COMMUNITY FOUNDATION
GREATER DES MOINES

YOUR GIVING GUIDE

Exploring the Power of Generosity

REFLECT on the values that guide you.
EXPLORE the causes and interests that inspire you.
CREATE a personal framework for your giving.

Exploring the Power of Generosity

Giving back is an expression of your generous spirit, and we're grateful for the ways you make our community better together. This Giving Guide is designed to help you reflect and put into words the impact you hope to create both now and in the future.

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As you continue your charitable giving journey, remember, the Community Foundation of Greater Des Moines is here to walk alongside you. Together, we can turn your generosity into lasting impact.

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DEFINING YOUR VALUES

Leaning into your values can lead to and clarify the impact you'd like to make.

WHAT MATTERS MOST TO ME IS...

Reflect on your values. Check three values that resonate most with you.

- ○ Acceptance
- ○ Adaptability
- ○ Belonging
- ○ Commitment
- ○ Community
- ○ Compassion
- ○ Courage
- ○ Effectiveness
- ○ Equity
- ○ Faith/Spirituality
- ○ Freedom
- ○ Impact
- ○ Innovation
- ○ Integrity
- ○ Joy
- ○ Justice
- ○ Leadership
- ○ Loyalty
- ○ Opportunity
- ○ Personal Growth
- ○ Power
- ○ Recognition
- ○ Relationships
- ○ Resilience
- ○ Responsibility
- ○ Risk
- ○ Security
- ○ Self-Reliance
- ○ Sustainability
- ○ Tradition
- ○ Other:

How do your top three values show up in your daily life?

IDENTIFYING YOUR INTERESTS

Think about the moments, experiences or stories that have shaped your desire to give. These interests are the sparks that guide your generosity.

I AM DRAWN TO GIVE TO...

Which issues or causes move you? Check three interests that resonate most with you.

- ○ Animals
- ○ Arts & culture
- ○ Child care
- ○ Civil rights & advocacy
- ○ Community betterment
- ○ Criminal justice
- ○ Cultural heritage
- ○ Disability services
- ○ Disaster relief
- ○ Diseases & disorders
- ○ Economic justice
- ○ Education
- ○ Elder care & support
- ○ Entrepreneurship
- ○ Environment
- ○ Food security & nutrition
- ○ Girls' & women's causes
- ○ Health & well-being
- ○ Historic preservation
- ○ Housing & shelter
- ○ Human services
- ○ Immigrant support
- ○ International aid
- ○ Leadership development
- ○ LGBTQ+ causes
- ○ Literacy
- ○ Mental health
- ○ Parks & land preservation
- ○ Poverty reduction
- ○ Prevent domestic violence
- ○ Public safety
- ○ Racial equity
- ○ Recreation & sports
- ○ Religion, faith & spirituality
- ○ Refugee services
- ○ Science & technology
- ○ Social capital
- ○ Substance abuse treatment
- ○ Sustainability
- ○ Volunteerism
- ○ Workforce development
- ○ Youth development
- ○ Other:

Write a short memory or story about why a cause matters to you.

DEVELOPING YOUR GIVING GUIDELINES

Your giving guidelines come into focus when you connect the values you hold dear with the interests you care about.

WHERE MY VALUES MEET MY INTERESTS, I FIND MY CHARITABLE PURPOSE.

Combine values + interests into giving guidelines.

MY TOP 3 **VALUES** ARE...

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MY TOP 3 **INTERESTS** ARE...

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I WANT TO MAKE AN **IMPACT** BY...

What feels most important to you? Write a brief statement that combines your values, interests and the impact you want to make — these are your giving guidelines.

CONNECTING TO YOUR CHARITABLE PURPOSE

Your giving guidelines bring your charitable purpose into focus, capturing what matters most to you and the impact you want to make. They serve as a personal framework to guide your decisions and inspire your next steps.

MY GIVING WILL REFLECT...

Think about what shapes your charitable giving and the difference you want to make.

What organizations have been important to you throughout your life?

Picture our community years from now. What do you hope to see?

What kind of change do you want to create through your giving?

MOVING FROM PLANNING TO ACTION

As you decide where to give, consider how a nonprofit's work aligns with your charitable purpose. When you're ready to learn more, here are some questions you may wish to ask the organization directly before making a gift.

IMPACT

- ◯ What is your mission, and what issue does it seek to address?
- ◯ How do you measure your impact, and can you share a story that shows it?
- ◯ Is there anything you wish more people knew about your organization or the issues you are trying to address?
- ◯ What organizations do you partner with that address similar issues?

FINANCE

- ◯ What are your funding sources?
- ◯ What are your most urgent financial needs?
- ◯ How is your board engaged in financial oversight?
- ◯ Does your organization have an operating reserve or endowment?

GOVERNANCE

- ◯ Does your organization have a strategic plan, and how are you working toward its goals?
- ◯ Tell me about your board leadership and their engagement.
- ◯ What is your board's evaluation process for programs and fundraising plans?

TAKING THE NEXT STEP

Your Generosity. Your Impact.

You've reflected on what matters most to you. Now, discover opportunities to put your charitable purpose into action.

EXPLORE OPPORTUNITIES
Discover current needs and giving opportunities with Greater Des Moines nonprofits through GIVEdsm.

Visit GIVEdsm.org

LET'S CONNECT
Our team is here to help you make the most of your generosity with personalized guidance and local expertise.

desmoinesfoundation.org

YOUR PARTNER IN GIVING

INDIVIDUALS & FAMILIES

Your generosity is personal. Your giving plan should be, too. Our team can help guide you through an exploration of your experiences and values, how they have shaped your giving philosophies and assist in mapping out an intentional plan for charitable giving.

GENERATIONAL GIVING

One of the greatest gifts you can give is passing on the joy of giving. Engage with family members across generations in a series of discussions to learn more about your values, current giving and legacy planning. Following your direction and desires, we will facilitate meaningful dialogue to help guide your family's charitable giving.

BETTER TOGETHER
BETTER FOREVER

The Community Foundation of Greater Des Moines is here to help you on your giving journey to maximize your impact now and in the future.

COMMUNITY FOUNDATION GREATER DES MOINES

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SCAN TO LEARN MORE AND CONNECT WITH OUR CHARITABLE GIVING TEAM: