



## Reasons & Ways to Give When Times Seem Tough

Many people ask us about the best ways to help during these tough economic times so we thought we'd offer these 10 tips for giving during difficult times.

- 1. Focus on immediate needs.** Nonprofits providing basic human services - food, shelter and healthcare, for instance - are seeing a surge in demand for assistance. Consider focusing your contributions, even if they're less than in previous years, on organizations that support those most hurt by the economic situation. The Alaska Community Foundation has a Safety Net Fund ([alaskacf.org/safety-net](http://alaskacf.org/safety-net)) specifically for the purpose of helping organizations feeling the pressure of an increase in clientele.
- 2. Leverage your gifts.** Think about how to make your gift go farther. For example, focus on organizations that have a challenge grant to match or consider making your gift a challenge that will help them raise funds. There are other screens to consider, such as examining which groups collaborate, rather than duplicate services, and which ones successfully use volunteers.
- 3. Pace yourself for the long haul.** If you need to give less - or not at all - this year, use this time to revise your long-term philanthropic strategy and set five-year goals.
- 4. Use the IRA Charitable Rollover.** People who are 70 1/2 and beyond may use a new IRS provision that allows them to transfer up to \$100,000 annually from an IRA directly to a charity -- without counting those assets as income.
- 5. Make a charitable donation as a gift to someone.** Instead of presents to people who have much already, make a donation in their name to organizations that help the less fortunate. There are many ways to do this, and you may even set up a charitable endowment in their name that will continue to give for years to come.
- 6. Give something other than cash.** Perhaps you don't need one of your life insurance policies or the interest you own in a privately held company. Alaska Community Foundation can be the receiver of these types of gifts and direct their proceeds to the charity of your choice.
- 7. Leave a legacy.** Estate planning is increasingly important as we mature. Consider what you want as your legacy, especially in the area of charitable giving. Legacy giving includes naming charities in wills or certain trusts, gifts of retirement or other assets, and gifts of insurance policies.
- 8. If you are able to give more, give more.** Charitable giving can drop during downturns even as needs increase. If you can give more now, consider helping nonprofits that are feeling the pinch.

**9. Remember other needs.** The arts, women's shelters, animal rescue groups and recreation groups-- so many nonprofits make up the texture of the great life we have in Alaska. Remember these nonprofits are struggling too, and deserve your support. All nonprofits are tightening their belts these days and are grateful for every dollar.

**10. Ask for advice.** The Alaska Community Foundation can assist you in making charitable contributions that meet your charitable and financial goals. Whether the economic winds blow favorably or are harsh, we are here to help people be effective in their charitable giving, as well as to help donors make a positive impact on communities all across Alaska.

Contact Suzanne Yack, Interim General Manager; [syack@alaskacf.org](mailto:syack@alaskacf.org) or 907.334.6700