receiving and reviewing the organization's current 501(c)(3) tax-exempt letter as well as financial and programmatic information.

For grants that are recommended outside the U.S., the Foundation uses expenditure responsibility requirements and follow all applicable domestic and international tax laws.

How long does it take to process a grant recommendation?

Grants to organizations GNOF has supported in the past can be processed quickly, usually within ten business days.

Can you send me the grant check so I can deliver it to the nonprofit?

The Foundation sends checks directly to grantee organizations. You will, however, receive a copy of the letter that accompanies the check so you will know when it was sent.



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What is the minimum grant amount?

The minimum grant amount is \$100.

Does the Foundation have a spending rule, and if so, how does that apply to the grants I recommend?

Yes. GNOF has a spending rule for funds established as endowments. It does not apply to non-endowed funds. The spending rule, a formula that determines the amount of money available for grantmaking from endowments, is based on a designated percentage of the fund's fair market value. The Foundation's current spending policy distributes 4% of an average 12-quarter market value annually. Based on historic stock and bond market performance, this allows the endowment fund to distribute grants in inflation-adjusted amounts in perpetuity.

What if I don't know who to make grants to or want to know who is doing the best job in my area of interest?

We have excellent staff and extensive research capabilities that are available to help you. For example, we can help you learn about nonprofit groups that work in your areas of interest or do customized research on issues you are interested in. If you need assistance, please contact [LaToria Willis](#), Manager of Donor Relations, at (504) 598-4663 or LaToria@gnof.org.

Does the Foundation offer volunteer opportunities?

The Foundation recently completed our strategic plan and has shaped many new opportunities for donors in the community to participate in our Competitive Grantmaking process. The Competitive Grantmaking Committee works with staff to make grants that meet donor's interests and help to improve community in several key areas. The committees vary with each grant cycle. If you would like more information about serving on one of the many committees, please contact [LaToria Willis](#) at LaToria@gnof.org or at (504) 598-4663.



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Whom should I contact if I have problems using GNOF Donor Central?

Please contact [LaToria Willis](#), Manager of Donor Relations or [Juliana Anderson](#), Communications & Development Assistant at (504) 598-4663 or by email at LaToria@gnof.org or Juliana@gnof.org.

May I make changes to the Fund Agreement?

Yes. In most cases this can be done easily with a Fund Agreement Amendment, a document that reflects the intended language changes and is signed by you and an officer at the Foundation. Please contact [LaToria Willis](#) to discuss any changes to the Fund Agreement.

What if I need more information?

Please visit our website, www.gnof.org or call [LaToria Willis](#) at (504) 598-4663 or email at LaToria@gnof.org.



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ABOUT GNOF

Since 1983, the Greater New Orleans Foundation has been helping donors reach their philanthropic goals by establishing named charitable funds. These funds are pooled and invested together so the income provides a vital and growing resource for our region.

As a community foundation, GNOF is a charitable organization that is supported by donors and governed by citizens to ensure that community needs are met. Our partners are making it possible for GNOF to have a major impact on key issues, including community revitalization and housing, education and workforce development.

But the origin of GNOF goes back much farther to the founding of The Community Chest, a federated fundraising institution, in 1923. The local Community Chest became the Greater New Orleans Regional Foundation in 1983, and the word “regional” was dropped from the name four years later.

Today, the Greater New Orleans Foundation holds total assets of \$190 million in more than 800 charitable funds and serves donors throughout Southeast Louisiana.

Through the leadership of an outstanding volunteer board of 27 community leaders, the Greater New Orleans Foundation has earned the confidence of its donors and the region.



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