



Beckley Area
FOUNDATION

Who We Are...

BAF was established in 1985 by ten community-minded citizens with an initial gift of \$1.1 million from the Dr. Thomas Walker Memorial Health Foundation. Since then, BAF has grown to more than 500 endowed funds; making BAF one of West Virginia's largest community foundations.

What We Do...

BAF exists to inspire and facilitate generous charitable giving that advances our community. BAF has distributed over \$23.5 million to charities and other worthy projects in the fields of education, public recreation, health & human services, the arts, animal services and civic beautification.

Where We Serve...

The majority of endowed funds benefit Raleigh County, but there are also funds designated for Fayette, Greenbrier, McDowell, Mercer, Monroe, Summers, Webster and Wyoming counties.

Charitable Giving In Perpetuity Starts With One Gift

Donate



Individuals, families, groups or businesses can make a tax deductible donation of cash, appreciated stocks, real estate, or other assets. Ask us about the "building over time" option.

Choose



What are you most passionate about? Create a fund that will accomplish your philanthropic goals today and for the future. (i.e., Emerging needs, a local organization, education, etc.)

Grow



Gifts are invested and pooled together for long-term growth in our three trustee banks. Over time, the earnings gained from these investments are used to make grants.

Impact



Grants are distributed to improve the quality of life and strengthen our community. Over time, the impact of these grants will create a lasting legacy of giving from your fund.



Bradley Elementary School

REASONS FOR GIVING



Invested Impact

Each gift is pooled into an actively managed portfolio to multiply your donation over time.



Tax Value

BAF maximizes credits and tax deductions for each gift we receive.



Service

BAF offers admin support which includes fund accounting, audits, 990s, insurance and distributions.



Perpetual

Only the income from these funds is spent. The historical gift remains intact to serve the community forever.



Keeping it Local

BAF will always serve Raleigh County and its surrounding communities.



Giving Expertise

BAF offers resources and charitable giving advice that is customized to your philanthropic goals.



Versatility

Unrestricted dollars allow BAF to respond to emerging needs and special projects in our community.



Simplicity

BAF makes the process of giving to multiple charities as simple as possible for the donor.



Excellence. Accountability. Impact.™

The National Standards for U.S. Community Foundations Accreditation Program certifies U.S. community foundations that meet and exceed federal & state law requirements in practice & by policy. The accreditation process is rigorous, and undertaking it demonstrates a community foundation's commitment to accountability and excellence to its donors, its community, policymakers, and the public.



TYPES OF FUNDS

Woodrow Wilson High School

Each fund type may be utilized to accomplish your charitable goals. Some fund types are designed to give the donor flexibility and allow them to be more involved with their fund, while others are established to provide a source of income for a specific cause or organization.

Unrestricted

Gives BAF flexibility to respond to the emerging needs and special projects in our community. Examples include: Community Grant program, Students First program, Household Hazardous Waste Collection, etc. Unlike other funds at BAF, you can start a named unrestricted fund for \$5,000.

Designated

Supports one or more charitable organizations, as designated by the donor when established.

Agency

Provides an annual source of income to the establishing charitable organization.

Field of Interest

Benefits a specific area of interest such as education, the arts, or public recreation, rather than a designated organization.

Advised

The donor remains active in the grantmaking process and provide recommendations to the BAF staff and Board of Directors.

Scholarship

Provides financial assistance for students pursuing dreams of a higher education.

Geographic

Supports organizations and projects located in designated areas outside of Raleigh County.



TESTIMONIALS

Kaplan Educator Training



To support the community, education, arts and health, this unrestricted fund was created to honor the entrepreneurial character of the Fama & Morton Families.

"We are very grateful for the community's support of our family businesses and want to encourage others to further BAF's lasting legacies."

The Morton Family | Established the Fama Morton Fund

John Dewey said, "Education is not preparation for life, education is life itself."

With that quote in mind, Jeff & Kristin O'Neal along with their daughters Chloe and Sophie, established this fund to provide education opportunities for Raleigh County students with disabilities defined by IDEA.

The O'Neal Family | Established the Chloe E. O'Neal Education Scholarship for People with Disabilities



"BAF safeguards the generosity of those who have made endowments in the name of the church and leverages the money with others in the community to return a higher yield than we would get on our own. The endowments continue to grow, and a percentage of the gain is returned to the church so we can share generosity with others."

Rev. Monte Mitchell | Pastor, Beckley Presbyterian Church

"These designated funds and our longstanding partnerships with BAF help us support our partner agencies and our direct services like the Equal Footing Shoe Fund and 211 Information & Referral Hotline. Community support from BAF is vital to our success and appreciated beyond measure."

Trena Dacal | Executive Director, United Way of SWV



UNRESTRICTED FUNDS

Unrestricted funds allow BAF maximum flexibility to respond to the emerging needs and special projects in our community. Examples of unrestricted fund projects are: Community Grant program, Students First program, Household Hazardous Waste Collection, etc. Unlike other funds at BAF, you can start a named unrestricted fund for \$5,000.

Characteristics of an Unrestricted Fund:

- **Community Focused** – Grants awarded by BAF will be for charitable organizations that undertake the community's most critical work. BAF may also use it to host a major event such as the Household Hazardous Waste Collection. During the HHWC, BAF and their partners gathered 17+ tons of paint and 10+ tons of garbage in Raleigh County.
- **Dynamic** – Your gift addresses a broad range of local needs, including future needs that cannot be anticipated at the time your gift is made. Because you set no restrictions on the use of your gift, it enables the Board of Directors and staff to do what they do best – assess community needs & respond.



Raleigh County Library Summer Reading Program | 2022

The Raleigh County Public Library's project in 2022 was a summer reading program to help maintain the children's reading levels between school sessions. Children 3-13 kept a reading log each week to show that they completed their book. The majority of children in the program read at least 8 books over the summer. Prizes and crafts were also incorporated into the program to help incentivize reading.

"In Summer 2022, the RCPL put on a summer reading program for close to 400 children per week at our Beckley location. Thanks to area donors and organizations, our staff can help to make reading fun all summer long. We hope to see you this summer where we invite you to – Read Beyond the Beaten Path."

– Amy Stover | Director, Raleigh County Public Library

DONOR DESIGNATED FUNDS

The most straightforward option to support one or more charitable organizations. Donor Designated funds provide an annual source of income to any charitable organization. These funds can be designated for a specific project within an organization, or be left unrestricted.

Characteristics of a Donor Designated Fund:

- **Dependable** – The income from these funds will be provided annually, forever. What starts as a small distribution will continue to be invested and grow each year. Over time, the fund will become a dependable asset for the one or more organizations you designate funding to.
- **Straightforward** – Donors choose one or more charitable organizations to receive annual income from their fund. Donor Designated funds can be established for a specific project or purpose, or remain unrestricted for the organization. Once the fund is established, the organization(s) will get an annual reminder of your generosity.



Just For Kids Designated Distribution check delivery | 2023

Just for Kids (JFK), Inc. is dedicated to helping children heal from abuse in Raleigh & Fayette counties. Since opening their doors in 2003, JFK has served more than 3,500 children.

JFK has received over \$150,000 from their two designated funds established in 2002 & 2009.

"JFK has received donor designated funds from BAF for over fifteen years. Our organization has grown since its inception and so have the dollars coming from those funds. BAF has stood by our side over the years to assure that ALL the children we serve get the best support they need. Since 2010, there has been a 93% increase of children we serve who disclosed to us that they had been abused." – **Scott Miller | Executive Director, Just For Kids Advocacy Center**

DESIGNATED AGENCY FUNDS

One of the simplest options available to organizations who wish to provide an annual source of funding that will continue to grow over time. A Designated Agency fund is created by a charitable organization to provide themselves an annual source of income.

Characteristics of a Designated Agency Fund:

- **Reliable** – Although the distributions may seem small at the beginning, over time the fund will continue to grow and become a reliable asset for your organization. The income from your fund will be sent to your organization as a check, each year.
- **Simple** – The simplest option for charitable organizations. Designated Agency funds allow your organization to receive an annual distribution each year from your fund. Typically these funds are set up as unrestricted, allowing the organization to use them any way they see fit. BAF has seen agency funds be used for special projects, renovations, operating fees, programs, etc.



Youth Museum Designated Distribution check delivery | 2023

The Youth Museum is open year-round and offers changing interactive exhibits on art, history, science & nature. The current exhibit is Animation Land, where you can learn how to create animation at a variety of different stations set up throughout the building.

The Youth Museum has received over \$50,000 from their agency fund established in 1988.

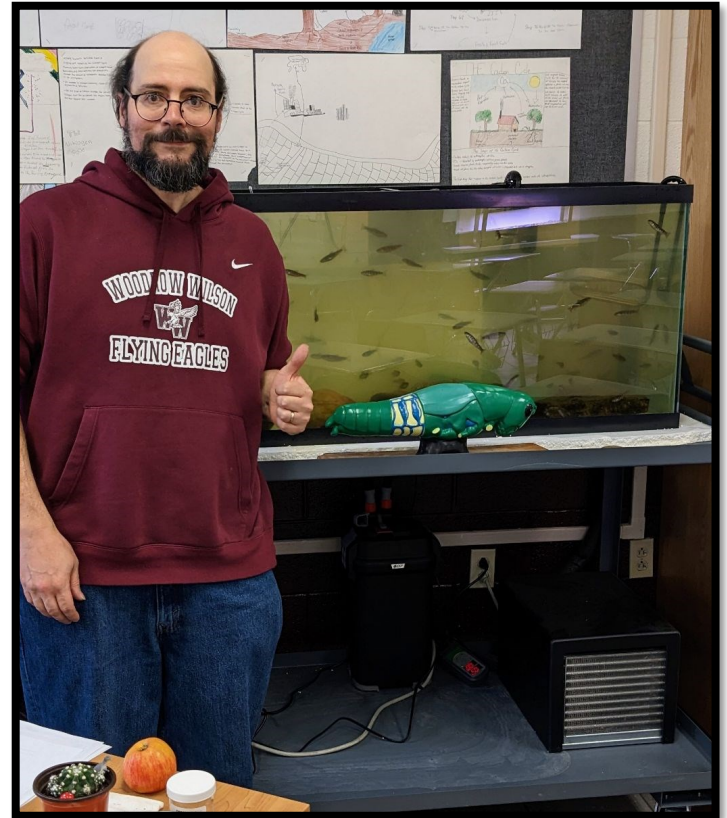
"The support that the Youth Museum has received from BAF has enabled us to improve our educational programming, complete capital projects and do "real work" under the guise of having fun." – **Donna Totten | Assistant Director, Youth Museum of Southern WV**

FIELD OF INTEREST FUNDS

Field of Interest funds are established to benefit an area of need such as education, the arts, environmental preservation, public recreation, economic development, etc. These funds allow the donor to support a specific area of interest they care about. The organization receiving these funds can vary each year.

Characteristics of a Field of Interest Fund:

- **Precision** – BAF accepts applications each year for their field of interest funds. Doing so allows the foundation to fulfill the unique needs of our community, while also fulfilling the donor's intent. The precision of this grant program has been appreciated by organizations and donors in our community.
- **Unique** – Donors choose an area of interest to support vs. designating the fund to benefit a specific organization. Grants can change year-to-year based on the types of projects and needs of the community. This provides a unique way to benefit causes in our community across all charitable organizations, forever.



"Trout in the Classroom" project at WWHS | 2023

Piney Creek Watershed Association recently collaborated with a biology teacher at Woodrow Wilson High School and Trout Unlimited to implement a "Trout in the Classroom" project.

PCWA received a grant from the Nancy R. Smith Fund to purchase a 55-gallon aquarium, an aquarium stand, water chiller, filters, and other equipment/supplies needed to raise brown trout from eggs to fingerling size successfully.

"This was a perfect opportunity to expose some of the students to a little bit of native WV wildlife they may have never seen before." – **Brandon Peters | Biology Teacher, WWHS**

DONOR ADVISED FUNDS

The most flexible option available to donors who wish to stay active in the grantmaking process. With a Donor Advised fund, the individual or family may provide funding recommendations each year to BAF staff, and the Board of Directors.

Characteristics of a Donor Advised Fund:

- **Active** – Donor Advised funds allow you and another generation of your family to be an active philanthropist in your community every year. Each summer, BAF will contact you with the fund balance information to inform your grantmaking decisions for that year.
- **Flexible** – The most flexible option for donors. Donor Advised funds allow freedom to make grant recommendations each year to any charitable project or organization that aligns with your fund. You may choose a project or organization that you already have in mind, or ask BAF if there are any community projects currently happening in our area.



The Turner Family at Jennifer's wedding.

William & Cindy Turner started their donor advised fund to benefit the citizens and the community of Raleigh County. Bill and Cindy have laid the groundwork for their children to continue this family tradition by naming daughter Jennifer Sarah Turner, M.D. and son William Lorin Turner, as future donor advisors for this fund. Bill & Cindy are both former members of the BAF Board of Directors and Cindy also served as Board President.

"In deciding to start a donor advised fund, Bill and I discussed the fact that every human has three basic needs; food, clothing, and shelter. With this thought in mind, we disburse primarily to food pantries in Raleigh County." – **Cindy Turner | Donor & Past Board President, Turner Family Fund**

SCHOLARSHIP FUNDS

Scholarship funds provide financial assistance for students pursuing dreams of higher education. The scholarships awarded vary in the degree of eligibility based on the donor's intent. On average each year, 90% of all BAF scholarships stay in West Virginia, and BAF awards over \$500,000.

Characteristics of a Scholarship Fund:

- **Customized** – Scholarships have many options to consider when creating your eligibility requirements. GPA, merit/need based, high school, college, field of study, etc. can all be a driving factor in who your scholarship will be eligible for. Just be cautious not to narrow this down too far.
- **Impactful** – With the price of tuition rising, the impact of a scholarship on a student may provide them a level of support that they may not otherwise receive. BAF uses a universal application, to make the process simple. Students complete an online application and the scholarship portal will automatically place them into each scholarship opportunity they are eligible for.



Scholarship recipient Nick Cook donating time to BAF | 2022

Although HSTA paid for most of Nick's tuition, he did not qualify for the Promise Scholarship. He dug himself into a hole his freshman year, and it seemed like no matter how many A's & B's he earned during the next three years, his GPA would not rise above 2.98. Thankfully, donors at BAF have established certain scholarship funds without strict GPA requirements.

"Giving back to Raleigh County and BAF is important to me because I am a product of my environment. Although I have always tried to work hard; I know I wouldn't be where I am without the people and organizations that have supported me along the way."

– Nick Cook | Recipient of WWHS Class of 1949 Scholarship

GEOGRAPHIC FUNDS

Geographic funds are established to support organizations and projects in designated areas outside of Raleigh County. These funds provide a special opportunity for surrounding locations that may not have other funding options available to them.

Characteristics of a Geographic Fund:

- **Influential** – Although Geographic funds make up a small percentage of BAF's total funds, these funds are some of the most impactful. Since funding options are limited in surrounding regions, these funds are influential for these areas.
- **Versatile** – Generally, Geographic funds are set up as a community fund. This allows the donor to either solicit local applications or make recommendations for projects in that region. These funds can also be designated for projects specific to an area of need such as the arts, education, etc. These options provide the donor with a wide variety of funding opportunities, while influencing the surrounding areas of Raleigh County.



Wyoming County Courthouse | 2022

The Community Fund, in partnership with the Wyoming County Planning Commission and Wyoming County EDA, has been a tremendous asset to Wyoming County. In addition to the scholarships awarded from the fund, the Community Fund has provided six community grants for projects such as after school programs, Energy Express, picnic tables for parks, feeding the hungry through "Empty Bowls", and gateway signage.

"The goal of the Community Fund is to make all aspects of Wyoming County a better place. Education, beautification, amenities, and quality of life are all important aspects of making any community a better place. We value those qualities in our community and the Community Fund has helped our students and our community achieve these goals."

– **Christy Laxton | Executive Director, Wyoming County EDA**



STEPS TO START A FUND

Lake Stephens

Steps to start a Fund:

- 1.)** Individuals, families, companies and organizations can establish a fund with a minimum gift of \$2,000 and build over a five-year period, or immediately start a fund with a \$10,000 donation.
 - Unrestricted funds can be started with an initial gift of \$5,000.
- 2.)** Depending on the type of fund you establish, you may be required to set up a designation, or create eligibility requirements.
 - Donor Designated funds – Decide if the fund will have a specific focus, or if it will be unrestricted for the organization.
 - Field of Interest funds – Decide which area of interest your fund will benefit.
 - Scholarship funds – Decide what eligibility your scholarship will have: college, field of study, GPA, high school, merit/need based, etc.
 - Geographic funds – Decide which region outside of Raleigh County your fund will benefit. Will your fund serve a specific area of interest?
- 3.)** Give your fund a name & work with BAF to develop a fund agreement.
- 4.)** Choose which trustee bank you would like to manage your fund.
- 5.)** Announce your fund.
 - BAF will work with you to develop a press release. This will go to the newspaper, our newsletter, website and social media channels. You may remain anonymous, if you wish.

To begin this process, please complete the form included at the end of this packet. If you have questions, please reach out to our Executive Director, Dena Cushman by calling (304) 253-3806 or email dena@bafwv.org.



SPENDING POLICY & FEES



BAF has investment & spending policies for its permanent endowments that attempt to provide a predictable stream of funding to programs and nonprofit organizations supported by these assets – while seeking to maintain the purchasing power of these assets over time.

The spending target for all permanent funds will be 3.5% of the value of the fund, based on a 12 quarter rolling average of the market value as of December 31st each year. BAF's policy is to assess each fund a monthly administrative fee by using the equation below. (Note: BAF's admin fees are below the national average.) These fees are established to maintain and manage the funds at BAF.

EXAMPLE: A local donor has an endowed fund with BAF. At the fiscal year end of 12/31, the 12 quarter rolling average market value of the fund is determined to be \$100,000. Using the spending policy of 3.5%, excluding administrative fees, \$3,500 is available to spend for the year ($\$100,000 \times .035$). Additionally, all funds have an administrative fee of 0.8%, \$800 will be assessed for admin costs ($\$100,000 \times .008$).

Funds are held at one of our three trustee banks: City National Bank, First Community Bank and United Bank.





INVESTMENT POLICY



The BAF Board of Directors view the assets as funds designated for long-term development & current philanthropic purposes for Beckley and surrounding areas. These two purposes dictate the need for stable and growing annual yield on the assets, along with portfolio growth through investments. BAF's investment philosophy can be summarized as follows:

- 1.) Maximum income commensurate with safety of principal.
- 2.) Stable capital growth.
- 3.) Recognition that some risk is necessary to produce long-term results that are sufficient to meet the foundations overall objectives.

The Investment Committee will meet annually to consider and review the following factors:

- 1.) The total return based upon a twelve quarter rolling average.
- 2.) Inflation rate.
- 3.) Preservation of capital.
- 4.) Fees; Both BAF administrative fees and bank fees.
- 5.) General economic conditions.
- 6.) The needs of the foundation.

Members of the committee will meet with a representative of each trustee bank or other financial advisor annually. BAF's investment objectives are outlined below. The asset allocation model will be reviewed by BAF's investment committee on an annual basis or as needed.

Asset Allocation:

Equities: 35-65%

Fixed income: 35-65%

Alternatives (REIT and/or commodities:): 0-5%



Beckley Area
FOUNDATION

Welcome to the Beckley Area Foundation (BAF) family! In partnering with us by starting a Fund, you are joining many others committed to improving their community. The information requested on this form will enable us to serve you better and help 'tell the story' of the Fund for generations to come. On behalf of our staff and Board of Directors, thank you for choosing BAF to assist you with your philanthropic goals.

Name of Fund: _____

Fund Type: ☐ Agency ☐ Designated ☐ Donor Advised ☐ Field of Interest ☐ Geographic

☐ Scholarship ☐ Unrestricted

Trustee Bank: ☐ City National Bank ☐ First Community Bank ☐ United Bank

Fund Primary Contact Person: _____

Email: _____

Fund Statements: Would you like to receive fund statements? ☐ Yes ☐ No

If yes, how often? ☐ Annually ☐ Quarterly ☐ Monthly

Preferred mailing address to receive communication from BAF:

☐ Home: _____

☐ Work: _____

Phone contact information:

Home Phone: _____ Work Phone: _____ Cell Phone: _____

Administrative use only: Fund Name: _____

Fund Type:

Date Established:

Trustee Bank:

Fund Purpose and Information:

Please tell us about the purpose of the Fund (who it benefits and desired impact) and any personal reason for creating it (attach a separate document if preferred):

If the Fund is in honor or memory of someone, tell us more about the person(s), including history (born and raised), education, profession, family, love for the community, mission in life, interests, hobbies, awards, community service (attach a separate document if preferred):

Is there any additional information that you would like to add?

Please email a photo and quote for BAF to use in the press release to samuel@bafwv.org.

Future Fund Development

Do you plan to contribute additional gifts to this fund?

- ☐ Yes
- ☐ No
- ☐ I would like someone to contact me about this.

Elaborate if you wish:

Is BAF and/or the Fund in your estate plan?

- ☐ Yes
- ☐ No
- ☐ I would like someone to contact me about this.

Elaborate if you wish:

If desired, please list your professional advisor:

If desired, please list your attorney, accountant, or any other advisors you would like BAF to be aware of:

