



ARKANSAS  
community foundation  
Smart Giving to Improve Communities



The late Kay and E.G. VanTrain had a passion for their community and wanted their charitable giving to have a broad impact.

Sitting at a grant awards ceremony in Cleburne County in 2007, Kay VanTrain wondered why the grants seemed relatively small. After learning about an opportunity to grow the local pool of funds to make larger grants, Kay said, "Well, we want to join!"

The VanTrains recognized the Community Foundation's potential to serve a wide variety of causes and to protect and grow charitable funds. Having owned several telephone companies across Arkansas in the past, they used telecommunications stock to establish a fund that would give back to the state where they dedicated their life's work. The VanTrains liked the idea that a single gift to the Community Foundation could affect the entire community, and they knew that greater impact could be made if the organization had a larger pool of funding for its annual grant cycles.

Their generosity sparked a community-wide challenge to increase grant funds in Cleburne County. In fact, grant awards doubled the following year, and the VanTrain's legacy continues to impact their community.

## Give where you live and create a lasting impact.

Through our Giving Tree Endowments, you can pool your dollars with other Arkansans who are passionate about creating a lasting difference to dozens of local causes—forever. A gift to the Giving Tree Endowment is right for you if:

- ◆ You're focused on the future of your community and want to provide funding for needs you may not even be aware of right now.
- ◆ You want to give back to your community through a gift that is flexible enough to support dozens of local charities.
- ◆ You want to ensure your funds are used to support a wide variety of causes based on the most pressing needs at the time.

### How Are Giving Tree Funds Used?

Committees of local leaders in each of our affiliate communities select the organizations that receive grants each year, through a competitive application process. That means you can be confident that people with an intimate knowledge of your community and its needs will ensure your gift is used wisely, even after your lifetime.

## Who We Are

Arkansas Community Foundation is a nonprofit organization that promotes smart giving to improve communities. The Community Foundation offers tools to help Arkansans protect, grow and direct their charitable dollars as they learn more about community needs.

By making grants and sharing knowledge, the Community Foundation supports charitable programs that work for Arkansas and partners with other to create new initiatives that address the gaps. Since 1976, we've provided more than \$156 million in grants and partnered with thousands of Arkansans to help them improve our neighborhoods, our towns and our entire state.

## Our Staff Can Help

We would love to schedule a time to visit with you about your charitable goals and answer your questions.

Contact staff today:

### Ashley Coldiron

Chief Development Officer  
[acoldiron@arcf.org](mailto:acoldiron@arcf.org)

### Jody Dilday

Development Director  
[jdilday@arcf.org](mailto:jdilday@arcf.org)

### Lindsey Simmons

Planned Giving Director  
[lsimmons@arcf.org](mailto:lsimmons@arcf.org)

## How To Give

We're able to accept many different kinds of donations. Our experienced and professional staff can work with you and your attorney, CPA or financial advisor to structure a gift that makes good business sense and does good for your community.

- ◆ Give by cash or check: Contribute to Arkansas Community Foundation with the designation for your local Giving Tree
- ◆ Give online by credit card: Visit [arcf.org/givewhereyoulive](http://arcf.org/givewhereyoulive)
- ◆ Use other assets: Explore gifts of stock, retirement accounts (IRA charitable rollover), life insurance or real estate.
- ◆ Consider your legacy: A 5% estate gift ensures a bright future for your community.
- ◆ Create your own named endowment for future needs in your community: An endowed fund of \$10,000 or more can honor your family or loved ones, even after your lifetime.

## Collective Giving

By contributing to the Giving Tree Endowment, you're making an investment in the future of your community. Your gift will be magnified by the collective power of other gifts and doubled by this incentive:

A dollar for dollar match will be provided for any gifts made to Giving Tree endowments before June 2019.

*The fiscal year 2019 match pool is limited to \$50,000 and will be depleted on a first come/first serve basis.*

