



HAWAI'I COMMUNITY FOUNDATION
Amplify the Power of Giving

give
beyond your years

Hawai'i Legacy Giving Campaign

Update, Feedback & Refresher
Friday, January 26, 2018
Hawai'i Community Foundation



Our Time Together

What

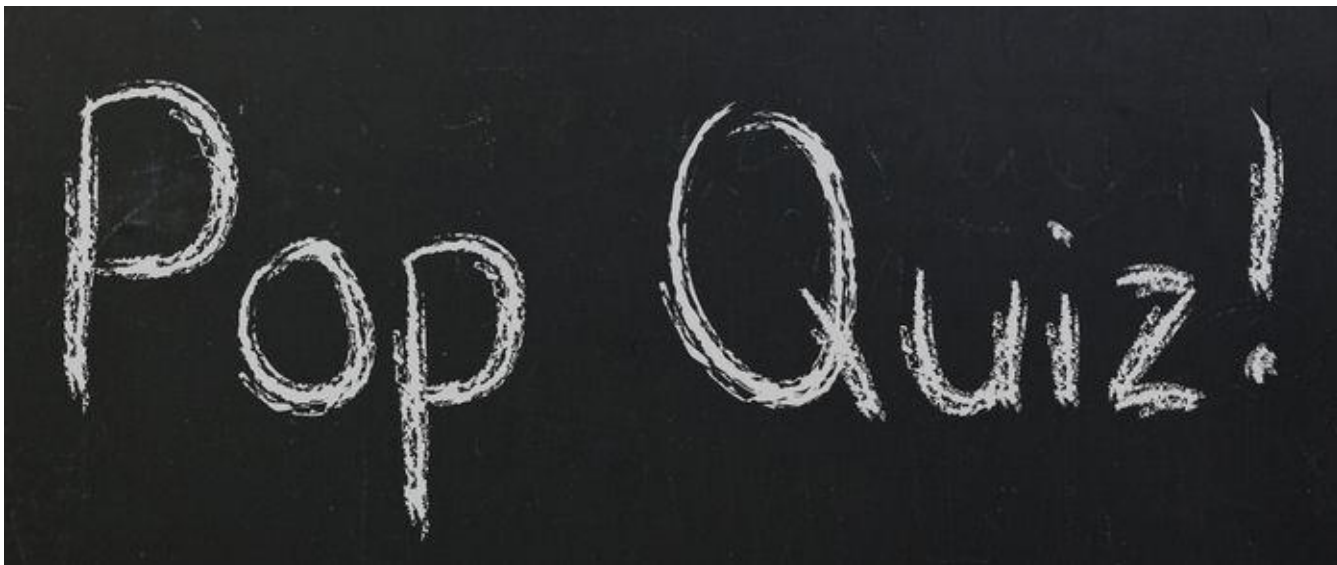
- Welcome
- 2017 Report
- 2018 Plans
- How can HCF help?
- Campaign Feedback
- Coming Attractions
- Networking
- Session Ends

Who

- Curtis Saiki, Senior Vice President of Development & General Counsel, HCF
- Martha Hanson, Director, Donor Relations, HCF
- Patti Look, Principal, FundDevelopment Group



Hawai`i Legacy Giving Campaign





Pop Quiz Question #1

How many new legacy commitments have been received over the last two years?

- A. 351**
- B. 456**
- C. 669**
- D. What's a new legacy commitment?**



Pop Quiz Question #2

**How long will HCF continue
the Hawai'i Legacy Giving Campaign?**

- A. 2017 was the final year**
- B. 2018**
- C. 2019**
- D. As long as Martha wants to run it**



Pop Quiz Question #3

How can HCF help you?

- A. Assist with real estate gift conversion**
- B. Accept gifts for endowed funds to benefit your organization**
- C. Sponsor charitable gift annuities for your organization**
- D. All of the above and more**



Pop Quiz Question #1

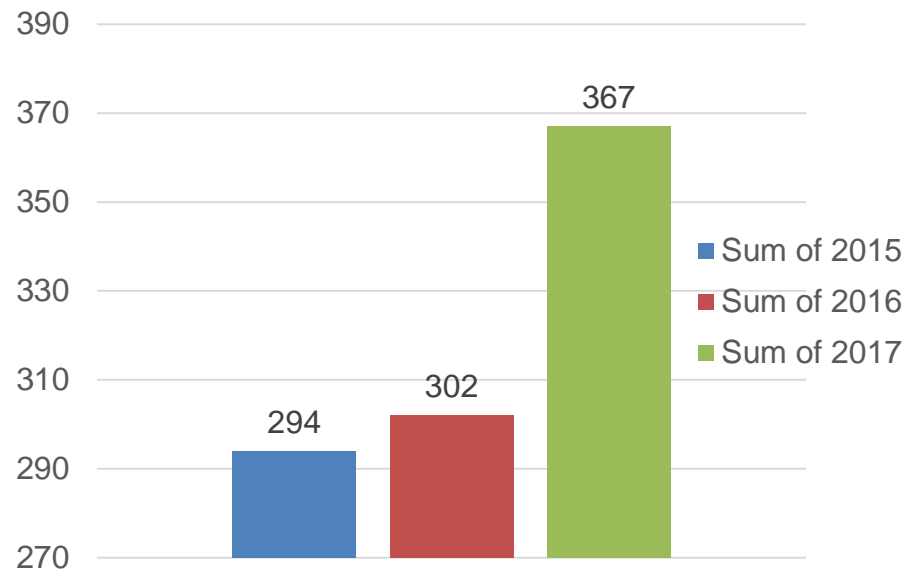
How many new legacy commitments have been received over the last two years?

- A. 351**
- B. 456**
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- D. What's a new legacy commitment?**



Campaign Report

New Legacy Commitments



669 new legacy commitments in two years



Campaign Report

Range of Legacy Commitments

Range of Commitments	# of organizations at this level	# of organizations at this level
20 or more	4	4
10 to 19	3	4
5 to 9	7	11
4	8	8
3	9	7
2	12	15
1	24	11
0	<u>39</u>	<u>49</u>
TOTAL	106	109
	2016	2017



Campaign Report

Increases, Decreases, Remaining the Same

Year to Year Comparison	INCREASED	DECREASED	STAYED THE SAME
2015 to 2016	42%	19%	39%
2016 to 2017	34%	27%	39%



Pop Quiz Question #2

**How long will HCF continue
the Hawai'i Legacy Giving Campaign?**

- A. 2017 was the final year**
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Hawai`i Legacy Giving Campaign

- **Extended through 2018**
- **HCF support & resources will continue this year**
- **By year-end, plan to transition to outside HCF**



Hawai'i Legacy Giving Campaign 2018 Plans

Campaign Events

- January – Report
- June – Sponsored CGA
- September – Donor Panel
- Additional sponsored events

Support

- Patti Look, FundDevelopment Group
- Curtis Saiki and Martha Hanson at HCF

Information

- Campaign Webpage
<https://www.hawaiicommunityfoundation.org/plannedgiving>



Give Beyond Your Years

LEAVE A LEGACY

HAWAII COMMUNITY FOUNDATION
Amplify the Power of Giving

A message from Hawaii's C
Learn more at [HawaiiCom](#)

INTROSPECTION

In a quiet moment, look upon the entirety of y
Then select the local cause that fits and make
or trust. Look back. Give forward.

give
beyond you

HAWAII COMMUNITY FOUNDATION
Amplify the Power of Giving

A message from Hawaii's Communi
Learn more at [HawaiiCommunity](#)

THE KIDS FIRST
THEN WHO?

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HAWAII COMMUNITY FOUNDATION
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A message |
nonprofit or
Learn more
or ask your

FORWARD YOUR LOVE

If you have a deep abiding connection
to Hawaii'i, select a local cause and leave a gift
in your will or trust. Forward your love.

give
beyond your years

HAWAII COMMUNITY FOUNDATION
Amplify the Power of Giving

A message from Hawaii'i Community Foundation on behalf of
nonprofit organizations serving the Islands.
Learn more at [HawaiiCommunityFoundation.org/Legacy](#)
or ask your professional advisor.



We need your Campaign feedback!

- 1. What's working?**
- 2. What's not working?**
- 3. What would be helpful?**

Discuss at your tables for 15 minutes and be prepared to report back to the whole group.



Pop Quiz Question #3

How can HCF help you?

- A. Assist with real estate gift conversion**
- B. Accept gifts for endowed funds to benefit your organization**
- C. Sponsor charitable gift annuities for your organization**
- D. All of the above and more**



How can HCF help you?

- *Assist with real estate gifts*
- *Accept gifts for endowed funds on your behalf*
- *Sponsor CGAs*
- *Assist with matured legacy gift administration*
- *Provide travel scholarships*
- *Award Grants*
- *Provide Legacy Resource Page*
<https://www.hawaiicommunityfoundation.org/plannedgiving>



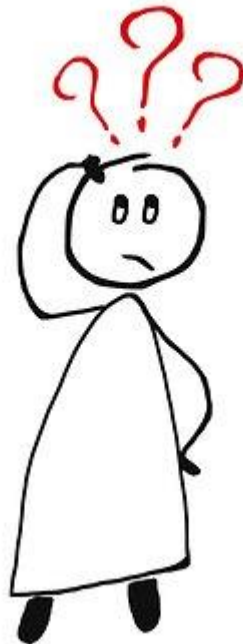
Looking ahead

Incoming survey. RSVP!

- | | |
|--------------------------------|---|
| Feb. 15 | IMPACT: Demonstrating Your Organization's Value to Donors and Prospects. |
| March 1 | HGPC conference with Kim Klein and Greg Sharkey |
| April 4 | Development plan workshop at HAIS conference |
| June | AFP donor panel session |
| | CGA training with Curtis |
| 1st Qtr 2019 | HCF Legacy Campaign Celebration, TBD |



Questions?





HAWAI'I COMMUNITY FOUNDATION
Amplify the Power of Giving

MAHALO

LEAVE A LEGACY

Honor the history of aloha. Look into your heart for the local cause most meaningful to you and leave a gift in your will or trust. You will be adding a stitch to Hawai'i's legacy of giving.

give
beyond your years



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A message from Hawai'i Community Foundation on behalf of nonprofit organizations serving the islands.

Learn more at HawaiiCommunityFoundation.org/Legacy or ask your professional advisor.