It has been our privilege to help your organization put its sustainability intentions into action by establishing a fund with the Victoria Foundation. Remember you and your donors can add to it at any time, in any amount, and through a variety of methods. It can be as simple as writing a cheque or as complex as establishing a Charitable Remainder Trust. It’s easy to grow the Fund.

**Gifts of Cash:** You or your donors can make a gift of cash, in the form of a cheque or by way of credit card to the Victoria Foundation, to be added to the existing Fund. You can also donate through victoriafoundation.ca, which includes options to pay by credit card, PayPal or CanadaHelps gift card. A gift qualifies for a maximum charitable benefit under federal law. **Contact the Victoria Foundation to create a custom donation page.**

**Appreciated Securities:** Your donors can donate appreciated publicly listed securities to eliminate capital gains tax and receive an immediate tax receipt for the fair market value of those securities. As you have a Fund with us, our usual 1% fee to facilitate this type of gift is waived. **Contact the Victoria Foundation to receive a Donation of Securities Form.**

**Bequest:** Your supporters can designate a specific gift or portion of their estate to the Victoria Foundation with direction that it be added to the Fund. A charitable gift in a Will is the easiest way a donor can provide for a legacy gift and the donation receipt can be used to offset the taxes payable on the donor’s death. **We can provide you or your donors with appropriate Will wording.**

**RRSP, RRIF or TFSA:** Donors can also designate their RRSP, RRIF or TFSA to the Victoria Foundation for the specific purpose of the Fund and receive significant tax benefits. The added benefit of this type of gift is that the gift is transferred to the Victoria Foundation outside the donor’s estate, thereby eliminating probate fees on this asset. **We can provide you or your donors with appropriate wording.**

**Life Insurance:** Your donors can designate the Victoria Foundation to receive a portion or all of the proceeds from their life insurance policy, reducing taxes payable on their estate. Or, they can transfer the policy to the Foundation’s name and receive tax receipts for any premiums paid during their lifetime. After their lifetime, the policy proceeds will be added to the Fund.

**Charitable Remainder Trust:** Your donors can place cash or property in a trust that pays annual income to them (or another named beneficiary) for life. After the donor’s death, the remainder of the trust transfers to the Victoria Foundation and is placed in the Fund. Your donors will receive income tax benefits the year they establish the trust.
Ways to Promote Hosted Organization Endowment Funds

- Create messaging on your website to tell donors about the Endowment Fund.
- Communicate with your board, volunteers and supporters the purpose and value of the Endowment Fund. Victoria Foundation staff are available to meet with your board and other groups of supporters to promote your Fund and discuss its benefits.
- Promote the Fund on Facebook and/or Twitter or any other social media resource (make sure you tag the Victoria Foundation).
- Encourage your most committed donors to consider planned giving opportunities that will benefit your organization into the future. Victoria Foundation staff are available to meet with your donors to discuss planned giving options.
- When you receive the annual grants from the Fund, share with your supporters how those grants help sustain your organization.
- Include an article about the Fund in your next annual report, newsletter, annual appeal, or other communication.
- Evaluate the Fund on an annual basis and contact Victoria Foundation staff if you have any questions regarding the Fund or if any changes have been made to your organization (organizational name change, change in contact information, or how we can help you promote the Fund).
- Contribute a guest blog to the Victoria Foundation website.
  - Up to 600 words.
  - Photos are welcome – generally close ups of people are better than larger groups shots.
  - There may be some minor edits to your submission prior to posting.
  - Include the name of the organization or person writing the guest blog.
  - Include the website or other link to any materials you want to share.
  - Please relate some content of the blog to your relationship with the Victoria Foundation.
  - To submit your blog, contact Natasha Benn at nbenn@victoriafoundation.bc.ca.

Guest Blog: BC’s Nesting Seabirds Have World Significance

The Ronald D. Jakimchuk Foundation for Wildlife and Biodiversity Research was established as a donor advised fund at the Victoria Foundation in 2017. This fund supports...

Tags: birders, coastal islands, Seabirds; nesting; birds; scientific; biologists; naturalists;
[NAME OF FUND] FOR THE YEARS TO COME

[NAME OF ORGANIZATION] has established an endowment fund with the Victoria Foundation known as the [NAME OF FUND] Fund. The purpose of the fund will be to ensure our sustainability into the future.

[INSERT MISSION/PURPOSE/GOAL OF ORGANIZATION / REASONS TO SUPPORT FUND / ETC.]

The Victoria Foundation assists charitable organizations, like ours, to build endowments that provide a steady stream of secure funding into the future – funding to support on-going operations, programs and special programs. Because of Victoria Foundation’s strong history and proven ability to maintain personal relationships, while at the same time managing complicated funds, [NAME OF ORGANIZATION] believes that establishing the [NAME OF FUND] Fund with the Victoria Foundation will help carry out our vision long into the future.
You can help [NAME OF ORGANIZATION] by investing in our future. Our long-term goal is to have a self-sustaining fund. Income will benefit [NAME OF ORGANIZATION] each year, in perpetuity, to PURPOSE OF FUND:

Here’s how you can help:

**Gifts of Cash:** Consider making a gift of cash in the form of a cheque or by way of credit card to the Victoria Foundation, designated for the [NAME OF FUND] Fund. You can also donate online at [www.victoriafoundation.bc.ca](http://www.victoriafoundation.bc.ca). A gift qualifies for a maximum charitable benefit under federal law.

**Appreciated Securities:** You can donate appreciated publicly listed securities to eliminate capital gains tax, and receive an immediate tax receipt for the market value of those securities. Contact the Victoria Foundation to receive a Donation of Securities form.

**Bequest:** Our supporters can designate a specific gift or portion of their estate to the Victoria Foundation, directing that it be added to the [NAME OF FUND] Fund. The Victoria Foundation can provide you with appropriate Will wording. Donors can also designate the Victoria Foundation for the purposes of the [NAME OF FUND] Fund as the beneficiary of their RRSP, RRIF or TFSA, and receive significant tax benefits.

Donations may be sent to the Victoria Foundation at #200 – 703 Broughton Street, Victoria, British Columbia, V8W 1E2, or may be made online at [www.victoriafoundation.bc.ca](http://www.victoriafoundation.bc.ca). In your letter, memo line on your cheque, or the online drop down menu, please note that your contribution is for the [NAME OF FUND] Fund. You may also call the Victoria Foundation office at 250.381.5532 if you wish to make a donation by credit card. Donations will be added to the [NAME OF FUND] Fund and a tax receipt will be issued to you by the Victoria Foundation.

**THANK YOU FOR YOUR SUPPORT**

**VICTORIA FOUNDATION:** 200-703 Broughton St. Victoria BC V8W 1E2 | T: 250.381.5532 | F:250.480.1129 | victoriafoundation.ca