



Nonprofit FAQ

What is a Critical Need Alert?

A Critical Need Alert is the Foundation's response to an immediate community need. It is a special opportunity for Foundation donors and the public to join together in leveraging resources to provide immediate relief.

What is the Great Needs Challenge?

The Great Needs Challenge is a Critical Need Alert campaign to bring hope and comfort to central Ohio families who are struggling as the economic recession lingers. Whether unemployed, underemployed, or living with greatly reduced income, our neighbors are unable to afford the necessities of life including food, prescriptions, and a roof over their heads. In response, The Foundation's Governing Committee has committed \$500,000 in matching contributions to support a broad range of basic needs. Donors have multiple giving options—they may make a single contribution to the Great Needs Challenge Fund to be shared among the seven participating organizations, designate a gift to one nonprofit, or designate a gift to multiple nonprofits.

How will contributions to the Great Needs Challenge be distributed?

Contributions designated to your organization will be distributed directly to your nonprofit at the end of the Critical Need Alert. Contributions to the general Great Needs Challenge Fund will be allocated dollar-for-dollar across each of the seven nonprofits at the end of the match period with the goal of helping each nonprofit reach its investment opportunity target funding level. Once each nonprofit has reached its funding goal, funding in excess will be distributed to the seven nonprofits proportionally based upon the percent allocation for each organization's funding target.

When does the Critical Need Alert begin?

The Critical Need Alert begins on November 15, 2010 at 2:00 p.m. for donors with funds or planned gifts at the Foundation. The public may participate beginning on December 1, 2010 at 2:00 p.m.

When does the Critical Need Alert end?

The Critical Need Alert will end on December 15, 2010 at 2:00 p.m. or when matching funds are exhausted, whichever occurs first.

Is there a minimum contribution?

The minimum grant suggestion amount for Foundation donors with donor advised funds and supporting foundations is \$100. The minimum credit card gift for all other Foundation donors and the public is \$20.

Is there a maximum contribution?

There is no maximum contribution through PowerPhilanthropy or the Critical Need Alert.

What is the match?

The Foundation will match 50 cents for every dollar received, while funds last—this means that \$100 becomes \$150 for your organization.

Is there a maximum match amount?

There is no maximum match amount per fund or individual contribution.

Will my organization receive match funds after its investment opportunity target is reached?

Contributions designated to your organization will be distributed directly to your nonprofit after you have met your funding goal. Contributions above your investment opportunity target will not be matched. Once all seven participating organizations have reached their investment opportunity targets, funding in excess will be distributed proportionally based upon the percent allocation for each organization's funding target.

Is there a limit to the amount my organization can receive?

The Foundation has allocated up to \$500,000 in matching grant dollars. There is no maximum to the amount your organization may receive through the Critical Need Alert.

What if a donor gave to my organization prior to November 15?

Contributions made to the Great Needs Challenge for your organization will be matched beginning November 15 at 2:00 p.m. Contributions made prior to this will not be matched.

How long will matching funds last?

The Columbus Foundation cannot guarantee that matching funds will be available to your donors. Contributions are processed in the order received until matching funds are exhausted. The Foundation will alert your organization and post a message online to alert users when funds are exhausted.

How can supporters give to the Critical Need Alert?

The Foundation will provide your organization with marketing tools to promote the Great Needs Challenge Fund. The Foundation asks that your organization does not begin marketing the Critical Need Alert until November 15, 2010. Your organization will be featured at www.columbusfoundation.org and contributions will be accepted online or by check.

Are there any limitations to what the Foundation will match?

Gifts designated for your organization's endowment fund or capital campaign are not eligible for matching funds. Contributions must be used to support your organization's investment opportunity.

Can donors call in contributions for my nonprofit?

Yes, donors with donor advised funds or supporting foundations at The Columbus Foundation may call in their suggestion for the Critical Need Alert and designate your nonprofit. Public donors do not have this ability.

Can donors mail in a check for my organization?

Yes, donors with funds or planned gifts at The Columbus Foundation and public donors may mail a check for the Critical Need Alert and designate your organization. All gifts must be received by December 15, 2010 at 2:00 p.m. to qualify.

Is there a fee to participate?

There is no fee for the seven designated organizations to participate in the Critical Need Alert.

Is there a fee for credit card gifts?

All online credit card gifts made through PowerPhilanthropy will be processed through the Greater Horizons Community Foundation and distributed to your organization in the form of a grant check. A fee of 3% of the amount of the total gift plus \$1 will be deducted from the total amount of the gift, with no charge to your organization. The Columbus Foundation does not receive a benefit from processing fees.

Will processing fees be matched?

Credit card gifts will be matched to the value of actual donations, minus the processing fee deducted by the Greater Horizons Community Foundation.

How will I know how much my organization has raised?

The Foundation will post frequent updates at www.columbusfoundation.org. Your organization will receive an interim report outlining the contributions designated toward your funding investment opportunity.

Will I know who made a gift to my organization?

Your organization will receive donor acknowledgement information with your grant check(s) from the Greater Horizons Community Foundation or The Columbus Foundation, unless the donor has requested that their gift remain anonymous.

When will I receive my organization's gifts?

Credit card gifts to your organization will be processed by the Greater Horizons Community Foundation and distributed within 30 days. All contributions from Foundation donors and matching funds from the Foundation will be distributed at the end of the Critical Need Alert. The Foundation will make these funds available by year-end.

How will donors know if the match is met?

Foundation donors will be notified by mail if their contribution is matched. Public donors may contact p2@columbusfoundation.org with questions about their credit card gifts.

What if my organization has questions?

Your nonprofit may contact the Foundation 614/251-4000 or p2admin@columbusfoundation.org with questions about the Critical Need Alert or your PowerPhilanthropy portrait.

How can I make changes to my organization's portrait?

Each organization featured in PowerPhilanthropy has an assigned nonprofit administrator. Log in at www.p2admin.org to submit updates to your organization's portrait for Foundation staff review. Note that all updates submitted to your portrait must undergo an internal review process before being posted.

Is there a login for PowerPhilanthropy?

No, there is not a required login for PowerPhilanthropy. Users do not need to provide the Foundation with any information to make a gift to your organization.

What if my organization's donors need help?

Donors may visit www.columbusfoundation.org for details on the Critical Need Alert or contact the Foundation at 614/251-4000 or p2@columbusfoundation.org with questions about the Critical Need Alert or for assistance navigating PowerPhilanthropy.