

About Blue Grass Community Foundation

Established in 1967, Blue Grass Community Foundation, a 501(c)(3) nonprofit organization, is Kentucky's oldest community foundation, whose mission is to grow charitable giving and support activist philanthropy. With \$75 million in charitable assets and 450 charitable funds, the Community Foundation aspires to build a better Lexington and region by harnessing the collective impact of philanthropic investments through innovative grantmaking and strategic community leadership.

The Community Foundation has a staff of dedicated professionals, including 3 attorneys, 2 CPAs and specialist in fund development, donor stewardship, board governance, nonprofit services and administration, communications and community engagement. Blue Grass Community Foundation is nationally certified by Council of Foundations.

Town Branch Commons Project Overview

The Community Foundation will serve Lexington by working to achieve the goals of the Town Branch Commons Project related to private philanthropic investment. The work will be accomplished with active participation and guidance of a Town Branch Commons Steering Committee and the expertise of the Community Foundation's professional staff and consultants.

The work of the Community foundation will initially be spent developing a robust fundraising effort and then managing the implementation. The Community Foundation will engage the community in these activities at the appropriate stage of development. After the fundraising effort is implemented, the Community Foundation will finalize a plan for governance, sustainable fundraising infrastructure and strategies, and maintenance and operation of the Commons, while broadening the effort by engaging the public in on-going fundraising efforts. The Community Foundations work will be aimed at assisting in the development of a significant capital improvement, a sustainable infrastructure for Town Branch Commons and a new model for collaborative fundraising.

Year One Activities

- Articulate a vision, mission and strategy for the philanthropic leadership of Town Branch Commons
- Identify philanthropic role models and recruit Steering Committee members through intentional prospect qualification and management
- Build Steering Committee "ownership" of the Project and its fund development goals

- Capture and maintain 100% giving participation for all Steering Committee members
- Develop Steering Committee member benchmarks to include peer solicitation and other fund development goals
- Train and manage Steering Committee
- Conduct regular donor prospect review and strategy meetings, focusing attention on high affinity prospects
- Facilitate one-on-one meetings with Steering Committee members and donor prospects to cultivate and solicit financial gifts
- Generate gift proposals, as required, and assist in completing gifts
- Build a system for the on-going stewardship of all donors, involving communications, events and personal attention
- Create a platform to recognize significant philanthropic gifts (i.e. giving society and naming opportunities)
- Provide accessible advice and counsel on an on-going basis, with experienced guidance based on real world application and best practices in the field
- Communicate regularly with LFUCG on progress toward goals

Note: Many of the deliverables listed above will begin, but not necessarily conclude, in year one.

Proposal for Professional Engagement

Total fee FY16: \$180,000, which includes the following:

- 4 hours per week, Lisa Adkins, CEO/Blue Grass Community Foundation
- 10 hours per week, Allison Lankford, Sr. VP of Advancement/General Counsel
- 15 hours per week, BGCF Advancement and Legal staffing
- 15 hours per week, BGCF Board Stewardship and Governance/Administrative staffing
- 8 hours per week, Outside Fund Development Consultant

Conclusion

The transformative aspects of Town Branch Commons are significant: First, physical transformation, as the project comes to fruition and is enjoyed as a legacy project, forever changing the face of downtown Lexington and the way residents, downtown employees, students, young professionals and visitors engage with its built environment; second, systemic change in how Lexington and the Region engages in collaborative philanthropy to achieve a bold vision.