



{FREQUENTLY ON OUR FRIENDS' MINDS}

## “Why should I give to a foundation and not just directly to a cause?”

At CFSW we understand that charitable giving is highly personal. While many donors do make direct gifts to their favorite organizations, some wish to provide ongoing support forever, beyond their lifetime. Many feel more comfortable making those gifts through us because of our permanence, professional investment management, and oversight role to ensure their wishes are met by the recipient organizations.

**Experience personalized service.** We work closely with you to develop a giving approach that matches your personal interests and tax-planning needs. We can help integrate charitable giving within estate and financial plans, establish Donor Advised Funds that you, yourself name, facilitate anonymous giving, and assist with even the most complex gift channels. In other words, we offer that highly personal approach to charitable giving you're looking for, and deserve.

**Receive community leadership.** We invest in the long term and bring people and organizations together, convening diverse voices to address local issues and opportunities. Our mission, *Matching Personal Philanthropy with Community Need*, is really about building and strengthening the very communities in which you grew up, live now, or just hold dear to your heart.

**Gain local expertise.** Our professional staff monitors all areas of community need — including human services, education, the environment, healthcare, the arts, and economic development. We can help you learn more about local agencies and programs that make a difference in the areas they care about most.

**Choose from a variety of giving options.** Community foundations offer donors many services and benefits. We routinely work with families, individuals, attorneys and estate and financial planners to design gift plans that fit every economic situation, ensuring that donors receive the most benefit from their charitable contributions and that their philanthropic dollars are used to the fullest extent.

The Community Foundation of Southern Wisconsin helps individuals, families, businesses, and nonprofit agencies achieve their charitable and financial goals by providing tools and resources that make giving easy, flexible, and effective.

Many local organizations have endowments with us to which you can give. Because of the power of endowment, the goals of these funds live forever creating a lasting legacy while providing sustainability for future generations.

**LIVE GENEROUSLY.**

*For good. For ever.*

**Call us today to learn more.**