



INNOVIA  
FOUNDATION

2022

AMBASSADOR TOOLKIT



# WELCOME TO THE TEAM



## FROM OUR CEO

Welcome and thank you for your partnership and commitment to Innovia Foundation. Volunteers are the backbone of our organization, giving thousands of hours each year to support our mission.

This handbook contains useful information about Innovia and valuable resources to equip you as an ambassador in your community.

Thank you for giving your time and talent to our region and to your community foundation. We cannot do this work alone. Together, we can ensure a vibrant and sustainable future for our communities.

## MISSION

*To ignite generosity that transforms lives and communities.*

## VISION

*Vibrant and sustainable communities where every person has the opportunity to thrive.*

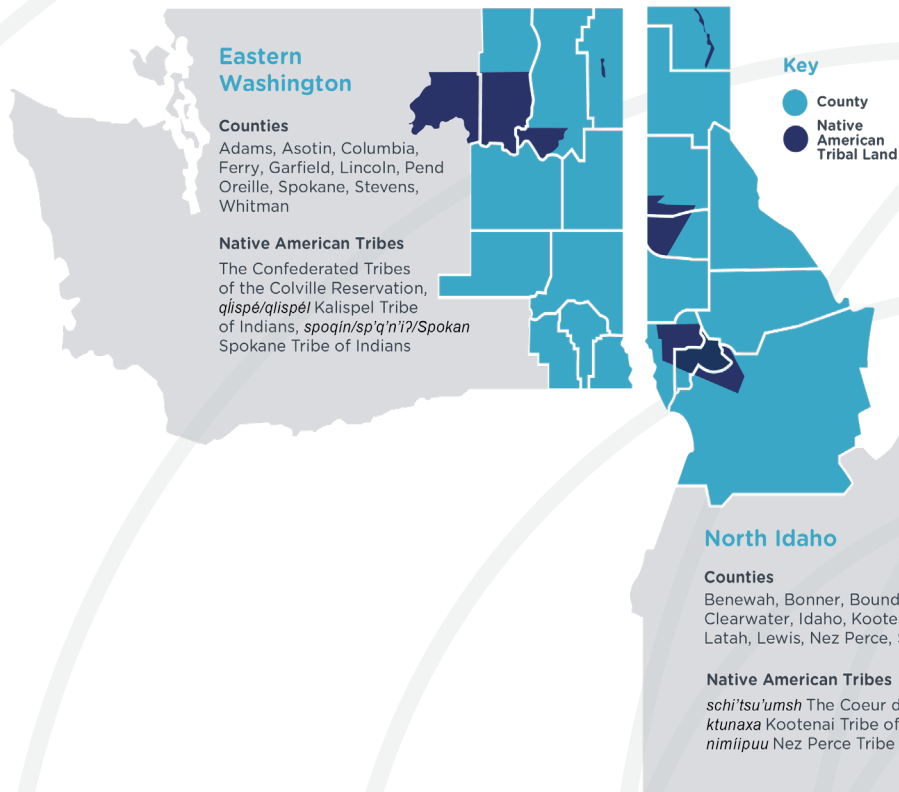
# WHAT YOU WILL FIND IN THIS HANDBOOK

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## Meet Our Communities

Serving a 20-county region and six Native American tribes, we are the community foundation for Eastern Washington and North Idaho.



### OUR SERVICE REGION

We connect donor generosity to important causes, not only within our 20-county service region and six tribes, but around the state, across the country and all over the world. When our donors have a cause they're passionate about, we help them find a way to make a meaningful impact.

## VALUES

### Innovative

Thinking differently is in our name. We seek and explore new approaches, perspectives and ideas to address what matters most to the people and communities we serve.

### Inclusive


We are committed to diversity, equity and inclusion. We seek and embrace the participation and perspective of people and communities that reflect who we are as a region.

### Collaborative

We cannot do this work alone. We value the transformative power of partnerships, based on mutual interests, trust and respect. By working together, we can create a more positive and lasting impact on our community.

# WHAT IS A COMMUNITY FOUNDATION?

Community foundations are grantmaking public charities devoted to improving the lives of people in a defined local geographic area. Community foundations help local philanthropists of all income levels create or support permanent charitable funds that issue grants to the causes and organizations they love. Community foundations are especially good vehicles for carrying out donors' legacy giving plans.



*Joyful child visiting  
UCAN in Sandpoint,  
grant recipient*

## INNOVATIVE PROBLEM SOLVERS SERVING OUR REGION

Community foundations play a key role in identifying and solving community problems. Through grantmaking, advocacy, research and civic leadership, community foundations leverage the resources in communities to address the most important issues and challenges. More than 750 community foundations operate in urban and rural areas throughout the United States.

Innovia Foundation has earned the official National Standards Seal from the Community Foundations National Standards Board, which confirms operational excellence in six key areas:

1. Mission, structure and governance
2. Resource development
3. Stewardship and accountability
4. Grantmaking and community leadership
5. Donor relations
6. Communications

## WHAT WE DO

As the community foundation for Eastern Washington and North Idaho, we partner with people who want to make the world better. We work together to address and solve our region's problems, help those in need, identify and respond to our region's greatest opportunities, and leave a lasting impact.

**47**

years of service\*

**\$105m+**

in total grants and scholarships awarded since our inception\*

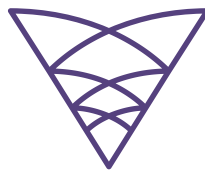
**\$180m+**

in assets\*

\*as of June 30, 2021

## WHAT YOU CAN EXPECT FROM US

- Orientation and training for the roles we ask you to fill.
- Prompt response to your communications.
- Fair and equitable treatment, without discrimination and bias.
- Appreciation, respect and recognition for your partnership.



## WHAT WE EXPECT FROM YOU

Innovia Foundation expects every person who represents us to follow these guidelines:

- Represent Innovia professionally and honorably.
- Maintain confidentiality and discretion about Innovia and its donors, grantees and scholarship applicants.
- Declare any conflict of interest as soon as it arises.
- Act for the community benefit at all times.
- Understand the value of philanthropy and promote a region-wide culture of generosity.
- Engage in respectful dialogue between volunteers.
- Respond promptly to communications from Innovia and keep us updated with your current contact information.

## Foundation Milestones

**1974:** The Greater Spokane Community Foundation is incorporated.

**1975:** \$11,150 is awarded in inaugural grant round.

**1977:** Foundation hires first Executive Director, Jeanne Ager.

**1982:** The Pullman Foundation selects the Foundation to continue its legacy and transfers \$127,000 to be managed.

**1984:** Celebrated 10th anniversary with more than \$1 million in assets.

**1991:** Name is changed to Foundation Northwest.

**1994:** Celebrated 20th anniversary with more than \$7 million in assets.

**2004:** Celebrated 30th anniversary with \$39 million in assets.

**2006:** Name is changed to Inland Northwest Community Foundation (INWCF).

**2006:** \$12 million gift received from estate of Margaret Galbraith to fund organizations in North Idaho.

**2014:** Celebrated 40th anniversary with \$87 million in assets.

**2018:** INWCF is rebranded as Innovia Foundation to bring greater awareness and engagement around important issues in the region—and the important work the Foundation was already doing.

**2019:** Regional Transfer of Wealth study released showing over \$42 billion will transfer generationally over the next 10 years.

**2020:** Leadership Councils established throughout the 20-county Innovia service region. The Ignite Foundation is launched to accept complex charitable gifts.

**2021:** Over \$6.5 million distributed in COVID-19 Community Response & Recovery Funds. The 5% Transfer of Wealth Campaign is launched. Nearly \$40 million in grants and scholarships awarded. Postsecondary education scholarship modeling begins.

# STRATEGIC FRAMEWORK

Innovia Foundation's strategic framework focuses on a vision for the future of our region.

## OUR THREE STRATEGIC FOCUS AREAS ARE:



IGNITING GENEROSITY



BUILDING VIBRANT AND SUSTAINABLE COMMUNITIES



ENSURING EVERY PERSON THRIVES

## IGNITE GENEROSITY

We believe that generosity is the most powerful source of positive change to achieve our shared goals and values. As your community foundation, we increase opportunities for all people to give of their time, talent and resources to make our part of the world better. We partner with generous individuals, families, businesses and organizations to create vibrant and sustainable communities where every person has the opportunity to thrive.

### We will:

**Inspire a culture of generosity:** From simple acts of kindness, to large transformational gifts, generosity inspires people to improve their communities and change lives. Everyone has something to give, and no one person can do this work alone. We will deliver clear, frequent and inclusive messaging that celebrates generosity and highlights our role in driving community transformation.

**Develop deeper relationships with donors:** Lasting relationships are built through shared purpose and earned trust. We honor the legacy of our donors by understanding their goals and values, and working together to achieve visible results. We seek to know our donors and serve them with a dedication to operational excellence and personalized philanthropy.

**Pursue innovative ways to increase assets across our region:** We will offer innovative products and giving solutions to catalyze greater impact, and inspire donors to take a more active approach to philanthropy. By developing local, regional and national partnerships, we will leverage strategic opportunities to address the complex needs of our communities.

## VIBRANT AND SUSTAINABLE COMMUNITIES

We believe strong, vibrant communities are able to confront challenges, nurture the good and create positive change. Thriving communities require committed leadership and engagement among community members from diverse backgrounds and experiences. As your community foundation, we invest in and support inclusive, community-driven efforts that make our part of the world better.

### We will:

**Engage thoughtfully with communities in our region:** Building and strengthening relationships throughout our 20-county region will make our work more reflective of and relevant to the priorities of our communities. We will commit to being present and engaged, learning about community needs and supporting community momentum.

**Strengthen community leadership:** Strong communities are inclusive, built on diverse backgrounds, perspectives and participation. We will invest in emerging leaders and trusted voices to identify community priorities and advance transformational efforts.

**Invest in community organizations and initiatives:** Guided by local priorities and engaged residents, we will invest in programs and initiatives that strengthen the social fabric of the community. We will work to improve access to education, promote health and wellbeing, support arts and culture, create economic opportunity and enhance quality of life.



## EVERY PERSON THRIVES

We believe individuals thrive in community. Genuine connection and authentic relationships drive lasting and sustainable impact. Each of us matters and if opportunities are not available to everyone, a community cannot move forward together. As your community foundation, we are committed to bringing people together, elevating diverse voices and creating opportunity for all.

### We will:

**Respond compassionately to meet basic human needs:** Meeting basic human needs is fundamental to improving the quality of life for everyone. The community foundation will collaborate with community partners to address both systemic issues and immediate needs.

**Bring people together to build inclusive communities:** We believe in bringing people together and building connections that enrich us all. We seek to develop places and spaces where everyone feels they belong and can participate in decisions that affect their lives.

**Expand opportunity and reduce inequity:** We recognize that persistent and systemic disparities diminish opportunities. We will work to bridge the divide that isolates and prevents members of our community from recognizing and reaching their full potential.

## COMMITMENT TO OUR COMMUNITIES

Realizing our vision for vibrant and sustainable communities where every person thrives requires dedication to community leadership and operational excellence.

**COMMUNITY LEADERSHIP:** The community foundation provides leadership to catalyze transformative change in our region. As a funder and convener, we leverage the following strategies to improve the economic and social wellbeing of our communities:

**Civic engagement:** We convene and engage key community stakeholders to identify and address our region's most promising opportunities and critical challenges.

**Data and research:** We use data-influenced decision-making to strategically maximize impact and amplify results.

**Policy and advocacy:** We use our voice and influence to inform and advocate for key strategies that accelerate systemic change.

**OPERATIONAL EXCELLENCE:** As responsible stewards of the resources entrusted to us, excellence must be embedded in our every endeavor. With confidence in our operations, we can innovate and take intelligent risks necessary to achieve our vision. Our core commitment to operational excellence includes:

**Superior service:** We hold ourselves accountable to be respectful and responsive to provide an exceptional experience for our donors and community partners.

**Continuous process improvement:** We are committed to operational efficiency to ensure maximum resources are dedicated to advancing our mission.

**Culture of learning:** We challenge ourselves to become better every day by embracing and promoting individual and organizational learning and growth.

# VOLUNTEER ROLES AT INNOVIA FOUNDATION

## BOARD OF DIRECTORS

The Board of Directors of Innovia Foundation, in active collaboration and partnership with the CEO, has the responsibility to advance the mission of Innovia Foundation to ignite generosity that transforms lives and communities.

## EXECUTIVE COMMITTEE

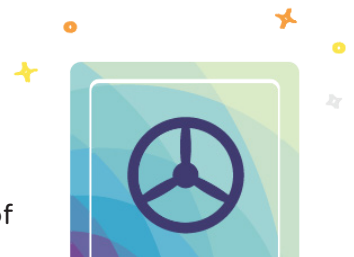
The Executive Committee, on behalf of the Board, supports the long-term effectiveness of the Board and Board operations by recommending best practices in governance to the Board to fulfill Innovia Foundation's mission, vision and the long-term viability of the Board. The committee also supports the long-term effectiveness of the Board by overseeing a process of nominating well-qualified candidates for Board, committee and Board officer positions.

## BOARD DEVELOPMENT COMMITTEE

The Board Development Committee develops, recommends, oversees the implementation of and periodically evaluates the governance policies for the Foundation. The committee establishes criteria for Directors, regularly assesses Board performance, and assists the Board with the identification, screening, recruitment, selection and orientation of new Directors. The committee is responsible for ongoing review and recommendations to enhance the quality and future viability of the Board of Directors.

## FINANCE COMMITTEE

The Finance Committee, on behalf of the Board, oversees, guides and supports the efforts of the CEO and staff by ensuring that Innovia Foundation is in good fiscal health. To do this, the committee develops our financial policies and makes sure they are consistent with our mission and vision. The committee is also responsible for reviewing and recommending for approval the annual operating budget, as well as overseeing the review of the audited financial statements and tax return, including the performance of the auditors.



## INVESTMENT COMMITTEE

The Investment Committee, on behalf of the Board, oversees, guides and supports the CEO and staff to ensure that Innovia Foundation's investment policies are consistent with Innovia Foundation's mission and vision. The committee develops and recommends guidelines for asset allocation, risk tolerance and benchmarks, and oversees the administration and performance of all of Innovia Foundation's assets. In addition, the committee oversees the selection, engagement and/or replacement of qualified external investment consultants, including designated advisors and Donor-Designated Advisors.

## GIFT PLANNING AND MARKETING COMMITTEE

The Gift Planning and Marketing Committee, along with the Board of Directors, ensures that Innovia Foundation has the financial resources to carry out its mission and vision. Additionally, the committee reviews and approves a marketing and communications plan to share the Foundation's message.

## IGNITE FOUNDATION

The Ignite Foundation identifies, vets, accepts and holds unique charitable assets to ignite generosity across the region, and advance the philanthropic mission and vision of Innovia Foundation.

## SCHOLARSHIP COMMITTEES

Scholarship committee volunteers are an indispensable part of Innovia Foundation's scholarship programs. These dedicated volunteers carefully review applications, taking into consideration a wide variety of criteria that may include financial considerations, academic achievement, courage in overcoming hardship, community service, drive and commitment. Scholarship committee members bring to the selection process the benefits of their life experiences, their diverse outlooks and their local knowledge to recommend scholarship awards to the best and brightest young people in our region. More than 75 volunteers are involved in the scholarship process and are dedicated to ensuring that scholarships are awarded in a manner that is fair and consistent with the wishes of the scholarship fund founders.





Would you like to  
nominate a leader  
from your region  
to join a Leadership  
Council?

Scan the QR code!



## GRANTS COMMITTEE

The Grants Committee, on behalf of the Board, oversees, guides and supports the efforts of the CEO and staff in recommending to the Board grant awards that advance Innovia's mission and vision. Grants are the end result of fundraising, investment of funds and community study. Grants that positively impact the community are one of the true measures of achieving community transformation.

## COLUMBIA COUNTY CHILDREN'S FUND COMMITTEE

The Columbia County Children's Fund is an area of interest endowed fund at Innovia Foundation. It was established as a permanent legacy in 1984 by family members of Frances Broughton Boyd Milham of Dayton, Washington. The fund supports organizations in Columbia County, Washington that provide educational enrichment and special needs programs, guidance, counseling and therapy to children and their families, as well as medical and dental services and supplies for disadvantaged children. A committee comprised of individuals representing Columbia County recommends grants from this fund.



## LEADERSHIP COUNCILS

Leadership Councils play a vital role in the Foundation's work by providing regional representation throughout Innovia's 20-county service area. Leadership Council members serve as ambassadors and advisors to Innovia Foundation, as well as advocates for philanthropy, in general. Members attend two Leadership Council meetings per year and represent Innovia in their communities as we work together to ignite generosity that transforms lives and communities.

**Tri-County (1):** Ferry, Stevens, & Pend Oreille Counties

**Region 2:** Spokane County

**Region 3:** Lincoln & Adams Counties

**Region 4:** Whitman & Latah Counties

**Region 5:** Columbia & Garfield Counties

**Confluence (6):** Asotin & Nez Perce Counties

**Upper Clearwater (7):** Clearwater, Lewis, & Idaho Counties

**Region 8:** Benewah & Shoshone Counties

**Region 9:** Kootenai County

**Region 10:** Boundary & Bonner Counties

## REGIONAL GRANT ADVISORY COUNCILS

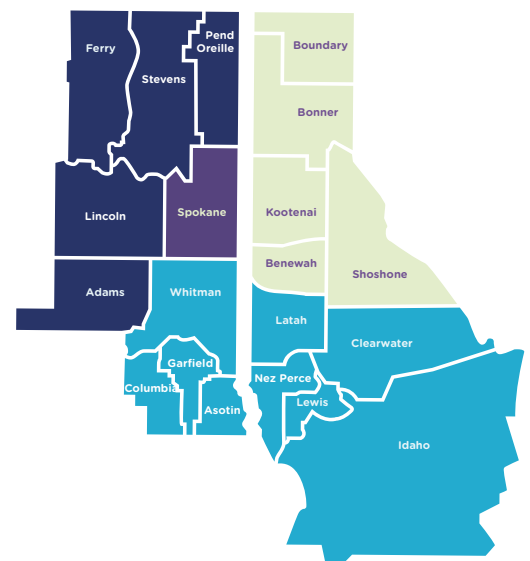
Members of Innovia's Regional Grant Advisory Councils help evaluate Community Grant proposals. Volunteer grant reviewers have an awareness of the diversity and complexity of communities and the nonprofit sector, and the ability to objectively analyze grant applications. Volunteers review applications from their region and make funding recommendations to meet local needs and pursue innovative opportunities.

**Region 1:** Ferry, Stevens, Pend Oreille, Lincoln & Adams Counties

**Region 2:** Spokane County

**Region 3:** Whitman, Columbia, Garfield, Asotin, Latah, Nez Perce, Lewis, Clearwater & Idaho Counties

**Region 4:** Benewah, Shoshone, Kootenai, Bonner & Boundary Counties



# Impact Areas

*Innovia Foundation works to improve access to education, promote health and wellbeing, support arts and culture, create economic opportunity and enhance quality of life.*



## HEALTH AND WELLBEING

*Helping people live healthier, happier lives*

Healthy individuals make up a healthy community. We strive to ensure everyone's basic needs are met, and we look for areas where we can help people achieve healthier, happier lives.



## EDUCATION AND YOUTH DEVELOPMENT

*Promoting success through education*

Quality education has the power to change lives. We provide opportunities for success to children and adults by ensuring they receive the education and support they need to learn, grow and thrive.



## ARTS AND CULTURE

*Creating vibrant and accessible cultural and enrichment experiences for all*

The arts inspire us and bring creativity and joy to our communities. We promote ways to create vibrant and accessible cultural and enrichment experiences for all.



## ECONOMIC OPPORTUNITY

*Catalyzing innovation and collaboration to support and strengthen our economy*

Economic opportunity opens the door to a brighter and more sustainable future for individuals, families and entire communities. We catalyze innovation and collaboration to support and strengthen our economy.

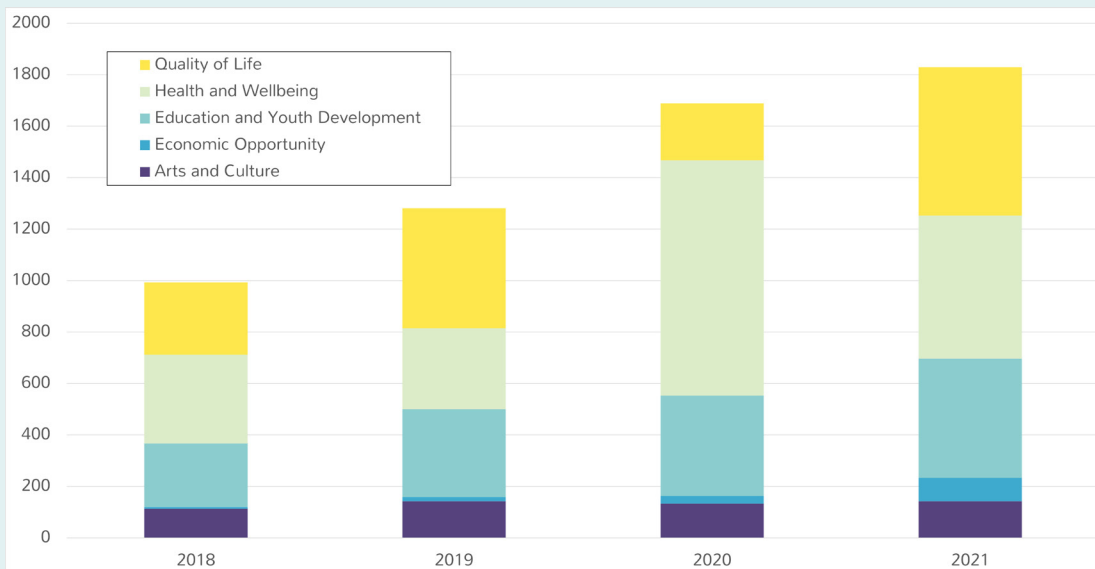


## QUALITY OF LIFE

*Protecting and improving what makes our part of the world special*

We love living in our beautiful, lush region and are passionate about protecting and preserving the spaces, places and environments that make our part of the world so special.

### Grants Awarded by Impact Area:



## GRANT AND SCHOLARSHIP PROGRAMS

Awards from the following competitive grant programs are determined in partnership with local volunteers throughout the Foundation's service area. This locally based advisory process ensures that grant opportunities address the changing needs of our communities.



**The Community Grant Program** is Innovia's flagship grant program, funding all five of our impact areas across our 20-county service region. Comprised of approximately 90 pooled funds, this program awards \$1 million each year. The maximum grant award is typically \$15,000, with most grants averaging \$10,000 for a one-year period.

**The Equinox Grant Program** is offered as a partnership between Innovia Foundation and the Equinox Foundation, a private family foundation located in Sandpoint, Idaho. This family foundation was established on the values of wisdom, integrity and environmental stewardship. Funding from this program can be used to support all five of Innovia's impact areas for nonprofits providing services in Bonner and Boundary counties in North Idaho. The maximum grant award is \$30,000, with most grants ranging from \$10,000 to \$20,000 for a one-year period.

**The Columbia County Children's Fund** was established in 1984 by Linda and Dennis L. Ashlock and Susan Boyd to support programs and organizations that serve youth in Columbia County. Grant awards typically total about \$4,000 annually. Since the fund was established, more than \$80,000 has been awarded to benefit young people in the area.

**Scholarship Programs** at Innovia Foundation recognize that with education comes opportunity. Our donors agree. We work with donors to establish scholarships to help students achieve their higher education goals. Each year, we award more than 100 scholarships to deserving students who are college-bound or pursuing career training.

## GRANT IMPACT STORY

### *Latinos en Spokane*

Fresh tomatoes, avocados and tortillas are just a sampling of the foods available for free at El Mercadito, a monthly market operated by Latinos en Spokane. As a nonprofit committed to empowering the Latino population in Spokane, Latinos en Spokane stocks the market with an array of culturally relevant foods, filling an important need that often goes unmet by food banks. Through support from Innovia, the market offers visitors both health services and a nutritional selection of foods.



With funding from Innovia's Community Grant Program, Latinos en Spokane partnered with local healthcare agencies to provide COVID-19 vaccinations and testing, alongside the resources already offered at El Mercadito. With familiar faces, informational booths staffed by community activists and free access to a variety of resources, El Mercadito has become a safe space for the local Latino community to seek and receive meaningful aid, whether a vaccination, an answer to a healthcare question or free access to culturally relevant foods.

Thanks to the outreach efforts of Latinos en Spokane and the generosity of Innovia donors, the Latino community of Spokane is building toward a stronger, healthier future.



# COMMUNITY LEADERSHIP

Realizing our vision for vibrant and sustainable communities where every person thrives requires dedication to community leadership. Every community has unique opportunities and challenges. In partnership with our communities, Innovia Foundation provides leadership to catalyze transformative change in our region. As a funder and convener, we are dedicated to learning about, and investing in, collaborative, community-based efforts.

## LEADERSHIP SUMMIT

Since 2020, Innovia has convened the annual Community Leadership Summit with local representatives and community leaders from across Eastern Washington and North Idaho. Leadership Summit speakers have addressed important and timely topics for creating vibrant and sustainable communities in our region, including: the 5% Transfer of Wealth Campaign, Reimagining Our Communities As We Emerge from the Pandemic, Tribal Communities as Economic and Cultural Assets in Our Region, Closing the Skills Gap in Workforce Development While Building Community Resiliency, Addressing the Opportunity Gap in Education, Reframing the Urban and Rural Divide, and Moving Towards Equity in Rural and Urban Communities

## COVID-19 RESPONSE AND RECOVERY

Between July 2020 and June 2021, Innovia partnered with individual donors, philanthropic partners and local government to distribute more than \$30 million in support of our region's most vulnerable populations and help local businesses weather the economic fallout from the pandemic. Community members throughout Innovia's service area convened to identify the most critical needs stemming from the pandemic and recommend grants to mitigate the impact. The distributions included \$25 million in federal CARES dollars that were awarded in partnership with Spokane County, Greater Spokane Valley Chamber of Commerce, City of Spokane Valley, and Greater Spokane, Inc.

## VACCINE EQUITY GRANTS

In partnership with All in WA, a community-led coalition of public officials, philanthropies, companies, and foundations, Innovia initiated a Vaccine Equity grant program, awarding grants of up to \$10,000 to trusted, community-based organizations conducting linguistically and culturally-specific vaccine education and outreach to those most impacted by the pandemic, especially Black, Indigenous, and other Communities of color.

## JUMPSTART NONPROFIT CAPACITY BUILDING

Now more than ever, philanthropy must invest in organizations serving those who have been historically marginalized and underserved, ensuring they have the resources needed to reduce inequities and create thriving communities. In partnership with other funders, Innovia spearheaded a \$55,000 investment in the Network for Good Jumpstart Program to increase the fundraising capacity of nonprofits serving communities of color, rural communities, people impacted by health disparities and other historically underrepresented groups. The program offers virtual coaching, software and technical support to help organizations build a resilient financial strategy.



**“We now have the tools we need to succeed in fundraising from individual donors. We raised over \$43,000 in net new revenue during Jumpstart, representing a 151% growth in our donation volume. Jumpstart has helped Feast World Kitchen establish itself.”**

**Feast World Kitchen, Jumpstart Participant**

## RESEARCH AND COMMUNITY IMPACT

Community research and impartial analysis can highlight opportunities and provide reliable data for decision-making. With a generous grant from the Murdock Trust, Innovia established a Department of Research and Community Impact. This has resulted in greater integration of evaluation and learning activities into Foundation practice and provided needed data and research to strengthen special initiatives. Innovia's "data-informed" approach is enormously beneficial in advancing our community leadership through special projects and initiatives that fulfill our vision for vibrant and sustainable communities where every person has the opportunity to thrive.



## RURAL COMMUNITY ENGAGEMENT

Funded by a grant from College Spark Washington, Innovia Foundation is engaged in a two-year initiative to strengthen support for schools in rural communities. The first phase of the project in spring 2021 included a series of online rural education community conversations. Participating Washington school districts were Riverside, Dayton, St. John-Endicott and Lind-Ritzville. The initiative is designed to build support for a region-wide supported scholarship.



## CULTIVATING POTENTIAL SCHOLARSHIP PROGRAM

With support from a generous donor, Innovia Foundation launched the Cultivating Potential Scholarship program, which provides tuition assistance and mentorship for youth seeking to rise above obstacles that may be preventing them from reaching their full potential. In addition to financial assistance, students participate in life skills training sessions, explore career opportunities and benefit from peer support that results from the cohort experience.

**"I feel so fulfilled with school. I want to show the next generation in my family what determination and hard work can achieve. This scholarship will help my community and my family."**

**Cultivating Potential  
Scholarship Recipient**

## FISCAL SPONSORSHIPS

On occasion, Innovia serves as fiscal sponsor for charitable activities that are not connected to an existing 501(c)3 entity. Currently, Innovia is fiscal sponsor for Priority Spokane, a collaborative of Spokane County-based organizations aimed at achieving measurable impact on community identified priorities such as homelessness, domestic violence and improving high school graduation rates. Innovia also serves as fiscal sponsor for the Pine Creek Long-Term Recovery Organization, leading the efforts to rebuild the communities of Malden and Pine City, Washington, which were devastated by wildfires in September 2020.



# STRATEGIC INITIATIVES

In 2019, Innovia adopted a strategic framework with three areas of focus: Igniting Generosity, Building Vibrant and Sustainable Communities, and Ensuring Every Person Thrives. Our three strategic priorities, approved by our Board, are:

## IGNITING GENEROSITY

We are committed to building financial resiliency for people and communities in our region. Our recently launched **5% Transfer of Wealth Campaign** is a data-driven initiative aimed at generating \$2 billion in philanthropic investments over the next 10 years. In addition, we actively pursue strategic opportunities to leverage funding from donors outside our region to support our 20 counties.



## BUILDING VIBRANT AND SUSTAINABLE COMMUNITIES

We believe strong communities are the result of engaged community members who are invested in the wellbeing of their neighbors. We strengthen local leadership and amplify community voices through Leadership Councils that are inclusive and built upon diverse backgrounds, perspectives and participation.

Leadership Councils play a vital role in the Foundation's work by providing representation from throughout our 20-county service area. Council members serve as ambassadors and advisors to Innovia Foundation, and advocate for philanthropy, in general. Each of Innovia's 10 Leadership Councils is comprised of 15 local community members who serve as trusted voices and engaged representatives from the communities where they live and work. Our Council volunteers bring on-the-ground experience from a variety of sectors including education, health care, business, nonprofit management, elected offices, tribal governments and more. The Councils meet regularly to keep the Foundation educated about the needs and opportunities in their communities and help leverage the power of philanthropy for local impact.

## ENSURING EVERY PERSON THRIVES

We are committed to bringing our region together to advance opportunity for every child, prosperity for every family, and growth for our economy in every community in Eastern Washington and North Idaho.

Innovia is launching **LaunchNW**, a long-term initiative to close the opportunity gap through a supported promise scholarship to benefit all youth in the region. We are working with community partners and major donors to endow a scholarship fund that allows every child in our region the opportunity to graduate high school and attain a quality post-secondary certificate or degree. We will align this effort with a system of youth and family supports starting in early childhood to ensure a successful pathway to high school graduation and completion of a post-secondary program.





# HOW TO PROMOTE PHILANTHROPY



As an ambassador for Innovia Foundation, you can advance our mission by promoting the community benefits and life-changing impact of generosity in your community.

Working with Innovia will connect you with inspiring examples of local philanthropy. We hope you will share the stories with others!

## 8 WAYS YOU CAN IGNITE GENEROSITY IN YOUR COMMUNITY:

Tell your professional advisors about Innovia Foundation's services and the benefits for donors and communities across our region.

1

Let people know there's more to philanthropy than simply donating money. Generosity comes in all shapes and sizes, and includes gifts of time, talent and resources.

2

Use social media to promote causes you care about, current opportunities for community involvement, and inspirational stories about philanthropy in your community and across our region.

3

When you give, make your gift a challenge to be matched by others, or create a giving circle. Pool money with family and friends, and decide together where to make your charitable contribution.

4

Share personal stories about your involvement in philanthropy and its personal and community benefits. This inspires others and truly ignites generosity.

5

Encourage your children to become involved in philanthropy at an early age. Research shows that children whose parents talk to them about charitable activities are 20% more likely than others to give as adults.

6

Create or contribute to a scholarship fund that benefits students in your community or field.

7

Make sure your own estate plan includes a contribution to the causes you care about most. Consider joining the 5% Campaign with a bequest to your local community endowment.

8

## FOLLOW US ONLINE:



[innovia.org](http://innovia.org)

INNOVIA  
FOUNDATION

# FUND TYPES AT INNOVIA



**Designated Funds** support nonprofits, schools and churches, year after year, for generations, through annual distributions. A Nonprofit Fund is a designated fund established by a nonprofit organization for its own benefit.



**Scholarship Funds** support students attending colleges, universities and vocational schools in this region and beyond.

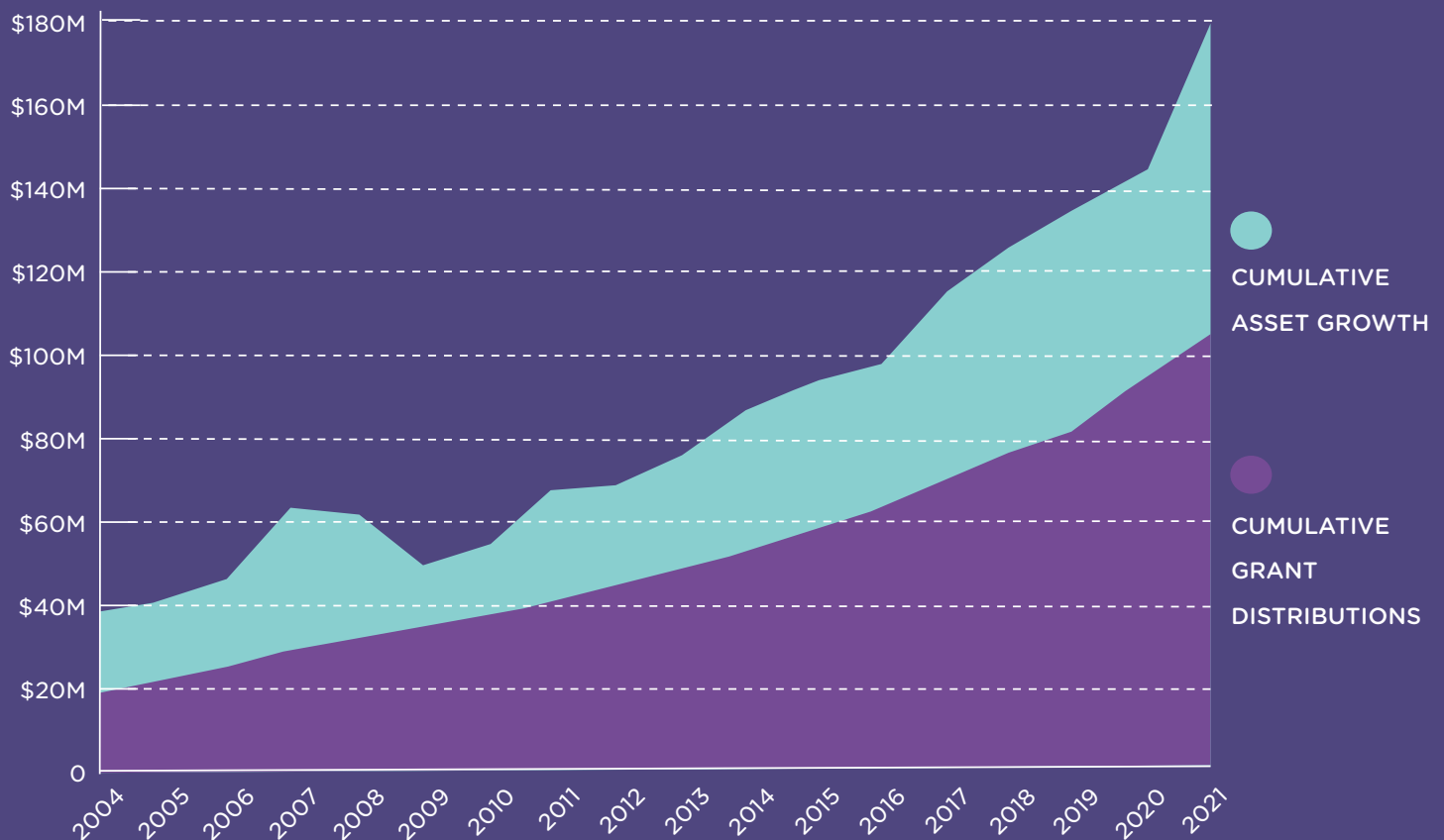


**Donor-Advised Funds** provide the flexibility for donors to support nonprofits, schools, churches and specific projects that benefit the community, in amounts they choose throughout the year.



**Community Funds** support programs and charitable causes to drive community transformation in our region.

## Foundation Cumulative Assets and Grant Distributions



# EMPOWERING DONOR GENEROSITY

Innovia Foundation works with individuals, families, attorneys, and estate and financial planners to design gift plans tailored to meet diverse economic situations, maximizing the benefit donors receive from their contributions, as well as the impact of their philanthropic dollars.



## TYPES OF ASSETS WE ACCEPT

In addition to welcomed gifts of cash, which include checks and online gifts using a credit or debit card, we encourage donors to consider making gifts of the following assets.

### IRA & Qualified Retirement Plans

For many people, this is the largest asset they will possess at the time of their death. It is also the most heavily taxed asset, if it is transferred to a person other than a spouse or charitable organization. Donors can avoid the heavy tax burden of these plans by using all or part of these assets to make charitable contributions. The process is as simple as contacting the company holding the IRA and changing the beneficiary designation to Innovia Foundation to be added to one or more named funds at Innovia.

### Real Estate

Making a charitable gift of highly appreciated real estate can help turn property gains into community good. Gifts of real estate range from personal residences and vacation homes to rental properties, farmland and commercially developed land. With the help of the community foundation, donors can give real estate to avoid estate taxes, minimize or eliminate burdens placed on their heirs and make a bigger charitable difference than they thought possible.

### Life Insurance

Donors can name Innovia Foundation in their life insurance policy that designates a specific fund or funds at Innovia.

### Charitable Remainder Trust

Donors can establish a charitable trust to provide income for themselves or a loved one during their lifetime and support the community forever. With a charitable trust, donors make gifts directly to a trust, receive an immediate tax deduction and generate income for life or for a term of years. Donors can establish a charitable trust in their lifetime that provides income for life and ensures all remaining funds support their charitable legacy. A charitable trust can also be established through their will to benefit heirs for their lifetimes.

### Other Complex Gifts

The Ignite Foundation accepts unique charitable assets including gifts of grain, livestock, productive farmland, or private and closely held business interests.





# MEET THE INNOVIA FOUNDATION TEAM

*From all of us on the Innovia staff, thank you for your partnership and commitment to our mission.*

**Shelly O'Quinn**

Chief  
Executive  
Officer



**Lauren Autrey**

Chief Financial  
Officer



**Kevin Blocker**

Marketing and  
Communications  
Manager



**Brian Cobb**

Marketing and  
Communications  
Manager



**Connie Emry**

Administrative  
Assistant



**Collette Jarvelin**

Program  
Officer



**Kathy Johnson**

Executive  
Assistant



**Ellie Jones Piña**

Program  
Associate



**Aaron McMurray**

Chief Strategy  
Officer



**Rachel Quick**

Marketing  
Coordinator



**Chris Stiles**

Director of  
Gift Planning  
and  
Development



**Amy Voeller**

North Idaho  
Regional  
Engagement  
Manager



**PJ Watters  
Hawley**

Director of  
Gift Planning



**Lou Wilmot**

Administrative  
Assistant



*We'd also like to give a special thanks to our*

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**Betsy Wilkerson**  
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and City Council Member, City  
of Spokane

## NOTES



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