

# Council of Michigan Foundations

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Date: June 5, 1986

Memo to: BOARD OF TRUSTEES

From: Dorothy A. Johnson

Re: Increasing Philanthropy Fund - Progress Report

At the February, 1986 Board of Trustees meeting, a \$25,000 budget item was approved to fulfill CMF's fifth purpose, "to increase private and community foundation and corporate grantmaking resources in the State of Michigan." Activity to fulfill this purpose is taking place on several fronts.

## Chairman Recruited

Russell G. Mawby, Chairman, W.K. Kellogg Foundation, has recently agreed to serve as Chairman of the Increasing Philanthropy Committee. Committee members from eight Michigan communities are being recruited from the donor community -- private foundation, community foundation, and corporate--for the first year of our effort (Ann Arbor, Battle Creek, Detroit Metro Area, Flint, Grand Rapids, Kalamazoo, Midland, and Traverse City).

The Committee will plan several strategies to achieve the purpose, the first being informal peer groups who will reinforce the merit, joy and rewards of giving. CMF will provide the back-up "how-to" materials described below. It is envisioned that the Committee's work will operate in each community at the timing desired by the principal coordinator.

## Materials

"How-to" materials are in varying degrees of completion. Cost of these materials will be the principal expenditure of the \$25,000 budget outlined on the following page.

The first brochure to be developed will cover nearly all the options of how to give your money away -- private foundation; community foundation--unrestricted, restricted funds, etc--; direct; etc. It may be titled, "So You Want to Give Money Away," and hit the highlights of how this is done. It will be free of charge and circulated widely to CMF Members and their trustees, offices of attorneys, accountants, financial planners, bar association members, bankers, corporations, etc.

Community foundation and corporate materials already exist and are used frequently with inquiring parties. There is room for improvement and as the project progresses, editorial and packaging changes will be made.

The first major publication effort will focus on the creation of private foundation materials utilizing the fine publication prepared by Clark, Klein &

Beaumont, Duane L. Tarnacki, for the 13th Annual Council of Michigan Foundations' Conference, and the session planned by Leonard W. Smith. Since the November presentation, the firm has sought and received editorial comments. They are now prepared to review the book for an August 1, 1986 deadline and publication for the November, 1986 Conference. To date, all expense for the preparation of the Establishing a Charitable Foundation in Michigan book has been assumed by the firm. One-half of the cost of revising the book will also be assumed by the firm and the other half by the project. Marketing plans and brochure are in the planning stage.

BUDGET

Time period: Life of project

Income

Foundation and Corporate Grants	\$25,000	
Sales	<u>13,500</u>	<u>\$38,500</u>

Disbursements

\*Brochure - "So You Want to Give Money Away"  
(10,000 copies)

Production	\$3,040	
Editorial	500	
Mailing	<u>1,500</u>	
		\$ 5,040

\*Establishing a Charitable Foundation  
in Michigan  
(500 copies)

** Editorial	\$2,500	
Production	5,600	
Mailing	<u>1,450</u>	
		9,450

Marketing

Brochure Production and Mailing	\$3,500	
Advertisements - law, banking journals	<u>1,000</u>	
		4,500

Funds for development of community foundation, corporate material, committee activity and plans -- this allocation will be held for Committee's decision 9,510

Reserve for update of publications	<u>10,000</u>	<u>\$38,500</u>
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\* Estimates outlined in May 30, 1986 memo from Robert E. Hency  
\*\* Cost detailed in May 29, 1986 memo from Clark, Klein & Beaumont, Duane L. Tarnacki

Comment

We are working towards a November 5-7, 1986 Conference launch of the Committee work and materials. It is an exciting venture which we plan to undertake, well and withing the interest of CMF Members. Inevitably, it will take time.

DAJ/jmc:184C