



Foundation *Insider*



Growing up with two double-Tar Heel parents, and having attended UNC myself, Dean Smith is a revered figure in my family. Dean Smith's coaching philosophy was "Play hard, play smart, play together." That's exactly the approach that the Foundation brings to philanthropy:

Give Hard: The Foundation offers tools to give harder. Donor-advised/designated funds, endowments, and testamentary funds all facilitate larger and longer-lasting gifts to the causes and institutions that matter to the donor and to our communities.

Donors can give harder when it's right for them, and after they do, those gifts work harder for the ultimate recipients while they're invested at the Foundation. Our investment returns have grown the assets ultimately available for those causes and institutions by *tens of millions of dollars* since our founding.

These funds also create a more stable pool of support, so that in emergencies or tough economic years, donors still have money ready to distribute. That funding is often crucial for our institutions, who may be behind on the scoreboard in these years.

Give Smart: The Foundation educates our donors and our affiliates on how to maximize their gifts. Since 2022, we've been teaching our initial cohort of Strategic Philanthropy Initiative participants on how to be proactive in their giving, how to strategize, research, plan, and implement their gifts in the smartest way possible. We also bring education to our affiliate institutions via the affiliate council on different development areas, such as tax-smart strategies for their donors, making more effective endowment asks, approaching next-gen donors, and other topics.

Give Together: Finally, the Foundation allows donors and institutions to play not just as individuals, but as teams. By using the Foundation, our donors and affiliates gain access to resources, investment management, and oversight that would be more expensive to replicate on their own.

Many donors want to give together. Families can appoint successor advisors for their funds, helping families give together across generations. There are also affinity groups who may want to give in community, gain and share knowledge, and make choices as a team about where to give. These groups are commonly called giving circles. We are excited that we will soon have the first meeting for the women's giving circle here in Greensboro. Please contact Susan if you'd like to participate.

Because the Foundation raises no funds for itself, nor chooses where any gifts from these funds should go, it can focus fully on supporting all of these teams in achieving *their* goals together.

Even if you personally weren't as big a fan of Dean Smith as my family, it's inarguable that his philosophy and his teams were incredibly successful. We hope to see all of our donors and affiliates playing at that level for generations to come.

J. Sam Cone, Board Chair

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