Our impact is greater when we all come together. Let’s team up for #MohawkValleyGives!

givemv.org
I have called the Mohawk Valley home for the past twelve years. At first, I wondered about finding my sense of place, then quickly realized what’s truly special about living here—it’s the people! The tradition and pride in family, work, food and community shine through in every interaction. The people are the reason that I am proud to call this place home.

As the newest member of the Community Foundation team, my title is Development and Fundholder Engagement Strategist, which can be thought of as a bridge between fundholders and nonprofit organizations that are both seeking the same outcome—to make a difference in our two-county community and the wider world.

I have spent my career working on both the programmatic and development sides of very small and large nonprofits, living and learning from triumphs and challenges along the way. I believe in the power and value of partnership and collaboration. You and all our fundholders are our partners in philanthropy, and I am looking forward to working with you to create opportunities in the Mohawk Valley and beyond. As your point of contact at the Community Foundation, I will be reaching out to each of you in the near future to meet you and learn more about your philanthropic story.

In this newsletter, we highlight a new and very exciting effort that emphasizes our 70th year anniversary. “Mohawk Valley Gives” is a chance to rally around those non-profits that have stepped up during these challenging times, and we hope you will explore the many ways you can help to make September 20, 2022, a success!

Elyssa Arnone-Earl
Development and Fundholder Engagement Strategist
<table>
<thead>
<tr>
<th>Fund Name</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td><strong>BROADWAY UTICA - RISE FOR A PURPOSE FUND</strong></td>
<td>An agency fund established by Broadway Theatre League of Utica to support its Rise for a Purpose annual campaign which benefits the community and area initiatives.</td>
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<tr>
<td><strong>LIVINGADK FUND</strong></td>
<td>An agency fund established by LivingADK, an organization dedicated to promoting vibrant and sustainable communities along the Route 28 corridor in the towns of Forestport, Inlet, Long Lake, Webb and adjacent communities.</td>
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<tr>
<td><strong>CAPRARO TECHNOLOGIES FUND FOR JOHNSON PARK CENTER FOOD DISTRIBUTION</strong></td>
<td>A project fund established to provide support for Johnson Park Center’s food bank.</td>
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<tr>
<td><strong>SIEGEL-PHILIPSON FUND</strong></td>
<td>A donor-advised fund established by the Philipson Family for general charitable purposes.</td>
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<tr>
<td><strong>UKRAINE CRISIS RELIEF FUND</strong></td>
<td>A fund established in response to the Ukrainian crisis to support area refugee resettlement efforts.</td>
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<tr>
<td><strong>CONNOR ARTHUR LYNSEKEY MEMORIAL SCHOLARSHIP FUND</strong></td>
<td>A scholarship fund established in memory of Connor Arthur Lynskey.</td>
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<td><strong>UTICA CHILDREN’S MUSEUM CHARITABLE FUND</strong></td>
<td>An agency fund established by Utica Children’s Museum, an organization dedicated to supporting every child’s natural curiosity to learn through hands-on, play-based exploration.</td>
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<tr>
<td><strong>WALLACE S. AND JANIS J. SWEET/WESTMINSTER PRESBYTERIAN CHURCH MEMORIAL</strong></td>
<td>A scholarship fund established through the generosity of many friends of the Sweet Family to help deserving students pay for expenses of an education beyond the high school level.</td>
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<tr>
<td><strong>KNIGHTS OF COLUMBUS ROME COUNCIL #391 CHARITABLE FUND</strong></td>
<td>A donor-advised fund established by the Knights of Columbus Rome Council #391 for general charitable purposes.</td>
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In celebration of our 70th anniversary, the Community Foundation will host its first ever 24-hour community giving day, “Mohawk Valley Gives,” as the start of a multiyear effort to bring nonprofit need and donor support together through our 75th anniversary year and beyond.

WHAT IS A GIVING DAY?

Over the last decade, the concept of hosting an online day of giving (or longer) has gained popularity across the country for all different types of organizations. Most people are familiar with Giving Tuesday, a global generosity movement that encourages people to give in whatever way they can on the Tuesday following Thanksgiving.

Giving days are common among colleges, universities, hospitals, cause-based organizations, and more recently, community foundations. For the Community Foundation, holding a designated giving day helps support our nonprofit partners while giving those organizations a great tool to reach out to their supporters—and the entire community.

MOHAWK VALLEY GIVES WILL:

• Establish an annual giving event to inspire the community to give
• Educate the community on the importance of philanthropy and collective giving
• Create an environment for nonprofits to showcase their impact
• Enable nonprofits to engage current donors in a modern way while also attracting new donors
• Provide access to technology, training and resources for even the smallest of nonprofits to experience the power of online fundraising
• Build awareness of the entire nonprofit landscape in the Mohawk Valley
• Foster new relationships with community businesses through sponsorships

We’ll engage with nonprofits, businesses, community residents, and fundholders to make sure Mohawk Valley Gives harnesses the community’s collective energy for the greatest possible impact. Whatever part you play, you will help make a difference. Read on to see how you can get involved!

The simple fact is that coming together allows us to do more.
DONATE

Mohawk Valley Gives invites everyone in our community to join us on September 20 to give to causes they care about. Even the smallest gifts, when pooled together, make a huge impact on the nonprofit organizations in our two counties.

SPONSOR PRIZES

Your fund can sponsor various cash prizes that incentivize nonprofit efforts, encouraging them to increase their giving day fundraising come September 20. Sponsor prizes will be created with criteria you and the Community Foundation will customize together. The nonprofit that meets those criteria during the giving day will be awarded that prize. Our team will be happy to walk through examples with you!

PEER-TO-PEER (P2P) FUNDRAISERS

Is there a special nonprofit near and dear to your heart? A P2P Fundraiser is the perfect way to support them during Mohawk Valley Gives. At givemv.org, you can easily create an account and launch a fundraising page for a specific organization that you can then share within your network to expand the reach of your cause and help that organization bring in new donors.

MATCHES AND CHALLENGES

A match is a pool of funds that is donated from a person or company that is intended to be used to double the amount raised by a specific nonprofit organization.

For example, ABC Corp. committed a $5,000 dollar for dollar match to XYZ Nonprofit. XYZ Nonprofit will receive $1 from ABC Corp. for each $1 that is donated by supporters. XYZ Nonprofit can now promote this match as a chance for donors to double their impact: a $25 gift becomes a $50 gift, a $50 gift becomes $100, and so on.

A challenge is a gift that can be unlocked by meeting a goal. This goal can be measured by total dollars given or total donors engaged.

For example, the XYZ Nonprofit sets a $3,000 fundraising goal for their campaign. ABC Corp. agrees to donate $1,000 dollars once the XYZ Nonprofit reaches their $3,000 goal.

SPREAD THE WORD!

One of the simplest ways to get involved in Mohawk Valley Gives is to follow the Community Foundation on social media (@foundationhoc) and help spread the word to your friends, family and colleagues leading up to the big day.
DONOR-ADVISED FUNDHOLDERS

Donor-advised funds will play a big role in Mohawk Valley Gives! We’ll be offering a VIP giving period for our DAF’s to take part in and we will share more details in the coming weeks! Alternatively, you may also choose to coordinate your donor-advised fund grants to align with our September 20 giving day. This can simply be in the form of grants directly from your fund, or through the matches and challenges mentioned on the previous page. If you are interested in any of these options, please reach out to a member of our development team to discuss.

SPONSORSHIP OPPORTUNITIES

Know a business or organization that might be interested in sponsoring Mohawk Valley Gives? We guarantee we have a fit! Opportunities come in all shapes and sizes, and higher-level sponsorships will reach thousands of residents thousands of times through the US Mail, email, social media and other online engagement. Visit foundationhoc.org/sponsorship to view available opportunities. For more information or specific questions, contact Nick Grimmer, ngrimmer@foundationhoc.org, 315-525-6584.

AGENCY FUNDHOLDERS

If your organization has an agency fund with the Community Foundation, we encourage you to sign up your nonprofit to participate in the giving day. All donations received can funnel directly into your fund and be eligible for prizes that are only available to our agency fundholders! Nonprofit registration is completely free and will be open from Monday, May 23, to Monday, August 1. Simply head to givemv.org and complete the registration survey. Upon completion, you’ll be notified when your organization is approved so you can start building a custom profile where donors will make gifts on the giving day.
FAQs

What organizations can participate?
Organizations that are verified 501(c)(3) charitable nonprofits that are headquartered or provide services in Herkimer and/or Oneida counties. We also have the ability to act as a fiscal sponsor for those organizations that do not have 501(c)(3) status.

Who can donate?
Anyone may donate. Donations through the Mohawk Valley Gives online portal to charitable nonprofit organizations are tax-deductible and cannot be refunded. Contributions through the portal may be made via credit and debit card only. Donations will be received and receipted by GiveGab. For convenience, Community Foundation donor-advised fundholders also have the option to donate in the form of grants from their fund on the giving day or during the DAF designated giving period.

What is GiveGab?
GiveGab is a nonprofit giving platform that helps nonprofits to raise money, engage donors and manage volunteers quickly and efficiently. GiveGab offers a full portfolio of simple and easy to use products that allows organizations to function in a more streamlined manner.

What are the minimum and maximum donation amounts?
The minimum donation amount is $10. There is no maximum donation amount.

Does the Community Foundation receive any portion of the donation given to my selected nonprofit?
No. The Community Foundation administers the event and website but does not assess an additional fee on donations or keep a percentage of what is donated to nonprofits. The Community Foundation views Mohawk Valley Gives as a community service to help the nonprofits we know and love. The Community Foundation will be registered as a nonprofit with a profile on givemv.org, should you wish to support its initiatives.

How can I create a fundraising campaign for my favorite organization?
To create a fundraising campaign, you’ll first need to create a fundraiser account at givemv.org. Next, search for the nonprofit you’d like to create a campaign for and fill out the requested information. Your campaign will be automatically published on the giving day website and is ready to share away!

What if my preferred organization is not listed as participating?
Please send an email to hello@givemv.org to request that we contact your organization of choice.

Who can I contact if I have questions or want more information about Mohawk Valley Gives?
General inquiries can be sent to the Mohawk Valley Gives team at hello@givemv.org. For questions related to gifts, matches, challenges, prizes or sponsorship opportunities, please contact Nick Grimmer, ngrimmer@foundationhoc.org, 315-525-6584.
MAKE A GIFT
THAT WILL
FIT YOUR PHILANTHROPIC
GOALS AND BENEFIT
THE COMMUNITY
FOR YEARS TO COME.

INVEST IN YOUR Community

HOW TO GIVE

ONLINE
foundationhoc.org

MAIL
2608 Genesee Street
Utica, NY 13502

PHONE
315.735.8212

WAYS TO GIVE

MAKE A GIFT
Cash
Real Estate
Stocks & Securities

CREATE A FUND
Donor-Advised
Scholarship
Field-of-Interest

PLAN YOUR LEGACY
Bequests
Future Fund
Life Insurance

GENERATE AN INCOME
Retirement Plans
Charitable Gift Annuity
Charitable Remainder Trust

INVESTMENT OPPORTUNITIES UPDATE

Working with our fundholders to help them achieve their philanthropic goals is something we take a lot of pride in. We are always striving to make processes easier, more efficient, and above all, more impactful. Our donor-advised fundholders are quite familiar with the investment opportunities that we typically provide in this quarterly newsletter. These opportunities give fundholders the ability to explore nonprofit needs and support those that align with their philanthropic interests.

Building on this model, our team has developed an interactive webpage where funding opportunities from local nonprofit organizations can be shared in real time with all of you, our staff, and in the future, the general community. We are excited to share more details with you as this process takes shape. Stay tuned!

In the meantime, if you have any questions please contact Elyssa Arnone-Earl, Development and Fundholder Engagement Strategist, earnone-earl@foundationhoc.org.

TRANSFER INSTRUCTIONS FOR GIFTS OF STOCK

Please provide your bank or broker with the following instructions for transfer of stock to our account at Robert W. Baird & Co. Inc.:

DTC #: 0547
Account #: 1854-6383
Account Name: The Community Foundation

Notify Nick Grimmer, director of giving strategies, 315.731.3737, ngrimmer@foundationhoc.org, that a gift is being transferred. Provide the donor name, number of shares, and the name of the stock or the stock code, as well as the designation.

NICK GRIMMER
DIRECTOR OF GIVING STRATEGIES
ngrimmer@foundationhoc.org | 315.525.6584

ELY ARNONE-EARL
DEVELOPMENT AND FUNDHOLDER ENGAGEMENT STRATEGIST
earnone-earl@foundationhoc.org | 315-725-7572

A copy of our most recently filed financial report is available from the Charities Registry on the New York State Attorney General’s website (www.charitiesnys.com) or, upon request, by contacting the New York State Attorney General, Charities Bureau, 28 Liberty Street, New York, NY 10005, or The Community Foundation of Herkimer & Oneida Counties, 2608 Genesee Street, Utica, NY 13502. You also may obtain information on charitable organizations from the New York State Office of the Attorney General at www.charitiesnys.com or 212.416.8401.