



MESSAGE GUIDE

Innovia Foundation — formerly Inland Northwest Community Foundation — connects donor generosity to the region’s most pressing causes and collaborates with community partners to drive transformation across 20 counties in Eastern Washington and North Idaho. We appreciate your partnership to help spread the word about Innovia Foundation and our work.



How you can spread our message

- Post a link to our new website on your Facebook, Twitter or other social media accounts.
- Tell others about Innovia Foundation on your website, blog or intranet.
- Share more about our work through an e-newsletter.
- Display or circulate our brand one-sheet or brochure.
- Study the FAQ section so you’re able to answer frequently asked questions.

Social Media:

Tell your friends about Innovia Foundation on your Facebook, Twitter or other social media pages. Use the following images and messages for your posts.

Download images to accompany your posts here: <https://innovia.org/media>



Since 1974, Innovia Foundation — formerly Inland Northwest Community Foundation — has worked with our region’s donors to invest in long-term solutions to challenges facing Eastern Washington and North Idaho, and beyond. Innovia partners with nonprofits in all sectors and communities to impact the areas of Civic Engagement, Education & Youth Development, Health & Wellbeing, Arts & Culture, Economic Opportunity and Quality of Life. Learn how to help at innovia.org.



Innovia Foundation is a targeted problem solver. Their partners are passionate people from all sectors and backgrounds — from nonprofit organizations to community leaders — united by the goal of creating replicable solutions to drive community transformation. This means funding is directed to the people and places that need help most. Learn how to help at innovia.org.



Looking for a way to make the greatest impact with your charitable donation? Innovia is an important resource for addressing our region’s problems, helping those in need, and leaving a lasting impact. Let Innovia help you support the causes that align with your passion and values. Innovia Foundation ensures that your donation will achieve a measurable outcome. Join with Innovia to strengthen communities across Eastern Washington, North Idaho, and beyond. Learn how to help at innovia.org.



Since its founding in 1974, Innovia Foundation — formerly Inland Northwest Community Foundation — has awarded more than \$70 million in grants and scholarships to the people of Eastern Washington, North Idaho and beyond. In partnership with donors, nonprofit organizations and our community, the foundation has established more than 500 funds, with assets totaling \$120 million. Learn how Innovia Foundation is creating a better future for our region at innovia.org.



Innovia Foundation is a leader in connecting donors with the most pressing causes and greatest opportunities in our region. By collaborating with nonprofit organizations, communities and other partners, the foundation is committed to finding innovative solutions for people in 20 counties across Eastern Washington and North Idaho. See the change that Innovia Foundation is making in our communities and find out how you can help at innovia.org.



One of Innovia Foundation's impact areas is Education & Youth Development, promoting success through education. The foundation provides scholarships to further the higher education goals of local high school and college students. Through Innovia Foundation, donors are able to establish their own scholarship funds to improve the lives of future generations. Learn how Innovia Foundation is helping our students take the next step at innovia.org.

Web Posting and E-Newsletter:

Below is a blog post or e-newsletter that you can post on your blog, website or intranet so you can share Innovia Foundation's message with friends and colleagues. The first gives a general overview of the foundation and the second is for use by our nonprofit partners when asking your audiences to support your endowment at Innovia Foundation.

Copy and paste one of the following messages:

Innovia Foundation is Driving Community Transformation in the Inland Northwest

Innovia Foundation — formerly Inland Northwest Community Foundation — finds innovative solutions to our region's most pressing causes.

As the community foundation for Eastern Washington and North Idaho, Innovia Foundation serves as a catalyst for change, bringing together donors, nonprofit partners, businesses and community leaders. Innovia Foundation partners with people who want to make the world a better place.

The foundation works with donors to invest in long-term solutions, serving as a conduit between donors and our partner organizations. Innovia Foundation connects donors to causes that address specific challenges, supporting opportunities that make Eastern Washington and North Idaho vibrant and healthy.

Innovia Foundation is leading the way in driving transformation in our region because this work can't wait. Become a donor or partner today: innovia.org/donors

Copy and paste one of the following messages:

Support [INSERT NONPROFIT NAME] by Donating to Innovia Foundation

At [NONPROFIT NAME], we're proud to partner with Innovia Foundation, a local community foundation with more than four decades of experience in driving community transformation in the Inland Northwest.

Innovia Foundation serves as a catalyst for change, bringing together donors, nonprofit partners, businesses and community leaders — passionate people from all sectors and backgrounds. The foundation works with donors to invest in long-term solutions, addressing specific challenges in our region and supporting opportunities that make Eastern Washington and North Idaho vibrant and healthy.

We have partnered with Innovia Foundation to help build our endowment and ensure that [NONPROFIT NAME] has a sustainable future. We are grateful for our partnership with the foundation because we know no single organization can do this work alone. It requires all of us.

Please invest in the long-term future of [NONPROFIT NAME] by donating to our endowment fund at Innovia Foundation. Here's how to take the next step: innovia.org/give-now

Brand One-Sheet:

Download the brand one-sheet here to learn more about the foundation's recent brand change.

Download the one-sheet at: <https://innovia.org/media>

INNOVIA
FOUNDATION

driving community transformation

Innovia Foundation is a community foundation that connects donor generosity to our region's most pressing causes and collaborates with community partners to drive transformation across Eastern Washington and North Idaho.

Since 1974, Inland Northwest Community Foundation has been connecting donors with our region's most pressing causes across Eastern Washington and North Idaho. Through donor generosity, our assets have grown to over \$120 million. We have awarded more than \$65 million in grants to organizations throughout our 20-county region to improve lives and communities.

A NEW NAME & BRAND

As the work of our community foundation continues to evolve and adapt to the changing needs of our region, we saw an opportunity to create a new brand that is forward-looking. It's time for a greater sense of awareness and engagement around the issues we care about and the innovative work we're already doing. We want to continue, grow, and inspire philanthropy in our region. Our brand is a promise to collaborate with partners and communities to create sustainable change.

THE NAME

Our name 'Innovia' means 'innovative way.' It represents the innovation we bring to community transformation. 'Via' means 'way,' speaking to forging new paths and driving change.

THE LOGO

Bold, inspiring, and energizing—the Innovia logo is driving change and bringing elements together.

It is made of intersecting vectors and represents a shifting and dynamic landscape. The color palette reflects the dawn with a pattern inspired by natural elements: mountain ranges, rolling fields, river currents, seeds, and flowers. Accent colors reflect the energy of the sun, evoking the transition from dawn to high noon.

INNOVIA
FOUNDATION

Brochure:

Download this brochure to either print or send to friends, colleagues or clients.

Download the brochure at: <https://innovia.org/media>



FAQs:

Here are some answers to frequently asked questions

What is Innovia Foundation?

Formerly Inland Northwest Community Foundation, Innovia Foundation is a community foundation that drives transformation in our region. Innovia directs donor generosity to our region's most pressing causes and greatest opportunities. Innovia collaborates with nonprofit organizations and other partners to provide innovative solutions throughout the Inland Northwest.

What is a community foundation?

A hallmark of a strong community is engaged residents who work together with public and private institutions to better their region. This is where a community foundation leads the way. These foundations use their relationships, expertise and independence to bring nonprofits, donors, businesses and other stakeholders together to enact meaningful change.

Why the new Innovia Foundation name?

The foundation was previously known as Inland Northwest Community Foundation. The rebrand is a strategic decision to bring greater awareness and engagement around important issues in our communities, in addition to the important work the foundation is already doing. Innovia Foundation means “innovative way.” Not only does the new name subtly hearken back to the region — “INNO” is a shortened version of “Inland Northwest” — but it speaks to the innovation the foundation brings to our communities, as “via” means “way,” speaking to forging new paths and driving change.

How do I donate or partner with the foundation?

Innovia Foundation works diligently to ensure that donors' generosity is directed toward causes that matter to them. The foundation's gift planning staff can assist donors in defining their goals. If you are part of an organization seeking grant funding to continue your good work, you can connect with the foundation's grant program staff. Potential donors or partners can call 509-624-2606 or email info@innovia.org to get started.

What areas of impact does Innovia Foundation support?

Innovia Foundation partners with a wide range of nonprofits throughout the region. These partners are passionate people from all sectors and backgrounds — from nonprofit partners to community leaders — focused on making an impact in the areas of Civic Engagement, Education & Youth Development, Health & Wellbeing, Arts & Culture, Economic Opportunity and Quality of Life. Each year, the foundation provides over \$6 million in grants and scholarships.

What communities does Innovia Foundation serve?

The foundation serves 20 counties between Eastern Washington and North Idaho.

Eastern Washington: Ferry, Stevens, Pend Oreille, Lincoln, Spokane, Adams, Whitman, Columbia, Garfield, and Asotin.

North Idaho: Boundary, Bonner, Kootenai, Benewah, Latah, Nez Perce, Lewis, Clearwater, Shoshone, and Idaho.

The foundation also connects donor generosity to important causes, not only within the 20-county service region but also around the state, across the country and all over the world. When donors have a cause they're passionate about, Innovia Foundation helps find a way to make a meaningful impact.

Who does the foundation work with?

Innovia Foundation collaborates with donors, nonprofit partners, businesses and community leaders throughout the region to identify needs and to create solutions. The foundation connects donors to the causes they care about and directly benefits students, awarding more than 100 scholarships each year. In addition, Innovia Foundation works with financial professionals who advise clients to donate to the foundation or establish a fund in their name and area of passion.