

# funding for the future

HELPING BUILD THE COMMUNITY'S ENDOWMENT



Oklahoma City

Community  
Foundation

OCTOBER 2001

## *The Community Foundation: Here to Help You Build an Endowment*

Donors in Oklahoma, recognized nationally for their generosity, have made the non-profit agency endowment fund program at the Oklahoma City Community Foundation the nation's largest. Nearly \$45 million is managed for more than 250 different organizations in the Oklahoma City area.

The thousands who have supported individual endowment funds for agencies are examples who demonstrate that a single person can have a profound impact on the long-term support for a cause (see story on Florence Ogden Wilson that follows). Thanks to the power of compounding and a long time line, endowments can be major contributors to organizations' funding needs.

The permanence of an endowment sets it apart from

some other forms of charitable giving that fund ongoing operations or capital campaigns.

Donors to endowments expect and insist that their gifts provide perpetual funding for the causes they support. Stewardship of endowment assets requires policies for investment and distribution that preserve the capital base of the endowment, that produce growth in excess of inflation and that generate distributions for the intended cause or organization. It is important that financial management policies address both investment and distribution.

In the fall of 1989, the Community Foundation announced a distribution policy that is designed to permit funds to capitalize on good investment years as well as protect in the event of a low or negative return market.

The policy calls for a cash distribution of five percent of the average market value of the fund over the previous eight quarters. This policy takes into account the growth in the funds attributable to investment

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### *One Person's Gift*

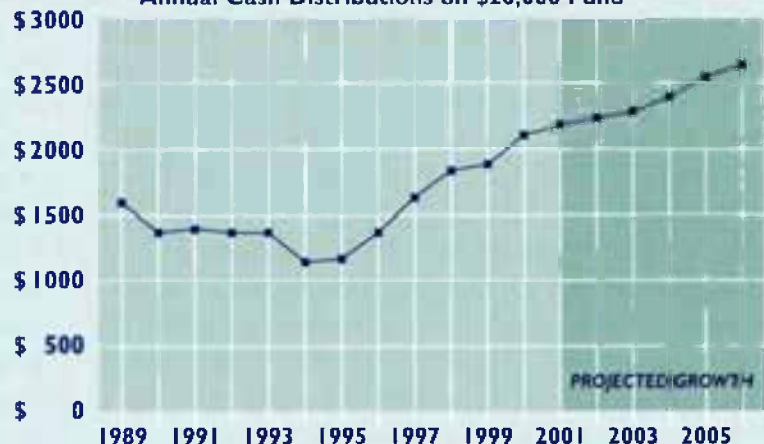
A gift to an endowment is a gift that keeps giving beyond the lifetime of a donor. It results from a vision, a donor's dream, to support a cause for perpetuity. The legacy of endowment donations is not lost at the Community Foundation. Donors continue to be recognized long after their last dollar was donated.

There are literally thousands of individual donor stories at the Community Foundation.

The story of Florence Ogden Wilson on page two shows the power one person – and the passage of time – can have on an agency endowment fund. Endowment building is not about a few large gifts. Rather, it is a process of encouraging donors to invest in the long-term viability of an organization.

In most of us, we believe, there is at least a little of Miss Wilson's dream to build a better community. And that's where building endowments begins.

**GROWTH IN DISTRIBUTIONS**  
Annual Cash Distributions on \$20,000 Fund\*



\*Based on a fund valued at \$20,000 as of July 1, 1988.



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## *Donor Services Make Giving Easy*

**A**n important part of the Community Foundation's service to designated endowment fund agencies and donors is facilitating gift planning and giving. For many agencies, especially those unaccustomed to dealing with planned giving procedures, these services can help provide opportunities for growing a fund.

The staff at the Community Foundation is able to help donors determine the method of charitable giving that provides for maximum tax advantages, current income if needed and the greatest long-term charitable benefit for the cause or organization.

Specifically, the Community Foundation is highly experienced in dealing with bequests for wills or trusts and the design and administration of charitable remainder trusts, charitable gift annuity contracts and gifts of appreciated securities. The Community Foundation's Web site, [www.occf.org](http://www.occf.org), provides sample trust documents and annuity contracts.

If a donor wishes to receive additional information, the Community Foundation provides free, online access to the Planned Giving Design Center, the industry leader in supplying news and information on tax and estate planning. Donors and professional advisors have found a wealth of information at the PGDC site.

The Community Foundation seeks to make it simple and efficient to donate securities, oil and gas properties, life insurance, real estate, stock in closely held businesses or virtually any other security to an agency endowment fund. By handling all the administrative details, reporting and investment administration, the Community Foundation always tries to make growing an endowment easy for donors and agencies.

*Planned giving experts are ready to discuss donors' needs at any time. Call Donna McCampbell, Carlu Pickrell or Nancy Anthony at 405/235-5603.*

## *Florence Ogden Wilson's lasting gifts to the future of Oklahoma City*

**F**lorence Ogden Wilson was born in New York City in 1889, the daughter of William Ranney Wilson, a reporter and drama critic for the New York Times. After the death of her mother, she and her brother went to live with relatives in Ohio and later with an aunt and uncle in Oklahoma City, Alice and William Fremont Harn. Mr. Harn had come to Oklahoma in 1891 as a federal prosecutor to deal with those accused of violating the rules of the territory. He acquired land and became a leading developer, donating the 40 acres along N.E. 23rd Street for the new Capitol. Although related only by marriage, Florence Wilson and her brother inherited much of the Harn land and estate in Oklahoma City.

After graduating from Vassar, she returned to Oklahoma City and served as a secretary to her uncle in his law practice. She was active in civic and church affairs, serving on many community boards and was the first female Trustee at Oklahoma City University. In 1971, she sold a tract of land to the State of Oklahoma, deeding a 10 percent interest to the newly formed Oklahoma City Community Foundation. The Community Foundation's share of the sale, \$49,972, was to benefit five organizations: Cowboy Hall of Fame, Oklahoma Zoological Society, YMCA, YWCA and the Allied Arts Foundation. Liberty Bank, as trustee of this gift, generously added \$28 dollars to make the total amount \$50,000 and the share to each organization exactly

\$10,000. These became the first designated endowment fund gifts at the Oklahoma City Community Foundation.

In 1977 and 1978, Miss Wilson added \$1,000 to each of the five funds, making her total contribution to each fund \$12,000. She died on July 30, 1979 at age 90. Even though Miss Wilson made no more gifts to these funds, her contributions started funds that were added to by other donors. The total value of the endowment funds for these organizations now exceeds \$4 million.

Over the past 30 years, each \$12,000 gift by Florence Wilson has generated annual cash distributions of \$23,694 for the agencies, including \$1,325 in 2001. The total value of the gift is now almost \$25,000, or a total return of more than 300 percent on the initial gift. Since the Community Foundation started crediting investment performance to funds in 1989, the total return has averaged 9 percent per year.

Because of this endowment gift, we still remember Florence Wilson and her contributions to Oklahoma City. Her gift is still making a difference, more than 20 years after her death, and will continue to do so into the future. Miss Wilson's gift started a movement in Oklahoma City to build endowment funds to provide for the future of organizations about which she cared. The Designated Endowment Fund program and the agencies it serves are looking for the Florence Wilsons of 2001 whose gifts will endow the future of many more organizations.

# funding for the future

# agency endowments

OCTOBER 1, 2001



Oklahoma City

Community  
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45th Infantry Division Association  
Educational Fund  
Aid for Individual Development  
Allied Arts Foundation  
Ambassadors' Concert Choir  
American Cancer Society  
American Diabetes Association  
American Lung Association of Oklahoma  
American Red Cross of Central Oklahoma  
Arcadia Historical & Preservation Society  
Areawide Aging Agency  
Arthritis Foundation, Oklahoma Chapter  
Arts Council of Oklahoma City  
Association of Fundraising Professionals  
B'nai B'rith Hillel Foundation  
Ballet Oklahoma  
Baptist Retirement Center  
Belle Isle Neighborhood Association  
Big Brothers Big Sisters of Greater  
Oklahoma City  
Boy Scouts of America -  
Last Frontier Council  
Camp Fire Boys & Girls -  
Heart of Oklahoma Council  
Canterbury Choral Society  
Casady School  
Catholic Charities of the Archdiocese  
of Oklahoma  
CELEBRATIONS! Educational Services  
Center for Nonprofit Management  
Central Oklahoma Association for the  
Deaf and Hearing Impaired  
Cerebral Palsy & Handicapped  
of Oklahoma  
Chamber Music in Oklahoma  
A Chance to Change  
Child Abuse Response and  
Evaluation Center

The Children's Center  
Children's Medical Research Institute  
Christ the King School  
Cimarron Circuit Opera Company  
Citizens Caring for Children  
City Arts Center  
City Rescue Mission  
Civic Music Association  
Coffee Creek Riding Center  
Community Health Center/Mary  
Mahoney Health Center  
Consumer Credit Counseling Service  
Contact Crisis Helpline  
Crimestoppers  
Crown Heights-Edgemere Heights  
Neighborhood Association  
Daily Living Centers  
Deaconess Foundation  
Deer Creek Community Enrichment  
Foundation  
Edmond Historical Society  
Edmond Public Schools Foundation  
The Education Employment Ministry  
Eldercare Access Center  
Epilepsy Association of the Sooner State  
Exchange Club Child Abuse  
Prevention Center  
Executive Women International  
Fellowship of Christian Athletes  
Fine Arts Institute of Edmond  
Firststep-OKC Metro Alliance, Inc.  
Foundation for Senior Citizens  
Free to Live  
Friends of Martin Park Nature Center  
Friends of the Metropolitan  
Library System  
Friends of the Oklahoma  
Historical Archives

Genesis Project  
Red Lands Council  
of Girl Scouts  
William Fremont  
Horn Gardens and Homestead  
Guy Fraser Harrison Academy for  
the Performing Arts  
Heritage Hall School  
House of Representatives Campaign  
for Oklahoma Kids  
Humanities in Oklahoma  
Individual Artists of Oklahoma  
Infant Crisis Services  
Institute of International Education  
Integris Baptist Medical Center  
of Oklahoma  
Integris - James L. Hall Center  
for Mind, Body and Spirit  
Integris Southwest Medical Center  
Foundation  
International Photography Hall of  
Fame & Museum  
Jacobson Foundation  
Jesus House  
Jewish Federation of Greater  
Oklahoma City  
Junior Achievement of Greater  
Oklahoma City  
Junior Hospitality Club  
Junior League of Oklahoma City  
Kerr-McGee Swim Club  
Kirkpatrick Center  
Kiwanis Club of Oklahoma City  
Erna Krouch Preschool  
Ladies Music Club  
Langston University Development  
Foundation  
Lawton Philharmonic Orchestra  
Leadership Oklahoma City  
League of Women Voters of Oklahoma  
Legal Aid of Western Oklahoma  
Leukemia & Lymphoma Society  
Library Endowment Trust  
Lutheran Social Service of Kansas  
and Oklahoma  
Lyric Theatre of Oklahoma  
Make Promises Happen/  
Central Oklahoma Christian Camp  
Make-A-Wish Foundation of Oklahoma  
Mayfair Center  
McCall's Chapel School  
Dean A. McGee Eye Institute  
Bishop McGuinness High School  
The Meadows Center for Opportunity  
Melton Art Reference Library  
Mental Health Association in  
Oklahoma County

## DESIGNATED FUNDS REPRESENT A CROSS SECTION OF THE COMMUNITY

Area	Agencies	Fund Value	% of Total
Education	43	\$ 14.2 million	30.0
Social Services	62	\$ 10.0 million	21.1
Civic	46	\$ 8.0 million	16.9
Cultural	31	\$ 6.0 million	12.6
Health, Medical	26	\$ 5.5 million	11.6
Youth	15	\$ 3.7 million	7.8



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# agency endowments *continued*

Mercy Health Center  
 Midwest City-Del City Public School Foundation  
 Moore Public School Foundation  
 Jasmine Moran Children's Museum  
 Morris Animal Foundation  
 Mount Saint Mary High School  
 Myriad Gardens Foundation  
 National Cowboy and Western Heritage Museum  
 National Multiple Sclerosis Society Oklahoma Chapter  
 National Society of Colonial Dames of America  
 The Nature Conservancy of Oklahoma  
 Neighbor for Neighbor of Oklahoma City  
 Neighborhood Alliance  
 Neighborhood Services Organization  
 The Ninety Nines  
 Oklahaven Children's Chiropractic Center  
 Oklahoma Air and Space Museum  
 Oklahoma Archeological Survey  
 Oklahoma Arts Institute  
 Oklahoma Baptist University  
 Oklahoma Children's Theatre  
 Oklahoma Christian University  
 Oklahoma City All Sports Association  
 Oklahoma City Art Museum  
 Oklahoma City Beautiful  
 Oklahoma City Community College  
 Oklahoma City/County Historical Society  
 Oklahoma City Housing Services Redevelopment Corp.  
 Oklahoma City Literacy Council  
 Oklahoma City Orchestra League  
 Oklahoma City Police Athletic League  
 Oklahoma City Public Schools Foundation  
 Oklahoma City University  
 Oklahoma City University Film Institute  
 Oklahoma City University School of Law  
 Oklahoma Community Theatre Association  
 Oklahoma County Bar Foundation  
 Oklahoma County Senior Nutrition Program  
 Oklahoma FFA Foundation  
 Oklahoma Foundation for the Education of Blind Children and Youth  
 Oklahoma Foundation for Excellence  
 Oklahoma Foundation for the Disabled  
 Oklahoma Goodwill Industries  
 Oklahoma Halfway House  
 Oklahoma Heritage Association  
 Oklahoma Historical Society  
 Oklahoma Horticultural Society  
 Oklahoma League for the Blind  
 Oklahoma Lions Service Foundation  
 Oklahoma Lupus Association  
 Oklahoma Medical Research Foundation  
 Oklahoma Museums Association  
 Oklahoma Philharmonic Society

For more information about  
 the Oklahoma City Community Foundation and  
 endowment funds, visit our website at:

**[www.occf.org](http://www.occf.org)**

Oklahoma School of Science and Mathematics  
 Oklahoma Shakespeare in the Park  
 Oklahoma Society for Crippled Children  
 Oklahoma State Firefighter's Museum  
 Oklahoma Visual Arts Coalition  
 Oklahoma Westerners Indian Territory Posse  
 Oklahoma Youth Symphony  
 Oklahoma Zoological Society  
 Oklahomans for Special Library Services  
 Omniplex Science Museum  
 Opportunities Industrialization Center  
 Oklahoma State University College of Civil & Environmental Engineering  
 Oklahoma State University-Oklahoma City  
 Overholser Mansion  
 Paseo Artist Association  
 Payne Education Center  
 Planned Parenthood of Central Oklahoma  
 Positive Tomorrows  
 Prairie Dance Theatre  
 Presbyterian Urban Mission  
 Putnam City Public Schools Foundation  
 Putnam Heights Preservation Area  
 Rainbow Fleet  
 Red Earth Indian Center  
 Redbud Foundation  
 Redlands Community College  
 The Referral Center for Alcohol & Drug Services  
 Regional Food Bank of Oklahoma  
 Retired & Senior Volunteer Program of Oklahoma County  
 Dale Rogers Training Center  
 Rosary Catholic School  
 Rotary Foundation of Oklahoma City  
 Sacred Heart School - El Reno  
 Salvation Army  
 Salvation Army Boys & Girls Club of Oklahoma City  
 Scope Ministries  
 Skyline Urban Ministry  
 Solomon Schechter Academy  
 Southeast Area Health Center  
 Southern Nazarene University  
 Special Care  
 Special Olympics Oklahoma  
 Speck Homes  
 Saint Anthony Hospital Foundation

St. Charles Borromeo School  
 St. Elizabeth Ann Seton Catholic School  
 St. Gregory's University  
 St. James School  
 St. John Christian Heritage Academy  
 St. John's Episcopal School  
 St. Mary's Episcopal School of Edmond  
 Stillwater Museum Association-Sheerar Museum  
 Sugar Creek Camp  
 Sunbeam Family Services  
 Traveler's Aid Society  
 The Tree Bank  
 Trinity School  
 Francis Tuttle Vo-Tech Foundation  
 United Cerebral Palsy  
 United Methodist Boys Ranch  
 United States Air Force Academy  
 United States Military Academy  
 United States Naval Academy  
 United Way of Metro Oklahoma City  
 University of Central Oklahoma Foundation  
 University of Central Oklahoma - Department of History and Geography  
 University of Oklahoma - Bizzell Memorial Library  
 University of Oklahoma - Fred Jones, Jr. Museum of Art  
 University of Oklahoma - Marching Band  
 University of Oklahoma - Naval ROTC  
 University of Oklahoma - College of Medicine Alumni Association  
 Urban League of Greater Oklahoma City  
 US Navy E6-A Squadron  
 USS Oklahoma City  
 Variety Health Center  
 Villa Teresa School  
 Westerners International  
 Westminster School  
 Willow Springs Boys Ranch  
 Work Activity Center  
 World Neighbors  
 YMCA of Greater Oklahoma City  
 Youth Services for Oklahoma County  
 YWCA of Oklahoma City

**OUR SERVICES:**

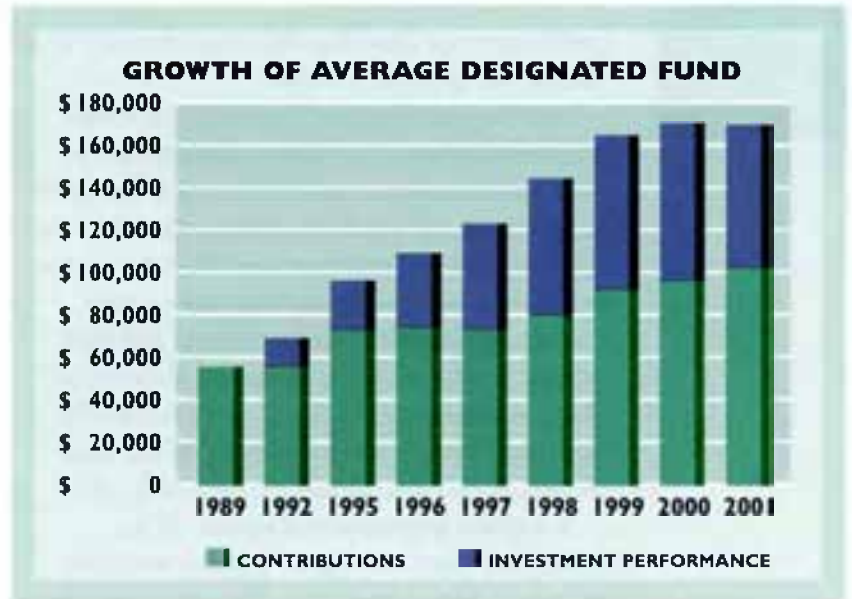
*More Than Simply Managing Money*

A lot of financial organizations will help a non-profit organization manage its endowment funds. The Community Foundation provides excellent investment services and a whole lot more to help organizations build endowments and improve the quality of their services.

All agencies with funds at the Community Foundation are promoted through the Community Foundation Annual Report as well as special year-end mailings to donors. The Community Foundation web site, [www.occf.org](http://www.occf.org), has a listing for each agency and a link to its web site. This communication exposes agencies to many donors and funding opportunities for their programs.

The development staff of the Community Foundation is able to provide planned giving services to assist any organization in securing a gift or working with a donor to structure a trust or bequest. The Community Foundation can serve as Trustee for these trusts or administer charitable gift annuities which will benefit an agency's endowment fund. The Community Foundation also works with donors who want to make a gift of non-cash assets for agency endowments.

In addition to development assistance, the Community Foundation has special programs to help



agencies which participate in the endowment program. Capacity building grants address needs for long-range planning and technology development. Training programs provide opportunities for staff to further develop skills and to interact with peers in other organizations.

Technology assessments give agencies an opportunity to get free advice about computing equipment and needs.

Working with the Community Foundation is much more than an investment relationship, it is a partnership to help build endowments and to improve the quality of service to the community.



funding for the future  
**donor**

NAME \_\_\_\_\_ PHONE \_\_\_\_\_  
 ADDRESS \_\_\_\_\_  
 CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

I would like to make a contribution in the amount of \$ \_\_\_\_\_ to the:

- Fund for Oklahoma City
- Designated Endowment Fund of: \_\_\_\_\_
- Other (specify): \_\_\_\_\_

This gift is:  IN MEMORY OF: \_\_\_\_\_  
 IN HONOR OF: \_\_\_\_\_

Please send an acknowledgment of this gift (without reference to amount) to:

NAME \_\_\_\_\_  
 ADDRESS \_\_\_\_\_  
 CITY \_\_\_\_\_  
 STATE \_\_\_\_\_ ZIP \_\_\_\_\_

Your contribution is fully tax-deductible. • Make checks payable to: Oklahoma City Community Foundation

In accepting a contribution in any fund, the Trustees of the Community Foundation commit to the donor that the contribution will be protected for the charitable purpose originally intended. The variance power, as described in the governing documents of the Community Foundation, assures donors that if the charitable purpose of their contribution becomes unpractical or impossible, the distributions will be directed to similar purposes in the community.



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*continued from front page*

performance and allows distributions to increase during years of well-performing markets.

Since the policy change 15 years ago, the results have been dramatic. The value of a \$20,000 fund in 1989 would have grown to \$41,147 in 2001. Cash distributions of \$20,485 would have been provided. The total investment return would have been \$41,632. This year in particular has demonstrated the wisdom of the Community Foundation's investment and distribution policies. In spite of a poorly performing stock market, endowment funds that have been at the Community Foundation for two years or more will show a slight increase in cash distributions compared with 2000.

In addition, investment performance by the Community Foundation's general pool of designated agency endowment funds exceeded benchmark indices. The return on the pool was -5.65 percent, slightly better than the composite benchmark (65 percent S&P 500/35 percent Lehman Intermediate Government/Credit Index) average of -5.78 percent.

The better than average performance can be credited in part to the work of the Community Foundation's Investment Committee. The seven-member committee

has responsibility for investment policy and manager selection. Performance of fund managers and portfolios are evaluated quarterly. The investment mix and fund managers are evaluated over the long term and adjustments are made when appropriate.

Throughout the investment and distribution policies and practices, the Community Foundation focuses on diversity of investments, capital preservation and protection against inflation through long-term growth. Over the long term - through both good times and bad - the policies are proven extremely effective. Contact the Community Foundation at 405/235-5603 if you have questions regarding investment management practices.

*Funding for the Future* is a publication for agencies that have endowment funds at the Oklahoma City Community Foundation. There are 245 organizations which benefit from Designated Funds and 10 which benefit from Affiliated Funds. For more information about starting an endowment fund or any of the other services for donors at the Community Foundation, contact Penny Voss at 405-235-5603 or go to the Community Foundation web site, [www.occf.org](http://www.occf.org), "How to Start a Fund."

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