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LETTER FROM OUR PRESIDENT

When we align toward shared goals and helping others, we are truly more impactful.

These past few years have been difficult for everyone—individually and collectively as a community. Yet they also have continued to remind us of the importance of relationships and aligning with community stakeholders toward shared goals and helping others. Through all the difficulties, sadness, and loss, in these most challenging times, what has guided our ability to learn and respond at CFT is working together and partnering with donors, nonprofits, businesses, community leaders, and other philanthropic organizations. Together we are truly more impactful!

In the spirit of partnership and shared goals, I am thrilled to introduce CFT’s 2022 Engagement Guide. This guide offers donors, businesses, and community leaders the opportunity to partner with us through sponsorship or support of a community-wide event, volunteer opportunity, or other program in 2022. It also provides you with a chance to identify sponsorship opportunities that align with your values and the audiences that matter most to you.

We hope the information on the following pages will be useful to you as you plan for the year ahead, and we look forward to discussing how the benefits of sponsorship can help further your objectives and goals in 2022, while making a difference in our community.

Although at times the pandemic kept us from coming together in person, we’ve found new opportunities to unite in a way no one could have anticipated. This year we hope to see as many of you as possible in person, while maintaining safety and health protocols. Our resolve to continue building thriving communities for all in partnership with others is deeper than ever before. We look forward to partnering with you in 2022 and learning how we can support what matters most to you.

“In the spirit of partnership and shared goals, I am thrilled to introduce CFT’s 2022 Engagement Guide. This guide offers donors, businesses, and community leaders the opportunity to partner with us through sponsoring a community-wide event, volunteer opportunity, or program in 2022.”

PRESIDENT AND CEO
COMMUNITIES FOUNDATION OF TEXAS
At Communities Foundation of Texas, our grantmaking and programs are key to our vision of building thriving communities for all. **We believe that a thriving community is one in which all people feel cared for, invested in, nourished, and valued, and have an equitable opportunity to contribute** to the well-being and growth of themselves, their families, and their communities.

We take a 360° approach to supporting the needs of individuals and their communities through four intersectional pillars of thriving: health, wealth, living, and learning. At the heart, what we’re striving to achieve through attention to these areas is equity, connectedness, and belonging for all.
Our mission is to improve the lives of all people in our community by investing in their health, wealth, living, and learning. We accomplish this by growing community giving, expanding community impact, and advancing community equity.

WE WORK TO MEET OUR MISSION BY:

• Providing giving opportunities through charitable and legacy giving, planning, and consulting for individuals, families, nonprofits, and businesses

• Grantmaking and engaging our community around priority issues

• Increasing academic achievement and educational equity for all students in Texas, especially African American, Latino, and economically disadvantaged

• Developing and sharing knowledge and expertise about community needs and resources

OUR EQUITY STATEMENT:

Communities Foundation of Texas is committed to advancing equity as one of our three strategic priorities to fulfill our mission and achieve our vision.

As your community foundation, our vision is of a community where every person has the opportunity to thrive. With a mission to improve the lives of all people in our community, we recognize that there are groups that have historically faced and continue to experience discrimination, injustice, and unequal access to basic resources, community spaces, and economic opportunities.

CFT BELIEVES THAT ALL COMMUNITY MEMBERS:

• Should feel welcome, safe, and accepted

• Should be treated with respect and dignity

• Should have equitable access to opportunities to improve their lives and the lives of their families

We are dedicated to both working internally with our staff and learning and leading externally with partners across our community to create thriving communities for all.
With a vision of thriving communities for all, you can join us in our mission to improve the lives of all people in our community by investing in their health, wealth, living, and learning.

### BE IN GOOD COMPANY PROGRAM

CFT for Business’ Be In Good Company program recognizes companies that make a difference in our community and exhibit at least one program or initiative in each of our three pillars of excellence.  

**AUDIENCE**
Companies, business leaders  

**ANNUAL FEE**
$1,000

### CFT FOR BUSINESS — ENGAGEMENT NETWORK

CFT for Business partners with companies of all sizes to help start or grow a business’s giving and community engagement program. Programs are developed and customized based on company size and a company’s corporate philanthropic goals.  

**AUDIENCE**
Companies, employees, business leaders

### CFT FOR BUSINESS — NATIONAL VOLUNTEER MONTH — APRIL 2022

CFT for Business is proud to engage the business community in a celebration of service during National Volunteer Month in April. CFT for Business will host volunteer service events all month long!  

**SPONSORSHIP LEVELS**
- Weekly Title Sponsor: $15,000  
- General Sponsor: $5,000

**AUDIENCE**
Companies, employees, business leaders, individuals

### CFT FOR BUSINESS — VOLUNTEER SERVICE DAYS

Gain exposure for your company while engaging your employees and showcasing your commitment to good corporate citizenship! Sponsor one of CFT for Business’ seven Volunteer Service Days throughout the year that connect service projects here in North Texas to national recognition months.  

**SPONSORSHIP LEVELS**
- Event: $1,500

**AUDIENCE**
Companies, employees, business leaders, individuals
### EDUCATE TEXAS

Educate Texas works directly with more than 500 schools throughout the state to implement data-driven strategies to not only support students on a path to success in the workforce but also improve the quality of teaching in those schools. Ongoing opportunities for collaboration and sponsorship are available year-round.

**AUDIENCE**
Companies, employees, funders, state leaders, individuals, policymakers

**SPONSORSHIP OPPORTUNITIES**
- Join us and support campuses, students, and/or regional programs that promote educational attainment for all students!

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### COLLIN COUNTY IMPACT FUND

CFT is deeply committed to serving and strengthening Collin County. Help us continue to meet the challenges of our growing communities by investing in Collin County through the Collin County Impact Fund and other partnership opportunities.

**AUDIENCE**
Companies, employees, business/community leaders, individuals, nonprofits

**SPONSORSHIP OPPORTUNITIES**
- Give to the Collin County Impact Fund today!

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### EMERGING LEADERS IN PHILANTHROPY

Sponsor CFT’s Emerging Leaders in Philanthropy (ELP) program, which seeks to educate, engage, and broaden the philanthropic impact of the next generation of leaders in North Texas to ensure that our region’s legacy of generosity continues to thrive and grow.

**AUDIENCE**
Young professionals (ages 25—40), business/community leaders, individuals

**SPONSORSHIP OPPORTUNITIES**
- Presenting: $20,000
- Single Session: $1,500

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### ADDITIONAL ENGAGEMENT OPPORTUNITIES

- **#IAMPEARL Fund**: CFT’s first six-figure gift came from an African American woman named Pearl C. Anderson. Learn more about Pearl’s legacy and donate today.

- **CFT’s Discretionary Funds**: A gift to CFT’s discretionary funds is an opportunity to pool your gifts with others to help create a positive, lasting impact. CFT uses its discretionary funds each year to respond to our community’s most pressing needs and promising opportunities across our grantmaking focus areas of health, wealth, living, and learning.

- **Professional Seminar**: Sponsor CFT’s 2022 Professional Seminar on May 10. Learn more about our sponsorship benefits and become a sponsor today!

**SPONSORSHIP OPPORTUNITIES**
- **#IAMPEARL Fund**: Give to the #IAMPEARL Fund today!
- **CFT’s Discretionary Funds**: Give to one of CFT’s discretionary funds today to support the causes and issue areas that matter most to you!
- **Professional Seminar**: Sponsorship levels range from: $2,500—$10,000
COMMUNITIES FOUNDATION
of TEXAS  |  CFTEXAS.ORG

Communities Foundation of Texas for Business (CFT4B) believes that a thriving team creates a thriving culture, which helps ensure a thriving future for all. Our Be In Good Company program recognizes companies that make a difference in the North Texas community and exhibit at least one program or initiative in each of our three pillars of excellence:

Thriving Team  |  Thriving Culture  |  Thriving Future

Join CFT4B’s Be in Good Company program so we can shine a spotlight on all the good you’re doing in the community! Visit CFTEXAS.ORG/GOODCOMPANY to learn more and join the movement to make North Texas the most business-engaged community in the country.

PROGRAM FEE: $1,000

BENEFITS:
(include but are not limited to)

- Recognized by prospective employees, vendors, clients, peer organizations, and others as a company that supports the future prosperity of our community
- CFT for Business Be In Good Company Seal of Excellence to be displayed publicly both physically and digitally during each year of successful participation
- Recognition announced via Communities Foundation of Texas’ social media networks
- Inclusion in D CEO magazine special section with discounted rates, including ads in D CEO magazine throughout the year

See the full list of benefits at: CFTEXAS.ORG/GOODCOMPANY#BENEFITS

BE IN GOOD COMPANY

Be recognized as a company that makes a difference in our community in D CEO, CFT’s IMPACT Magazine, and more.

QUESTIONS? To learn more about Be In Good Company or the Engagement Network, contact
Through our Engagement Network, CFT for Business organizes volunteer events, educational and professional development workshops, and affinity group networking events. We also offer strategic philanthropic services:

- Strategic philanthropic consulting that aligns with your company’s core values
- Nonprofit partnership development
- Access to group volunteer opportunities
- Customized solutions to meet your business goals
- Grantmaking opportunities for employees

CFT for Business partners with companies of all sizes to help start or grow a business’s giving and community engagement programs.

PROGRAM FEE: $5,000–$25,000

BENEFITS:
(include but are not limited to)

- Philanthropic consulting and strategy development
- Community engagement opportunities customized to your business values and goals
- Demonstrate inclusive culture through custom programming reflecting employee input, passion, and values
- Improve employee engagement and retention

Contact us today at business@cftexas.org to join good corporate citizens across North Texas to build a thriving community for all!

JJ Ponce, Director, CFT for Business  |  jponce@cftexas.org  |  214-750-4111
Communities Foundation of Texas is proud to engage the North Texas community in a celebration of volunteer service during the month of April! CFT’s National Volunteer Month is a community-wide volunteer effort that coincides with National Volunteer Appreciation Month. Individuals and families, community leaders, nonprofits, and businesses are invited to participate in the movement to #DoTheGood across our region.

In addition to various volunteer opportunities for community members throughout the month, CFT for Business will host key events designed for businesses including:

- Weekly CFT for Business service projects
- Nonprofit fair and networking reception to kick off National Volunteer Month

During this month-long initiative, businesses can choose to sponsor an entire week’s worth of volunteer events or a single event.

To learn more about National Volunteer Month & CFT for Business volunteer service days, contact business@cftexas.org.

Each week’s nonprofit and volunteer activities will align with one of CFT’s FOUR INTERSECTIONAL PILLARS OF THRIVING:

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<thead>
<tr>
<th>HEALTH</th>
<th>LIVING</th>
<th>LEARNING</th>
<th>WEALTH</th>
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</thead>
<tbody>
<tr>
<td>APRIL 4–8</td>
<td>APRIL 11–15</td>
<td>APRIL 18–22</td>
<td>APRIL 25–29</td>
</tr>
</tbody>
</table>

Interested in learning more about how you or your company can get involved with National Volunteer Month? Contact business@cftexas.org.
We believe in taking care of businesses, especially those that take care of the community. In 2022, your company can sponsor one of seven CFT for Business Volunteer Service Days connecting service projects here in North Texas to national recognition months.

**Areas of focus for 2022 are:**
- February – Black History Month
- March – Women’s History Month
- May – Asian American and Pacific Islander Heritage Month
- June – LGBTQ+ Pride Month
- August – Black Philanthropy Month
- September – National Day of Service and Remembrance
- October – Hispanic Heritage Month

**CFT for Business organizes these service days to provide opportunities for our network of good corporate citizens to work together to impact a community need. You and your employees will learn more about community needs, volunteer together, engage with like-minded businesses, and develop relationships with North Texas nonprofits on CFT for Business Volunteer Service Days.**

**SPONSORSHIP OPPORTUNITIES:**

**$1,500**

*Up to four companies can sponsor a single volunteer service day.*

**BENEFITS:**

(include but are not limited to)
- Custom service project for your company and employees (up to 25 employees)
- Speaking opportunity at the event
- Recognition in marketing materials, signage, email blasts, and logo placement on website
- Recognized via Communities Foundation of Texas’ social media networks
Communities Foundation of Texas’ **NTX Giving Day** is the nation’s largest giving day, and has transformed from a tool to help individuals give to the cause areas that matter most to them, to a movement igniting a broad culture of community-wide giving. In 2021, $66 million was raised by 103,000 donors to benefit more than 3,300 nonprofits, bringing the 13-year total to over $441 million for our community!

There are a variety of ways that you or your company can engage with CFT in this groundswell of giving throughout the year, each offering opportunities for better alignment in your personal or corporate giving.

**SPONSORSHIP OPPORTUNITIES:**
$2,500—$500K+

**BENEFITS:**
(include but are not limited to)
- Logo on NTX Giving Day website
- Inclusion in donor emails pre and post Giving Day (250K+ subscribers)
- Logo on official NTX Giving Day T-shirt
- Recognition announced via Communities Foundation of Texas’ social media networks
- Corporate sponsors will receive a custom giving page that provides opportunities for employee giving campaigns and company matching

Is your company interested in becoming an official Promotional Partner of NTX Giving Day? Learn more and join the movement at NorthTexasGivingDay.org/ForBusinesses.

For companies, partnering with us on NTX Giving Day offers opportunities for brand exposure, employee engagement, and philanthropic support from Communities Foundation of Texas.

**NTX Giving Day empowers individuals and businesses to:**
- Give efficiently and effectively
- Make a difference in the North Texas community
- Support your favorite issue/cause areas
- Engage employees, customers, and vendors
- Increase brand visibility
- Reach 3,300+ nonprofits and 103,000+ donors

The easiest way to support NTX Giving Day is through a financial sponsorship. Make a tax-deductible donation of any amount directly to Communities Foundation of Texas to be a part of powering one of the most effective public and social forms of philanthropy in the country.

**QUESTIONS?**
Contact our expert: Kaitlin Guthrow
Director, Strategic Partnerships
Partners@NorthTexasGivingDay.org
Educate Texas, an initiative of Communities Foundation of Texas, has built partnerships for nearly 20 years with school districts, institutions of higher education, businesses, community and civic organizations, state agencies, policymakers, and philanthropic partners to implement data-driven strategies to not only improve the quality of teaching in those schools, but also support students on a path to success in the workforce. Educate Texas’ 2025 Strategic Plan challenges us to think bigger about what we can accomplish for students and teachers.

Our vision is that all Texas students, especially African American, Latino, and economically disadvantaged students, earn a college degree or credential that leads to a living wage and thriving communities.

Partnering with Educate Texas is an investment in the students, teachers, and leaders who help to ensure our state continues to lead the way in education, innovation, and prosperity.

WE STRIVE TOWARD TWO ESSENTIAL GOALS:

• Adding 85,000 new higher education degrees and certificates in Texas.

• Enabling schools to better attract, prepare, develop, and retain more high-quality and diverse teachers to improve our state’s effective teaching workforce.

PARTNERSHIP OPPORTUNITIES:
Ongoing opportunities for collaboration and sponsorship are available year-round.

JOIN US:
Together, we can create a Texas with unparalleled opportunity, a flourishing workforce, and an unrivaled economy where every student—regardless of race, socioeconomic status, or background—has the chance to thrive.

For more information about our 2025 Strategic Plan or how you can get involved, visit EdTx.org/2025.

QUESTIONS?
Contact our expert: Ellen Hatcher Development, Associate, Educate Texas ehatcher@cftexas.org
Communities Foundation of Texas is deeply committed to serving and strengthening Collin County, mobilizing $30 million since 2017 to support nonprofits based in and/or focused on Collin County. CFT’s Collin County Impact Fund is an endowment fund specifically set up to support needs in Collin County, in alignment with CFT’s priority issue areas of health, wealth, living, and learning, which CFT believes are the components to building a thriving community for all.

There are a variety of ways you can give to the fund:

- Cash
- Stocks
- Bonds
- Mutual funds
- Retirement plans (including required minimum distributions)
- Life insurance
- IRAs
- And more!

Looking for additional ways to help your giving go farther? Opening a charitable giving fund with CFT is an easy way to streamline your giving and make an impact. Learn more about how CFT can help you or your company align your giving with your values at CFTEXAS.ORG/OPEN-A-FUND.

Questions?
Contact our expert: Jeri Chambers
Senior Officer of Donor Engagement, Collin County
jchambers@cftexas.org
214-750-4117

Make a donation to the Collin County Impact Fund and support the causes that matter most to you at CFTEXAS.ORG/COLLINCOUNTY.

Partnership Opportunities:
Ongoing opportunities for collaboration and sponsorship are available year-round.

Make an Impact:
Support the causes and issue areas that matter most to you by giving to the Collin County Impact Fund today! Collin County nonprofits who receive grants from the fund apply through a formal application process, and only qualify for funding if 75% of the organization’s clients are Collin County residents.
Communities Foundation of Texas’ Emerging Leaders in Philanthropy program (ELP) seeks to educate, engage, and broaden the philanthropic impact of the next generation of leaders (ages 25—40) in North Texas, to ensure that our region’s legacy of generosity continues to thrive and grow. We hope that young professionals with a mind and heart for their community can learn to set their personal strategies for giving, have a deeper understanding of how to approach philanthropic issues, and connect with others who have a diverse background and share a commitment to be engaged.

To sponsor our Emerging Leaders in Philanthropy programming or give to the ELP Scholarship Fund, email JJ Ponce at: jponce@cftexas.org.

SPONSORSHIP OPPORTUNITIES:

Presenting Sponsor: $20,000
Single Session Sponsor: $1,500*
*Sessions run January through September

BENEFITS:

Presenting Sponsor:
• Logo placement and recognition at every 2022 ELP session
• Recognition and promotional segment in the 2022 ELP graduation reception
• Recognition announced via Communities Foundation of Texas’ social media networks
• Opportunity to interact and engage with ELP cohort members and alumni at networking events

Single Session Sponsor:
• Logo placement and recognition in corresponding 2022 ELP session
• Recognition announced via Communities Foundation of Texas’ social media networks

ELP SCHOLARSHIP FUND:
Provide financial support to an emerging leader with a scholarship for an already-selected class member, granting them the once-in-a-lifetime experience of ELP training.

QUESTIONS?
Contact our expert: JJ Ponce
Director, CFT for Business
jponce@cftexas.org | 214-750-4111

To sponsor our Emerging Leaders in Philanthropy programming or give to the ELP Scholarship Fund, email JJ Ponce at: jponce@cftexas.org.
CFT’s #IAMPEARL FUND

Communities Foundation of Texas’ first six-figure gift came from an African American woman named Pearl C. Anderson. Pearl grew up in rural Louisiana during the days of racial segregation and was prohibited from going to school until the age of 12, when a school for Black children was finally built a few miles from her home.

Pearl had the opportunity to get an education through the generosity of philanthropist Julius Rosenwald, who built more than 5,000 schools across the South for Black children in the early 1900s. Every day, Pearl would walk by a plaque that credited the Rosenwald Fund, a foundation, with establishing her school. Pearl vowed to “pay it forward” when she had the opportunity. In 1955, she established the Pearl C. Anderson Fund at CFT, which continues to make grants in her name to this day.

To advance community equity and honor our history and our first six-figure gift, we’re proud to announce the launch of the #IAMPEARL Fund at CFT.

CFT’s #IAMPEARL Fund is an employee-sponsored fund that will help direct charitable dollars to advance equity in the Black community in four focus areas:

- Education
- Food Security
- Business Development
- Financial Literacy

WAYS TO GIVE:
You can give cash and credit card gifts, securities, including marketable stocks, bonds, mutual fund shares, closely held and restricted stock, life insurance, retirement plan assets, business partnerships and interests, real estate and property, and oil, gas, and mineral rights.

MAKE AN IMPACT:
CFT’s fundraising goal is $325,000, which is the value of Pearl’s initial gift to CFT. We invite you to be a part of supporting this effort as we strive to advance equity in our community, together.

LEARN MORE about Pearl’s legacy and donate to the #IAMPEARL Fund at CFTEXAS.ORG/IAMPEARL-FUND.
In 2021, $39.3 million was granted to 383 nonprofits from CFT's discretionary funds through our grant application processes across our focus areas, toward our goal of equity and belonging for all, with grants ranging from $5,000 to $1.5 million.

**WAYS TO GIVE:**
You can give cash and credit card gifts, securities, including marketable stocks, bonds, mutual fund shares, closely held and restricted stock, life insurance, retirement plan assets, business partnerships and interests, real estate and property, and oil, gas, and mineral rights.

**MAKE AN IMPACT:**
Pool your gifts with others to help create positive, lasting impact in our community today!

**DID YOU KNOW?** CFT’s discretionary funds are an excellent giving opportunity to meet a required minimum distribution from your IRA. Contact our team of experts at giving@cftexas.org to learn more.

**QUESTIONS?**
Contact our expert: Carolyn Newham
Senior Director,
Donor Relations & Services
cnewham@cftexas.org
214-750-4146

A gift to Communities Foundation of Texas’ discretionary funds is an opportunity to pool your gifts with others to help create positive, lasting impact. CFT uses its discretionary funds each year to respond to our community’s most pressing needs and promising opportunities across our grantmaking focus areas of health, wealth, living, and learning—critical components for thriving individuals and communities.

Our health, wealth, living, and learning grantmaking funding prioritizes the following areas, with a lens of equity and connectedness:

**HEALTH:** Physical health, mental health, healthy behaviors, healthful environments, responsive, quality health care, basic needs, and human/animal connections

**WEALTH:** (Economic Security) Quality jobs, asset creation, financial coaching, and access to credit

**LIVING:** Affordable housing, access to fresh food, parks and green space, transportation, arts and culture, public safety, reentry programs, and safe, integrated, and connected neighborhoods

**LEARNING:** Early childhood, K-12, and postsecondary education, out-of-school time experiences, workforce readiness, and work-based learning
PROFESSIONAL SEMINAR

Communities Foundation of Texas is thrilled to host an in-person Professional Seminar in partnership with Southern Methodist University on Tuesday, May 10, 2022, at Communities Foundation of Texas. Our guest speaker will be Martin Hall from Ropes & Gray LLP. Martin is knowledgeable in all aspects of estate and individual tax planning, including sophisticated wealth transfer strategies and charitable giving techniques. CFT’s Professional Seminar offers continuing education credits, and sponsors will be prominently recognized in the seminar promotional materials, as well as CFT’s website and social media outreach.

A sponsor reception will take place the evening before the seminar, on Monday, May 9, 2022, at Communities Foundation of Texas and will feature the presentation of CFT’s Vester Hughes Award. CFT created the Vester Hughes Award to honor a professional advisor who embodies the late Vester Hughes’ commitment to charitable causes and his support of CFT’s philanthropic initiatives.

SPONSORSHIP OPPORTUNITIES: $2,500—$10,000

BENEFITS:
(include but are not limited to)

• Signage at Professional Seminar
• Logo included on print and digital promotional materials
• Vester Hughes Award reception event
• Year-round branding on CFT website, and more!

SEE THE FULL LIST of benefits and become a sponsor today at CFTEXAS.ORG/SEMINAR2022.

Featured Speaker

Martin Hall
Ropes & Gray LLP

Tuesday, May 10, 2022
Breakfast: 8:00 a.m.
Program: 8:30 — 11:00 a.m.

Limited Seating | Registration: $90

CE Credits: CFP/CPE/MCLE 2.0 hour credit

QUESTIONS?
Contact our expert: Andy Scripps
Director of Strategic Relationships
ascripps@cftexas.org
214-346-5508
The opportunities for partnership in growing community giving, expanding community impact, and advancing community equity are endless. Contact us today so we can learn about your goals and how we can support them!
At Communities Foundation of Texas, our vision is thriving communities for all. Our mission is to improve the lives of all people in our community by investing in their health, wealth, living, and learning. We accomplish this by growing community giving, expanding community impact, and advancing community equity.