

# THE BUSINESS OF PHILANTHROPY

Chaffee County is already known for its beauty and small town feel. Let's also be known for our commitment to community. We work with businesses, business owners, and their customers to deepen community impact.

Do you get asked for money multiple times a month throughout the year?

Do you find yourself unsure of which requests to support and at what level?

Do you find yourself spending a lot of time reviewing requests and coordinating support?

Are you unsure of the impact your philanthropic dollars are having?

Do your customers know you're giving to the community?

*"I am excited for Wood's Distillery to participate in CCCF's Business Partner program not only because it will simplify and streamline our giving, but also because I believe in CCCF's mission and ability to support nonprofits throughout the county."*

*- P.T. Wood*

## LEARN MORE:

[businesspartners@chaffeecommunity.org](mailto:businesspartners@chaffeecommunity.org) | (719) 204-5071 | [www.chaffeecommunity.org/business-partners](http://www.chaffeecommunity.org/business-partners)



# ONE PARTNERSHIP, TWO POWERFUL PROGRAMS

## 1% FOR COMMUNITY

Empower your customers with the knowledge their purchases are investing back in Chaffee County through a 1% opt-out donation at the register. This is a:

- Proven model of increasing philanthropic resources for the community and could generate \$1M+
- Tool for business owners to increase their support of causes they care about
- Customer-facing tool - will not impact your margins
- The vast majority of customers and visitors who visit here want to give back, and feel good about doing so when they see the donation on their purchase receipt

## SIMPLIFY BUSINESS DONATIONS

Simplify your business giving into a single entity each year by partnering with CCCF. By doing so you can:

- Delegate the administration of your giving to CCCF to ensure maximum community impact
- Spend more time focused on your business
- Leverage your funds - business contributions go to match municipal grant dollars in our Community Grants program
- Your funds have an ROI - CCCF invests in building the capacity of nonprofits so they are better able to achieve their missions

## WHAT WE PROVIDE

- Professional administration and deployment of you and your customers' philanthropic dollars
- Technical assistance with configuring your POS for the 1% customer donations
- Marketing materials, both physical for in-store and online, to share your commitment to the community
- Talking points for future in-person requests
- Quarterly impact newsletter exclusively for Business Partners that highlights the impact of your giving

## HOW IT WORKS

- Choose which program, (or both!) you'd like to utilize
- Fill out the enrollment form on paper or on our website [www.chaffeecommunity.org/businessenrollment](http://www.chaffeecommunity.org/businessenrollment)
- Work with CCCF staff to install appropriate marketing signage in your business, or make sure we've represented your business accurately on our Business Partners webpage.
- Sit back, and know you are actively building community through your partnership with CCCF!

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## BUSINESS PARTNER FAQs

### WHO DECIDES WHERE MY BUSINESS & 1% DOLLARS GO?

You, the business owner, make the decision about where you want your philanthropic investments to go. There are two options based on the total contributions as outlined in the table further down the page:

1. You allow CCCF to invest your dollars in our Technical Assistance (TA) and Community Grants programs. Your dollars will join other businesses as well as municipal community grant dollars from BV and Salida to increase the pool of resources nonprofits can apply to. In addition, our TA program provides workshops, trainings, and one-on-one assistance in specific capacity-building areas to nonprofits.
2. You can choose to set up a Donor-Advised Fund (DAF) in your business' name. This is a charitable account from which you can direct grants to nonprofits. You are in the drivers seat, yet CCCF does the due diligence, payment, and follow-up.

### DOES CCCF CHARGE A FEE?

If you decide to establish a DAF, CCCF will charge a 2% annual fee. If you allow CCCF to direct your funds, 15% will go into CCCF's Community Catalyst Fund, which supports our capacity in addition direct capacity building programs, and 85% will go into the [Community Grants](#) program.

### WHAT DOES CCCF DO FOR THE COMMUNITY?

CCCF's mission is to grow philanthropy throughout Chaffee as well as provide direct technical assistance to nonprofit organizations through workshops, and one-on-one consulting as well as [board training](#) and [volunteer consulting](#) programs. In addition, CCCF is investing its time and resources into catalytic projects that will benefit both for-profit small businesses and nonprofits throughout the valley. These projects include working to bring affordable health coverage to the valley, providing back-of-house services, and investing in dormitory-style housing for Americorps volunteers and seasonal employees.

### IS THERE A MINIMUM CONTRIBUTION OR TIME COMMITMENT?

Our goal is to increase community impact while simplifying your giving. To do this, we use the table below to guide where your giving will have the most impact. To participate in the 1% program, we ask for a minimum commitment of 12 months. After that initial period, you will stay enrolled until you'd like to discontinue the giving program.

| ANNUAL CONTRIBUTION                                   | CONTRIBUTION TYPE                        | CONTRIBUTION USE(S)   |
|---|--|---|
| ≤ \$500   | Business Donation                        | Invests in the capacity of CCCF to achieve its mission of supporting all Chaffee nonprofits   |
| \$1,000 - \$2,499                                     | Business Partner                         | Delegates admin and deployment to CCCF – we will invest 85% in the Community Grants program, and 15% in our capacity to serve the entire valley |
| ≥ \$2,500<br><i>(\$5,000 or more is DAF eligible)</i> | Business Partner –<br>Community Champion |   |

*Simple idea. Lasting Impact*



## BUSINESS PARTNER FAQs

### HOW DOES THE COMMUNITY GRANTS PROGRAM WORK?

CCCF is here to increase philanthropic resources that serve and build community here in Chaffee County. Community Grants are already in place from both Buena Vista and Salida. However, much of the rest of the local fundraising efforts for nonprofits are time intensive and rely on many very small asks to business owners. By pooling and increasing business and customer giving, CCCF can increase the transparency and consistency with which organizations seek and are awarded funds. For example, instead of Organization A spending 10 days making 100 \$50 asks, they could instead submit a single \$5,000 request to the Community Grants program. Accountability and impact monitoring will be heightened and encourage organizations to ask for and use funds in strategic and efficient ways. Chaffee County residents will have the opportunity to apply to sit on grant review committees to give input on applications and award decisions.

### WHAT ABOUT IN-KIND AND SPONSORSHIP REQUESTS?

Many requests that come through your door may be for your merchandise, gift certificates, or other auction items. At this time, our Business Partner program does not include in-kind or sponsorship aspects. Sponsorships are generally considered an aspect of marketing, with businesses usually receiving value in return (increased exposure, increased customers, etc.). However, you would be able to direct all requests for cash donations that you receive to CCCF.

### WILL THESE PROGRAMS GROW RESOURCES FOR NONPROFITS?

Absolutely! By consolidating your giving into CCCF's pool of grants and technical assistance, you are strategically investing in the valley. With enough participation in the **1% For the Community** program, you could help build an annual Community Grants program of far more than \$1M over the next few years.

Our goal is that every business in Chaffee County demonstrates our collective commitment to community by participating in both the *Business Donation* and the *1% For the Community* programs. Realizing this vision happens one business at a time, but has the potential to truly transform our county.

### THIS IS A GREAT OPPORTUNITY - HOW ELSE CAN I HELP?

CCCF needs everyone's participation in the work of building and investing in community. Here are a few ways you can lend a hand:

- Become a *Business Partner Ambassador* - Tell your fellow business owners about this program. The more businesses participating, the more resources we will collectively accrue for community benefit!
- Offer 12-hours of your time to be a *Volunteer Consultant* for a nonprofit in need. We will provide you with some basic training, then we'll match you with a nonprofit that needs the skills you have to offer!
- Join our *Grant Review Committee*. You'll have the opportunity to review and rank grant applications from Chaffee County nonprofits, then give your recommendation for funding.
- Interested in serving on a board? Attend one of our Board Service 101! workshops then get matched with a nonprofit of your choice or who is looking for the skills you bring.

*Simple idea. Lasting Impact*



# BUSINESS DONATION TALKING POINTS

## FOR NONPROFITS (NPOs)

- We are now directing all our cash business donations to and through the Chaffee County Community Foundation.
- We made this transition to help lower our burden in reviewing and administering cash donations, and in an effort to allow you [NPOs] to be able to ask fewer times for larger amounts of funding.
- Please reach out to the community foundation at (719) 204-5071 or [hello@chaffeecommunity.org](mailto:hello@chaffeecommunity.org) with inquiries.

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- We are continuing to direct where our contributions go, so we will consider your group.

OR

- We are entrusting the community foundation with the full administration of our contributions through their community grants and capacity building programs.

# 1% FOR THE COMMUNITY TALKING POINTS

## FOR PATRONS & CUSTOMERS

- As a business, we give back to the community. We offer this simple, 1% opt-out donation as a way for you to also give back to this amazing place.
- The 1% donation is automatically applied to your purchase, but you are free to opt-out if you'd rather not give back.
- Please reach out to the community foundation at (719) 204-5071 or [hello@chaffeecommunity.org](mailto:hello@chaffeecommunity.org) with questions about how the program is run and where your dollars are going.
- This 1% donation IS tax deductible - save your receipt!
- Your donation is funding the Community Grants program, is matching other donor dollars to provide deeper impact, and is being invested in building the capacity of the nonprofits who are working to keep Chaffee County such a special place.

# THANK YOU!

Your purchase just made an investment in this community through our *1% For the Community* program. You'll notice a 1% tax-deductible donation listed on your receipt. This donation is optional - you can request to opt-out if you'd like - and demonstrates your appreciation and love for Chaffee County. This place is special. You are helping to keep it that way.

The *1% For the Community* program generates substantial dollars from participating businesses throughout the county, is administered through the Chaffee County Community Foundation, and is invested in the Community Grants and capacity building programs to benefit nonprofits serving our community.

For questions about the *1% For the Community* program, reach out to us. And thank you again!



**Chaffee County**  
Community Foundation



## Business Partner Program Enrollment Form

### Business Information

Legal Name: \_\_\_\_\_ dba: \_\_\_\_\_ Multi-member LLC  
 Physical Address: \_\_\_\_\_ City: \_\_\_\_\_ Single member LLC  
 State: \_\_\_\_\_ Zipcode: \_\_\_\_\_ Same as Mailing Address S Corp  
 Mailing Address: \_\_\_\_\_ City: \_\_\_\_\_ C Corp  
 State: \_\_\_\_\_ Zipcode: \_\_\_\_\_ Other: \_\_\_\_\_  
 Website: \_\_\_\_\_ Facebook Handle: \_\_\_\_\_  
 Business Phone: \_\_\_\_\_ Instagram Handle: \_\_\_\_\_  
 Business Email: \_\_\_\_\_ Twitter Handle: \_\_\_\_\_  
 EIN: \_\_\_\_\_ Year Established: \_\_\_\_\_ No. of Owners \_\_\_\_\_  
 POS System: \_\_\_\_\_ Accounting System: \_\_\_\_\_

### Business Owner Information

Owner Full Name: \_\_\_\_\_ % Ownership: \_\_\_\_\_  
 Cell Phone: \_\_\_\_\_ Email: \_\_\_\_\_  
 Owner Full Name: \_\_\_\_\_ % Ownership: \_\_\_\_\_  
 Cell Phone: \_\_\_\_\_ Email: \_\_\_\_\_  
 Owner Full Name: \_\_\_\_\_ % Ownership: \_\_\_\_\_  
 Cell Phone: \_\_\_\_\_ Email: \_\_\_\_\_  
 Owner Full Name: \_\_\_\_\_ % Ownership: \_\_\_\_\_  
 Cell Phone: \_\_\_\_\_ Email: \_\_\_\_\_  
 Owner Full Name: \_\_\_\_\_ % Ownership: \_\_\_\_\_  
 Cell Phone: \_\_\_\_\_ Email: \_\_\_\_\_

### Business Partner Program Enrollment

Select which program (or both!) you would like to enroll in.

I want to participate in, and promote, the 1% For the Community giving program. I understand this is a customer-facing donation program.

My 2020 projected gross sales are \_\_\_\_\_.

I would like to distribute these customer donations to CCCF:

Monthly by the \_\_\_\_\_ for the previous month.

Quarterly by the \_\_\_\_\_ for the previous quarter.

I would:

Like CCCF to fully administer these funds

Like to establish a Donor-Advised Fund in the name of my business. (eligibility requirements apply)

I want to simplify my giving by becoming a Business Donor and directing my annual cash giving to CCCF.

My 2020 giving budget is \_\_\_\_\_.

I would like to contribute this to CCCF:

Monthly starting in \_\_\_\_\_, ending in \_\_\_\_\_.

Quarterly

Annually in \_\_\_\_\_.

I would:

Like CCCF to fully administer my donations

Like to establish a Donor-Advised Fund in the name of my business. (eligibility requirements apply)



\_\_\_\_\_ I understand, commit to and agree that my participation as a Business Partner is first and  
*Initials* foremost an investment in the Chaffee County community. The spirit and intent of my participation and the resulting donation(s) is to build philanthropic and capacity building resources for community nonprofits.

\_\_\_\_\_ I understand that any donation or contribution made to CCCF is a tax-deductible gift. I  
*Initials* acknowledge and agree that no goods or services have been provided to me in exchange for this or these gift(s).

\_\_\_\_\_ I understand that any donation or contribution made to CCCF will be deployed as stated in the  
*Initials* Business Partner program materials. However, CCCF ultimately retains the fiduciary responsibility and legal authority to use funds as it deems fit to achieve its mission. CCCF is deeply committed to honoring donor intent and will communicate with me about any possible deviation of use from that agreed to as a part of this program.

\_\_\_\_\_ I acknowledge I can request information and reports about CCCF's impact and activities at any  
*Initials* time and CCCF will respond in a timely and transparent manner. At a minimum, CCCF will provide me with an annual report of the Business Partner program.

\_\_\_\_\_ I agree to allow CCCF to use my business name and logo on its website and in its social media  
*Initials* and other marketing materials. Amounts contributed by me or my customers will not be divulged without my prior written consent.

\_\_\_\_\_ If I listed other business owners who have a share of my business, I have already talked with  
*Initials* them, shared the Business Partner materials with them, and received their consent to participate in the program.

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I hereby enroll my business in the 1% For the Community Business Donation program(s) and am excited to increase philanthropic resources for my community!

\_\_\_\_\_ Print Full Name

\_\_\_\_\_ Date

\_\_\_\_\_ Signature

### Document Checklist – for CCCF Staff Only

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Business Enrollment Form

Logo file

Accountant or A/P contact information

1 – 2 sentences about business

Appointment set for POS setup (if applicable)

\_\_\_\_\_ Staff Review Signature

\_\_\_\_\_ Date

