

# Simplified Charitable Giving



## ETCF Online Donor Portal Adds New Features, Improved User Experience

East Texas Communities Foundation is pleased to announce the relaunch and upgrade of Donor Central, a web-based portal that provides fundholders with secure access to their account information day or night. Fundholders can recommend grants to their favorite nonprofits, check on fund performance and balances, and access quarterly statements.

While we are proud to offer the convenience of online access, we still enjoy getting to know and work closely with our fundholders! Donor Central does not replace the personalized care and service for which ETCF is known. Our staff are still available to answer questions, evaluate nonprofits and identify giving interests and patterns. If you would like a guided tour of Donor Central or have questions about your fund, please contact Beth Filla at 903-533-0208 or email her at [bfilla@etcf.org](mailto:bfilla@etcf.org).

## Gregg County Advisory Committee Members announced.

East Texas Communities Foundation held the first gathering of the Gregg County Regional Advisory Council. "The creation of the Gregg County Regional Advisory Council demonstrates our commitment to serving the needs of our entire region," said Kyle Penney, ETCF President. "Each community in East Texas has strengths and challenges. The Gregg County advisory council will help ETCF understand and appropriately address the philanthropic landscape that is unique to Gregg County."

Gregg County Advisory Committee Members include: Josh Black- U.S. Title Co. Inc.; Mark Boon- Boon, Calk, Echols, Coleman & Goolsby Law; Bruce Cammack- RBC Wealth Management; Dirk Coleman, CPA- Curtis Blakely & Co.; Kimberly Fish- freelance writer; Kristen Ishihara- Ross & Shoalmire LLP; Dale Lunsford- President of LeTourneau University; Gordon Northcutt- Trust & Wealth Advisor at Vera Bank; Richard Manley- community leader; Jeff Moore, CPA/shareholder- Henry & Peters; Karen Partee- Chief Marketing Officer at Texas Bank & Trust; Mike Starr- Coghlan Crowson Law; Linda Thomas- community leader.



The East Texas Communities Foundation Gregg County Advisory Council met at Pinecrest Country Club on Nov. 14th. Pictured left to right are: ETCF President, Kyle Penney; ETCF Board Member, Edwin Holt and the following Gregg County Advisory Council members; Mike Starr, Kristen Ishihara, Jeff Moore, Dirk Coleman and Kimberly Fish.

## ETCF Adds Three Board Members

East Texas Communities Foundation welcomes three board members: Garnett Brookshire, Jay Ferguson and Mark Hagan.

Garnett Brookshire, graduated from Texas Christian University in 2005. He began his career in commercial banking, with PlainsCapital Bank in Dallas before transitioning to the family business, Brookshire Grocery Company. Currently, Mr. Brookshire is a partner in a firm that is renovating the People's Petroleum Building and Plaza Tower in downtown Tyler, TX.



Mark Hagan, works for UBS Financial Services, Inc. as Sr. Vice President of Investments. In 2003, Mr. Hagan founded, Emily's Place, which provides long-term transformational care that is critical for helping domestic violence survivors permanently escape abuse.



Dr. Jay Ferguson, Headmaster at Grace Community School, returns to the ETCF board after a brief hiatus to complete his doctoral degree. Dr. Ferguson has been with Grace schools since 2003 and has authored several books on Christian education.



Confirmed in Compliance with National Standards for U.S. Community Foundations

# ETCF to Host Fourth Annual Regional Day of Giving in East Texas.

East Texas Communities Foundation officially launched East Texas Giving Day 2019 by hosting a best practices and kick off seminar at the United Way of Smith County. Over one hundred regional nonprofit leaders attended the training in late November.



Lamar County nonprofits participated in a regional East Texas Giving Day kick off party held in Paris, Texas in January 2019. ETCF held similar events in communities across our 32-county service area.

Entering into its fourth year, East Texas Giving Day is an 18-hour, online giving event which will take place on Tuesday, April 30, 2019.

Benefiting nonprofits across the 32 counties served by ETCF, East Texas Giving Day has raised almost \$2 million since its inception in 2016.

showcase the natural generosity of the East Texas region and beyond," said Kyle Penney, President of East Texas Communities Foundation. "Each year we continue to watch the number of participating nonprofits grow as well as the amounts they raise on Giving Day."

Over the past three years, ETCF has provided training to hundreds of nonprofit professionals throughout our 32 county service area in areas such as social media fundraising, marketing strategies, peer-to-peer networking, and donor stewardship. ETCF, and our nonprofit partners, believe these types of training opportunities are vital to nonprofit development and successful fundraising.

"While we host most of the trainings in Tyler," said Penney, "we understand that our region is vast and our nonprofit leaders have busy schedules. Since we don't want anyone to miss out, we are also planning webinars this year."

If you know of or are a part of an organization that would like to participate in East Texas Giving Day, you can find more information online at <https://www.easttexasgivingday.org> or by calling our offices at 866-533-3823.

## A series of seminars & webinars will be offered to 2019 Giving Day participants:

### Social Media 101

United Way of Smith County Building ..... **Tuesday, February 12th** 3:00 – 4:00 p.m.

### Media Relations & Storytelling

United Way of Smith County Building ..... **Tuesday, February 26th** 10:00 – 11:00 a.m.

### Matching Funds Webinar- Recently Added!

register: <http://etcf.org/giving-day/giving-day-events/> ..... **Wednesday, March 6th** 3:00 – 4:00 p.m.

### Donor Stewardship

Genecov Room, The Tyler Chamber Building ..... **Thursday, May 30th** 3:00 – 4:00 p.m.

Nonprofits can register for these trainings by going to <http://etcf.org/giving-day/giving-day-events/>

# New Fund Honors Retiring Judge



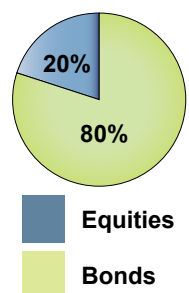
Judge Carole Clark served on the 321st District Court, Family Division in Tyler, Texas for many years. To celebrate her years of service, friends and colleagues created a fund in her honor that will assist child advocates with training at the "Karyn Purvis Institute of Child Development" at TCU. The training provided through the institute will equip professionals with the skills needed to assist children from "hard places" navigating family court.

Donations to the fund can be made by contacting the offices of ETCF at 903-533-0208 or by donating online at <https://www.securedserver.net/etcf/clark.php>.

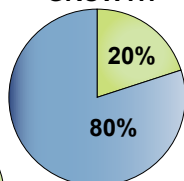
**Pictured above:** Judge Carole Clark celebrates her retirement with longtime friend, Barbara Bass. **Pictured below:** Friends and colleagues present Judge Clark with the "Judge Carole Clark Trauma-Informed Training Fund" at her retirement party held in late January 2019.



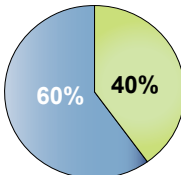
## CONSERVATIVE



## GROWTH



## MODERATE



## INVESTMENT RETURNS- As of December 31, 2018

PORTFOLIO	Year-To-Date	3 Year	5 Years	Since Inception
Conservative	-0.60%	3.70%	3.40%	4.83% (02/03)
Moderate	-3.80%	5.30%	4.30%	5.67% (02/03)
Moderate-ETF	-5.20%	5.00%	4.00%	7.03% (09/11)
Growth	-7.10%	5.10%	4.20%	6.97% (02/03)
Growth-ETF	-6.10%	NA	NA	6.68% (03/16)

Additional information available at [www.etcf.org](http://www.etcf.org). Returns shown are net of fees paid to money managers.



# ETCF Celebrates AFP's National Philanthropy Day 2018

The staff and board of ETCF celebrated National Philanthropy Day in November at Willow Brook Country Club. The event, hosted locally by the East Texas Chapter of the Association of Fundraising Professionals, recognized several honorees, including Barbara Shtofman, as Outstanding Philanthropist; Express Employment Professionals as the Outstanding Philanthropic Corporation; and Jennifer Gaston, as Outstanding Volunteer Fundraiser



Pictured left to right: Patrick Willis and Jennifer Gaston, Outstanding Volunteer Fundraiser.



Pictured left to right: Les Campbell, Janie Campbell, Carrie-Ann Yearty and Jason Yearty.

# GRANTS

## MAKING AN IMPACT +

Take a look at what is happening around East Texas. The pictures below represent just a few of the ways fundholders are investing in our communities through ETCF.

The Longview Arboretum and Nature Center vision is to provide an ecologically sustainable city park that reflects the character of Longview and fosters interaction between the landscape and its visitors. Grants have been made to support Phase 1 construction and renovation of the Nature Center building which is scheduled to open in the Spring of 2019.



1.

**Human Services:** A grant to Tejas Missions, based in Tyler, Texas, facilitates medical and dental mission teams that travel to remote villages in the rain forests of Belize and Guatemala. Grants were made to support an upcoming medical mission trip to Belize.



3.

**Religion:** Luis Palau ministries will be bringing CityFest East Texas to Tyler's downtown square, with the help of more than \$30,000 in grants from ETCF fundholders. CityFest East Texas, a two-day festival centered around messages of hope and unity, will be held October 5-6, 2019.

**Health:** Community RX Help in Nacogdoches received a grant at the end of 2018. Community RX Help provides medications to residents in the counties they serve with no prescription insurance at little or no cost.



2.



4.

**Education:** Red River Radio Network, a community-supported service of LSU-Shreveport and non-commercial source for NPR News, classical music, jazz, blues, and more, received a grant to support the purchase of a new antenna. The stations serving East Texas operate as KLDN 88.9FM in Lufkin and KTYK 100.7FM in Overton.

# SAVE THE DATE!

## Prescheduled Giving Starts

April 15, 2019

# EAST TEXAS GIVING DAY



**ETCF**  
EAST TEXAS COMMUNITIES FOUNDATION  
315 N. Broadway, Suite 210  
Tyler, Texas 75702  
www.etcf.org



facebook.com/SimplifiedGiving

Want to learn more about Giving Day?  
go online to  
[www.easttexasgivingday.org](http://www.easttexasgivingday.org).

For more information about ETCF, please contact us  
at 866-533-3823 or [info@etcf.org](mailto:info@etcf.org)

## ETCF sees marked fund growth at year-end.

ETCF received more than \$12 million in contributions for 2018, which marks the second highest level of annual contributions in our 30 year history. ETCF ended the year with \$95.8 million in charitable assets. The increase in assets was achieved through significant growth in new charitable funds.

“In 2018 we added several Donor-Advised funds, Scholarships and Nonprofit Endowments, ending the year with over 360 unique charitable funds,” said Kyle Penney, ETCF

President. “The increase reflects the priority of donors, working with area financial advisors, to make significant investments in philanthropy.”

2018 also marked the largest grant-making year in the Foundation’s history awarding \$15.4 million dollars to charities. ETCF saw a 115% increase in grants over 2017 which had previously been our largest granting year.

Join us for the 12th annual

## PROFESSIONAL ADVISOR EDUCATION SERIES

### HOW TO GIVE.

#### Guiding Your Clients Through Charitable Giving.

Clients today are often eager to respond to community needs, yet may not have an effective way to distribute and track their charitable contributions. ETCF will offer simplified solutions to help you guide your clients while increasing your knowledge of new and updated services offered by the foundation. A complementary breakfast buffet will be provided.

### Tuesday, May 14, 2019

#### 7:30 a.m. to 9:00 a.m.

at Hollytree Country Club  
6700 Hollytree Drive  
Tyler, Texas



**Seating is limited.**  
Please RSVP to 903-533-0208 or [etcf@etcf.org](mailto:etcf@etcf.org)

CE Credits: CLE, CFP, CPE