

A Stronger Triangle for All

Triangle Community Foundation fosters lasting impact at home.

For more than 35 years, Triangle Community Foundation in North Carolina has worked to pair donors' gifts with the causes and organizations in Chatham, Durham, Orange, and Wake counties that need them most.

The Foundation takes a strategic approach to creating a brighter, more vibrant future for generations of Triangle residents to come, says president and CEO, Lori O'Keefe.



Lori O'Keefe
President and CEO

"We have strong connections to the community, so we can help guide our donors to organizations they might otherwise never have known about," she explains. "We conduct the due diligence research that ensures their gifts have the greatest effect."

The Foundation maintains a broad view of the Triangle's 1,800-plus nonprofits, so it's able to identify gaps and support the community's most important needs. It plays an important role in shepherding organizations and helping them grow.

"Not every nonprofit has the resources to make sure they're a solid, best-practice

QUICK FACTS:

Established in 1983 with a \$1,000 gift

Stewards 850 philanthropic funds

79 percent of charitable grants stay in North Carolina, 73 percent stay in the Triangle region

Since 2013, more than \$3.6 million have been invested in the arts, community development, environmental conservation, and youth literacy programs

organization," O'Keefe notes. Through their programs and by directly matching nonprofits with donors, the Foundation helps create efficiencies, achieve sustainable growth, and expand organizations' abilities.

The Foundation excels at helping people "give where they live," O'Keefe says, to fulfill its vision of creating "a vibrant Triangle that works together to ensure everyone can thrive."

Legacy of Success

Triangle Community Foundation was founded in 1983 with a single, \$1,000

Dr. Bulent Ender (left) is a fundholder of the Foundation. A first-generation immigrant, Dr. Ender is committed to giving back locally and to causes he cares about, instilling a sense of legacy in the next generation, and working with the Foundation to learn where he can make the most impact.

gift. Today, it stewards approximately \$250 million in investment assets. In 2018, the Foundation granted \$29 million to community organizations in its four-county service area.

O'Keefe believes one of the keys to the Foundation's success has been its ability to facilitate a stronger sense of community within the Triangle. "We serve as a central hub where nonprofits, leaders, entrepreneurs,

donors, and concerned citizens can open important dialogues, learn from each other, and create solutions," she says.

Many philanthropists—especially those belonging to younger generations—appreciate the Foundation's ability to help them research and understand the work their beneficiaries do.

"Among the next generation, there seems to be a strong desire to intimately understand the nonprofits they're investing in and see the return on investment," O'Keefe observes.

Her organization often arranges on-site visits for donors and connects them directly with nonprofit leaders to foster trust, impact, and engagement.

Meeting Unique Wishes

Another key to the Foundation's tremendous success has been the uncommonly personalized process by which it learns about and addresses each donor's goals.

"Many of the donors we work with don't necessarily have the time or in-depth knowledge they'd need to generate, on their own, the positive changes they want to see," O'Keefe says. "That's why we get to know each donor and provide them with expertise and guidance that's based on their desires, gift amount, and financial expectations."

The Foundation can manage investment assets on a philanthropist's behalf, which makes it a particularly attractive partner for people who want to leave a lasting, positive legacy in their community. "Donors can invest charitable assets to be deployed over time. It allows them to make an impact over a long period," O'Keefe explains.

"We have a powerful vision for the future. We're helping to strengthen the Triangle through knowledge, foresight, and leadership. Every step forward is built on that proven history and foundation."



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