



### ***Organizational Overview***

The Alaska Community Foundation (ACF) is a nonprofit, philanthropic institution with a mission to inspire the spirit of giving and connect people, organizations, and causes to strengthen Alaska's communities now and forever. As a statewide community foundation, ACF works with individual donors, families, communities, nonprofits, and corporations across Alaska to increase philanthropy and to connect people who care with causes they care about. ACF was established in 1995 and currently manages more than \$81 million in assets. Since its inception, ACF has awarded more than \$50 million in grants in Alaska.

ACF manages more than 400 philanthropic funds that have been invested at ACF by donors from across the state. These endowed and non-endowed funds span a broad range of interests including education, food and shelter, pets, workforce development, suicide prevention, the arts, the environment, community-based needs, and support for specific nonprofit organizations. ACF also manages the Pick.Click.Give. program, which helps to promote grassroots giving within Alaska.

### ***Affiliate Program Summary***

The Affiliate Program is at the heart of ACF and core to its mission. Through the Affiliate Program, ACF currently supports nine communities across Alaska to build localized philanthropy. ACF empowers local groups of dedicated volunteer advisors to grow their community's endowments to support statewide nonprofits and charitable projects, now and forever. Local Affiliate Advisory Boards encourage their communities to invest in themselves to build stronger and more vibrant lives for their residents. As a result, ACF and its Affiliates increase individual philanthropy among Alaskans, encourage local leadership to identify community issues and invest in solutions, and grow permanent charitable assets in communities across Alaska to sustain nonprofits. ACF's goal is to grow the program to 15 communities in the next four years.

ACF currently has two full-time staff and nine part-time staff (one Program Manager in each local Affiliate community) dedicated to supporting the Affiliate Program. Staff collaborate and respond to requests within a reasonable time frame, and accommodate urgent requests whenever possible.

### ***Current Affiliates***

1. Chilkat Valley Community Foundation (CVCF)
2. Golden Heart Community Foundation (GHCF)
3. Greater Sitka Legacy Fund (GSLF)
4. Jessica Stevens Community Foundation (JSCF)
5. Kenai Peninsula Foundation (KPF)
6. Ketchikan Community Foundation (KCF)
7. Kodiak Community Foundation (KCF)
8. Petersburg Community Foundation (PCF)
9. Seward Community Foundation (SCF)



### ***Affiliate Program Objectives***

With the overall goal of increasing philanthropy in Alaska, the Affiliate Program is designed to:

1. Increase individual philanthropy among Alaskans.
2. Encourage local leadership to identify problems and invest in solutions in their communities.
3. Grow permanent charitable assets in Alaska to create sustaining sources of revenue and support for valued Alaska nonprofit services.

### ***Affiliate Growth***

- In 2016, the nine Affiliates were supported by ACF under the existing CABI guidelines with no changes in ACF staff.
- In the second half of 2016, ACF recruited an Affiliate Program Officer and nine part-time Program Managers (one in each local Affiliate community), who were hired in early 2017.
- Affiliates have been encouraged to seek local in-kind office space.
- The number of Affiliates may grow at a rate of two per year to a maximum of 15 by 2020.

### ***Affiliate Networking and Training Support***

- ACF will host an annual training and networking event for Affiliate Program Managers and Advisory Board members.
- ACF and Rasmuson Foundation staff will visit each Affiliate community annually.
- ACF will provide quarterly training opportunities delivered via video or tele-conference.
- Affiliate Program Managers will have the opportunity to network with each other during monthly team meetings delivered via video or tele-conference, and on an ad-hoc basis.



### *Grantmaking, Fundraising and Marketing Support*

- ACF and Rasmuson Foundation will seek ways to partner with Affiliate communities in local grant making to position the Affiliates as philanthropic leaders in their communities.
- ACF will provide communications and marketing support to help Affiliates tell their stories.
- ACF will provide an expanded toolkit of templates and customized marketing materials for each Affiliate.
  1. Affiliate Communications & Graphics Manual
  2. ACF Support to Affiliates
  3. Logo versions
  4. Affiliate overview
  5. Rack card
  6. Brochure
  7. Letterhead template
  8. Newsletter template
  9. Press release template
  10. Remit envelope
  11. Pledge form
  12. Thank you card
  13. Sampled bequest language
  14. Other donation information

### *Endowment Incentives and Grant Making*

- Please refer to the **Affiliate Match Incentives** document.

### *Outcomes and Evaluation*

- Affiliates will be asked to provide input into the measures of success that the Affiliate Program will use to evaluate our collective progress.
- Annual Affiliate Program outcomes will be mutually agreed upon by ACF and Rasmuson Foundation and evaluated annually with all Affiliates.
- The Affiliate Program will be formally evaluated in 2020.