



GIVING TOGETHER CREATES IMPACT



# Linda Engh-Grady

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**WHEN?**

**JULY 25 TO  
SEPTEMBER 13  
ENDS AT 5 PM**

# WHAT IS IT?

A mission awareness campaign that will help you raise money. Donors are encouraged to give and help you receive a percentage matching grant from the Community Foundation. All at no cost to your organization.



# Seven week campaign

- ❖ Great Fish Challenge Launch July 25
- ❖ Great Fish 5K Color Run and  
Community Celebration September 7
- ❖ Great Fish Challenge Ends  
September 13 at 5:00 PM
- ❖ Great Fish Community Challenge  
Awards Event October 10!



# HOW DOES IT WORK?

- ❖ The concept is a community wide campaign that inspires people to give.
  - ❖ Donors are able to make one donation and give to numerous charities.
  - ❖ Donations are made through an official brochure, online, in person.
- 



# OFFICIAL BROCHURE

## 2017 PARTICIPATING NONPROFITS

### MAKING A DONATION

Fill in the circle and amount next to each nonprofit. Total all amounts and complete the Donor form (on reverse side). For more information on the nonprofits and their use of funds, visit [www.greatfishchallenge.org](http://www.greatfishchallenge.org).

<input checked="" type="radio"/> Great Fish Match Fund (all 43 nonprofits)	\$	<input type="radio"/> Habitat for Humanity Flathead Valley	\$
<input type="radio"/> Abbie Shelter	\$	<input type="radio"/> Inermountain	\$
<input type="radio"/> Backpack Assistance Program	\$	<input type="radio"/> Kate-Chute Foundation	\$
<input type="radio"/> Bob Marshall Wilderness Foundation	\$	<input type="radio"/> North Valley Food Bank	\$
<input type="radio"/> CASA for Kids	\$	<input type="radio"/> North Valley Hospital Foundation	\$
<input type="radio"/> Center for Restorative Youth Justice	\$	<input type="radio"/> North Valley Music School	\$
<input type="radio"/> CF-WF High School Swim Teams	\$	<input type="radio"/> Project Whitefish Kids	\$
<input type="radio"/> Child Bridge	\$	<input type="radio"/> Samaritan House	\$
<input type="radio"/> Dream Adaptive Recreation	\$	<input type="radio"/> Shepard's Hand Free Clinic	\$
<input type="radio"/> Farm Hands-Nourish the Flathead	\$	<input type="radio"/> Sparrow's Nest of NW Montana	\$
<input type="radio"/> Flathead Area Mountain Bikers	\$	<input type="radio"/> Stumptown Art Studio	\$
<input type="radio"/> Flathead Cancer Aid Services	\$	<input type="radio"/> Tamarack Grief Resource Center	\$
<input type="radio"/> Flathead Land Trust	\$	<input type="radio"/> WAG-Whitefish Animal Group	\$
<input type="radio"/> Flathead Rapids	\$	<input type="radio"/> Whitefish Firefighters Association	\$
<input type="radio"/> Flathead Shelter Friends	\$	<input type="radio"/> Whitefish Lake Institute	\$
<input type="radio"/> Flathead Valley Ski Education Foundation	\$	<input type="radio"/> Whitefish Legacy Partners	\$
<input type="radio"/> Flathead Youth Home	\$	<input type="radio"/> Whitefish Review	\$
<input type="radio"/> Friends of the Flathead Avalanche Center	\$	<input type="radio"/> Whitefish Rotary Charitable Fund	\$
<input type="radio"/> FVCC Foundation	\$	<input type="radio"/> Whitefish Sports Facility Foundation	\$
<input type="radio"/> Glacier Institute	\$	<input type="radio"/> Whitefish Theatre Co.	\$
<input type="radio"/> Glacier National Park Conservancy	\$	<input type="radio"/> Whitefish Veterans Support Team	\$
<input type="radio"/> Glacier Nordic Club	\$	<input type="radio"/> WSD Education Foundation	\$
<input type="radio"/> Glacier Symphony & Choral	\$	<input type="radio"/> WWC-Whitefish Winter Carnival	\$
<b>COLUMN 1 SUBTOTAL:</b>	\$		
		<b>COLUMN 2 SUBTOTAL:</b>	\$
		<b>COLUMN 1 SUBTOTAL:</b>	\$
		<b>GRAND TOTAL:</b>	\$

## A CHARITABLE GIVING CAMPAIGN



Your  
**WHITEFISH**   
**COMMUNITY FOUNDATION**  
 Giving Together Creates Impact

406.863.1781  
 PO Box 1060  
 Whitefish, MT 59937  
[whitefishcommunityfoundation.org](http://whitefishcommunityfoundation.org)  
[contact@whitefishcommunityfoundation.org](mailto:contact@whitefishcommunityfoundation.org)

**IT'S EASY AND FUN  
 THROUGH THE G  
 COMMUNITY CH**

Plus, a percentage match allows  
 an even greater impact on your

For more information or to  
[greatfishchallenge.org](http://greatfishchallenge.org)

# Ways TO GIVE:

- ✓ CHECKS
- ✓ STOCK
- ✓ IRA ROLLOVER
- ✓ THROUGH A FOUNDATION
- ✓ THROUGH A DONOR ADVISED FUND
- ✓ CASH....
- ✓ CREDIT CARD...



# Ineligible Gifts:

- Tuition payments
- Pledges of any kind
- Tickets for wine dinners, other events
- Silent auction proceeds
- Grant money
- Bake sale proceeds
- Donations made outside of Challenge period
- Admission fees and checks written at other charity events.
- Holding charity events to raise money for the Great Fish Challenge is prohibited – any ticketed event, gala, auction, bikeathon, hikeathon, walkathon, etc.

# What DO YOU DO?

- Post the Great Fish Logo on your website
- Put the Great Fish Logo in your print newsletters
- Send an e-news letter to your donors
- Put a Great Fish sign up in your public places
- Send your donors to the online donation portal
- Send your donors the link to the printable donation form on the [whitefishcommunityfoundation.org](http://whitefishcommunityfoundation.org) website
- Tell your donors to remember you in the Great Fish Community Challenge.

# What ELSE can you do?

- We will be ordering new shirts this year. Wear your Great Fish t-shirts
- Sign up for a space at the WAVE to market your organization
- Promote the Challenge at all your events...but follow rules
- Borrow the stand up banner for your event
- Promote the incentive grants to your Donors
- Encourage your patrons to sign up for the RUN/WALK

# Awareness

- Use of Funds Brochure
- Great Fish Launch Party- July 25, 2019 at First Interstate Bank
- Facebook Live Events
- Community Awareness Events



# DURING THE CAMPAIGN

- Community Foundation processes all gifts and sends the donors a tax receipt.
- TRANSPARENCY -You have access to your Fund through an online portal and you can check it daily for information about who has donated to you. It will have addresses and names of your donors so that you can personally thank them.
- WHY???A Leader Board is maintained and updated daily to show how much each organization has raised and how many donations they have received – this is a manual upload...



# INCENTIVE GRANTS!

- Calculated throughout the campaign and awarded at the end
- **Up to \$20,000+ in bonus and incentive grants will be awarded on top of the Matching Grants!**
  - ❖ Nonprofit with most donors #
  - ❖ Nonprofit with most donations \$
  - ❖ Organization with the Most Runners
  - ❖ Most New Donors
  - ❖ Best Booth Award
  - ❖ Over \$1,000 matching grants at Launch Party
  - ❖ Over \$2,000 matching grants at Color Run/Celebration
  - ❖ Poetry Contest (\$1,000 winning Organization)
  - ❖ Outstanding Volunteer Award
  - ❖ Most Creative Marketing Award
  - ❖ Corporate Citizenship Award – Grant to charity of choice
  - ❖ Top Runners \$250 Male and Female to Organization

# Great Fish Award



**\$5,000 Incentive Grant!**

# History of the match –

Daria Perez, Vice President Finance and Operations

YEAR	# OF ORGS	TOTAL RAISED	AMOUNT MATCHED	MATCH ELIGIBLE	TOTAL MATCH POOL	MATCH % AGE	MAX MATCH AMOUNT
2015	32	\$ 903,939	\$15,000	\$392,902	\$207,701	53%	\$7,982
2016	40	\$1,150,524	\$15,000	\$586,405	\$322,523	55%	\$8,250
2017	45	\$1,602,742	\$20,000	\$848,875	\$407,460	48%	\$9,600
2018	50	\$1.9	\$20,000	\$920,717	\$468,931	51%	\$10,200

# Great Fish 5K and Community Celebration



## September

# 7







**CELEBRATE THE CHALLENGE THAT IS  
HELPING OUR COMMUNITY RUN!**



# Great Fish Color Run and Celebration

A vibrant scene from a color run event. In the foreground, a woman with purple hair and a white t-shirt is smiling and clapping her hands, which are covered in green powder. She is surrounded by other participants, some with their hands raised, also covered in various colors of powder. The air is filled with a thick mist of yellow, purple, and blue powder. In the background, there are trees and a blue balloon with white clouds. The overall atmosphere is festive and energetic.

## THE EVENTS:

- Color Run 5K and 1 Mile
- Nonprofit Fair
- Tot Trot
- BBQ Lunch
- Entertainment
- Poetry Contest

# How do we Apply to the 2019 Great Fish Community Challenge?

Lynnette Donaldson, Program and Outreach Officer  
[Lynnette@whitefishcommunityfoundation.org](mailto:Lynnette@whitefishcommunityfoundation.org)

# Application Clinics

If you would like help with the Great Fish Community Challenge application, join us at the Whitefish Community Foundation on the following dates:

- Wednesday, February 6<sup>th</sup> at 9:00 am
- Wednesday, February 13<sup>th</sup> at noon

Don't forget to bring your laptop or iPad!

# Eligibility Requirements

- You must have a GuideStar Profile at the Bronze level when you submit your application
- You must be a 501c3 Nonprofit
- Preference is given to Nonprofits that have received a grant from the Foundation through the Community Grant Program
- Review the Eligibility Rules and the Great Fish Community Challenge Rules on our website

# File a 990 or 990 EZ in 2019

- Beginning in 2020, organizations will have to submit their most recently completed 990 or 990EZ with their Great Fish Community Challenge application
- Organizations that only file a 990N (postcard) will not be qualified to apply for participation in 2020.



# Get Ready to Apply

## **Mission Statement**

- Has your organization reviewed your mission statement in the last year?
- Does your mission statement clearly and concisely explain what you do?

## **Primary and Secondary Use of Funds Statements**

- Include a specific Use of Funds, not a general statement covering “all the bases”

## **Financial Statements**

- Be ready to submit an organization Profit and Loss Statement (Income Statement) and Two-Year Comparative Balance Sheet (Statement of Financial Position)

# Application opens February 1<sup>st</sup> and closes February 28<sup>th</sup>

- Visit [www.whitefishcommunityfoundation.org](http://www.whitefishcommunityfoundation.org)
- Click **"APPLY"** on the top toolbar to visit our grant application portal
- You will see this:



## Logon Page

Email Address\*

Password\*

Log On

Create New Account

[Forgot your Password?](#)

Welcome to the Whitefish Community Foundation's online grant portal.

New Users: Please click on "Create New Account" to complete the registration process and create your logon credentials.

Existing Users: Please enter your credentials and log in. If you forgot your password, please use the "Forgot your Password" link to the left to reset your password.

# Write a Compelling Application

- How does your organization serve the greater Whitefish area?
- You have the opportunity to express the impact that your organization and this project/program will have in our community
  - Another way to think about this – What would happen to those you serve if your organization or this project/program did not exist?



**Great Fish Community Challenge Awards Presentation October 10!**

# Special Presentation from Local Nonprofits:

- **Alan Myers-Davis – Whitefish Legacy Partners**
- **Lori Heatherington – Humane Society of NW Montana**
- **Deidre Corson – North Valley Music School**