



# Five Ways to Use Your Foundation

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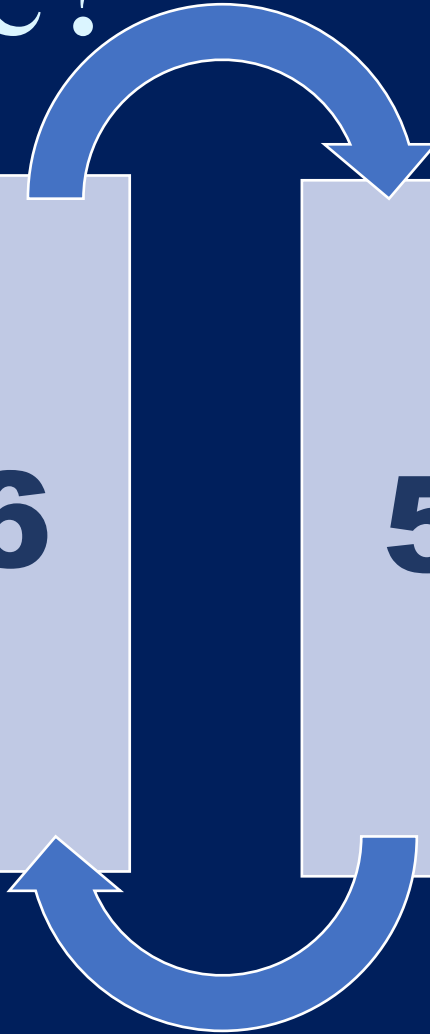


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# What's the Difference?

**501(c)6**

**501(c)3**



# Foundation Benefits

- For the Affiliated Organization:
  - Deepen engagement
  - Broaden stakeholder reach
  - Grow resources for your community
  - Create awareness
- For the Investor
  - Expand impact
  - Enhance financial benefit
  - Increase accountability





# 1. Leadership Development



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# Leadership Programs

- Women's Leadership
- Youth Leadership
- Emerging Leaders Program
- Leadership Exchange
- Community Orientation
- Talent Retention Programs
- Elected Official Orientation
- Candidate Recruitment Programs
- Mentorship Programs

# Examples

Plano United Business

<https://www.planochamber.org/get-involved/serve/plano-works-leadership-foundation/>

National Association of Broadcasters  
Leadership Foundation

<https://www.nabfoundation.org/>



# 2. Research and Information



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# Research and Information

- Community scorecards
- Issue studies
- White papers
- Dashboards
- Think Tanks
- Benchmarking surveys
- Economic forecasts
- Data analysis
- State of the Industry reports
- Strategic plans /vision documents

# Examples

Minnesota Chamber Foundation

<https://www.mnchamber.com/center-economic-research>

WTS Foundation (Women in Transportation)

<https://www.wtsinternational.org/mission/wts-foundation>

Fresno/Clovis Convention & Visitors Bureau  
Foundation

[https://craig.fresnostate.edu/documents/ubc-documents/cencal/2020/CCBR2020\\_Tourism.pdf](https://craig.fresnostate.edu/documents/ubc-documents/cencal/2020/CCBR2020_Tourism.pdf)



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# 3. Grants and Scholarships



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# Grants and Scholarships

- College scholarships
- Financial support for first responders
- Micro-loans
- Small business grants
- Professional development scholarships
- Awards



# Examples

Chamber of Commerce of Eastern Connecticut

<https://chamberect.com/chamber-foundation-grant-application/>

North Texas LGBT Chamber of Commerce  
Foundation

<https://lgbtchamberfoundation.org/2023-scholars-gala/>

Georgia Association of Women Lawyers

<https://www.gawl.org/cpages/grants>



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# 4. Community Development



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# Community Programs

- Workforce Development Programs
- Business Education Partnerships
- Career Exploration Programs
- Main Street/ Façade Improvement Grants
- Beautification Projects
- Disaster Funds/Disaster Planning
- Silent Observer Programs

# Examples

Greater Lehigh Valley Chamber

<https://www.lehighvalleychamber.org/mainstreetlehighvalley.html>

Partnership for a Greater Chapel-Hill Carrboro

<https://www.carolinachamber.org/partnership-for-a-sustainable-community/>





# 5. Awareness and Understanding



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# Awareness and Understanding

- DEI Programs
- Public Education Programs
- Literacy Programs
- Books and Publications
- Training Programs
- Teacher Resources
- Industry or Community Tours
- Awareness/ Public Information Campaigns

# Examples

Capital Region Chamber (NY)

<https://capitalregionchamber.com/about/capital-chamber-foundation/>

American Farm Bureau Foundation for  
Agriculture

<https://www.agfoundation.org/>

Michigan Association of Health Plans  
Foundation

<https://www.mahp.org/about/>



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# Bonus Ways to Use a Foundation



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# Other Foundation Activities

- Training programs
- Community engagement plans
- Minority assistance programs
- Issue summits
- Conferences or events
- Festival programs /parades
- Get out the vote/civic engagement
- Entrepreneur bootcamps
- Small business assistance
- Hiring events
- Pitch competitions
- Celebrations
- Corporate social responsibility/Give back programs
- Inclusion
- Veterans programs
- Support for arts/quality of life programs
- Military programs



# Be Aware!

- Unrelated business income
- Unfocused program of work
- Lack of management agreement
- Lack of transparency
- Unbalanced engagement/authority
- Mixed funds
- Unclear roles and responsibilities for volunteers
- Duplication of efforts with parent org
- Fundraising
- Reporting



# Resources

ACCE Foundation Resource Guide:

<https://resources.acce.org/chamberfoundations>

ASAE Foundation and Fundraising Guide:

<https://www.asaecenter.org/>

IRS:

<https://www.irs.gov/charities-non-profits/charitable-organizations/exemption-requirements-501c3-organizations>



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