



MISSION IN MOTION

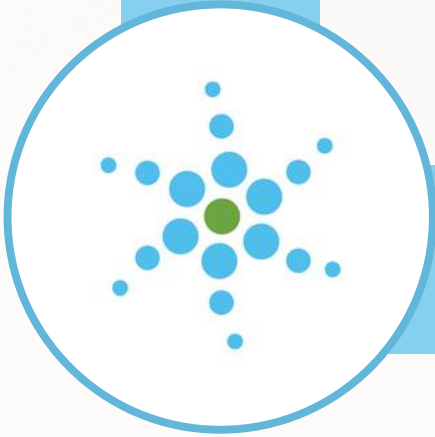
*A three year initiative to
strengthen and elevate
Madison County*



L I L L Y
E N D O W M E N T
✦ I N C ✦



MADISON COUNTY
COMMUNITY
FOUNDATION



MESSAGE FROM THE PRESIDENT

Dear Friends and Community Partners,

When we announced the success of our last campaign, I don't think any of us imagined we'd be launching another one so soon. Yet here we are, and for the very best reason. Because of a remarkable gift from Lilly Endowment, Inc. and a shared vision for our community's future, we have the opportunity to build on our momentum and propel Madison County forward once again.

Our new campaign, *Madison Forever*, will strengthen the Foundation's ability to respond to immediate needs while also securing the resources that will sustain our community for generations to come.

We are fortunate to have a board and staff who are motivated, passionate, and positioned to bring this mission to life. Together, we are embracing this moment with energy, purpose, and confidence, knowing that what we build today will shape Madison County's tomorrow.



Ben Davis

Ben Davis
President & CEO
Madison County Community Foundation





WHAT IS MADISON FOREVER?

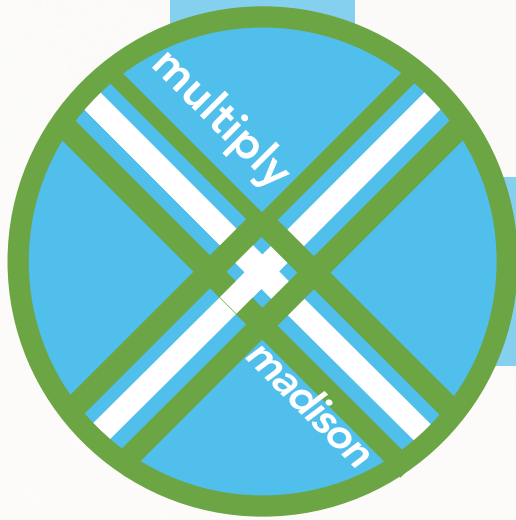
Madison Forever is more than a campaign. It is a reflection of who we are and our vision to be a community where every person has the opportunity to thrive.

Through a generous gift from Lilly Endowment, Inc., we are challenged to strengthen our capacity for greater impact. This initiative includes both a robust matching campaign and community support grants that allow us to respond immediately to local needs and opportunities.



HONEY NEVER SPOILS.

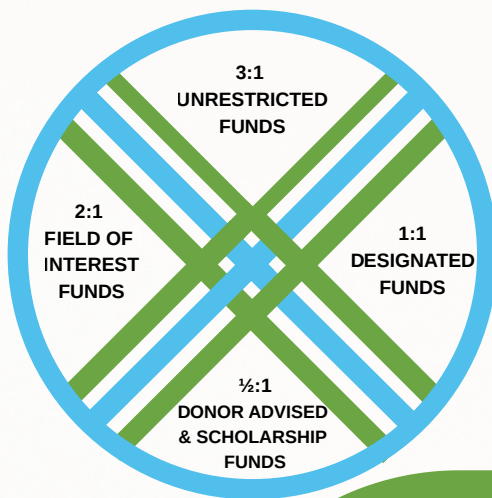
Honey is nature's forever gift, preserved for generations. Just like your gift to the Foundation, its value endures. It never spoils. It never fades. It only continues to nourish. The generosity we invest today remains sweet for generations to come.



You give. We match. Together we multiply.

Multiply Madison is a central aspect of the Madison Forever Campaign. This campaign offers an expanded matching opportunity that multiplies the impact of EVERY endowed gift.

The need for flexible and sustainable resources continues. Multiply Madison ensures that we not only meet today's challenges but also prepare for the opportunities and needs of the future.



*give \$1,
we add up to \$3*



Elevate Madison fuels immediate projects and programs that meet today's community needs.

Just as bees rise together to strengthen the hive, Elevate Madison represents the next step in our collective work to build a stronger community.

Through continued partnership with Lilly Endowment Inc., MCCF will receive funding over the next three years to support projects that align with our strategic plan and address community needs in meaningful, lasting ways. Though details are still being finalized, this new grant opportunity will focus on sustainability, collaboration, and long-term growth, helping our community thrive for generations to come.



THE DAILY BUZZ

Bees don't wait for tomorrow to act; their daily buzz sustains life all around them. In the same way, Elevate Madison is channeling generosity that blossoms into immediate growth, strengthening the roots of our community right now.



Multiply Madison Strengthens the Heart of our Community

We are offering matching opportunities across every type of endowed fund we hold. Each match level reflects the Foundation's goal of building Madison County's long-term capacity for good, across every type of philanthropy.

By offering higher matches for unrestricted and field of interest funds, we are encouraging gifts that provides the most flexibility to meet emerging needs and community priorities. At the same time, agency, donor advised, and scholarship fund matches ensure that our local nonprofits, donors, and students also benefit from this unique opportunity. Together, these tiered matches create a balanced approach, one that builds a sustainable foundation for the future while honoring the passions and priorities of every donor.



**THE HONEY STORED
FOR TOMORROW**

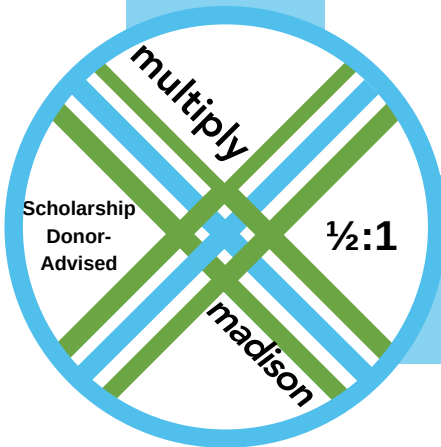


Matching Opportunities

- **Unrestricted Funds — 3:1 Match***
Every \$1 you give becomes \$4 to meet the community's greatest needs, now and in the future.
**New Named Unrestricted Funds can be started for less than \$100/month.*
- **Field of Interest Funds — 2:1 Match**
Multiply your impact on the causes you care about most. Every \$1 you give becomes \$3.
- **Agency Funds — 1:1 Match**
Strengthen your favorite nonprofit's sustainability. Every \$1 you give becomes \$2 for their future.
- **Donor Advised and Scholarship Funds — ½:1 Match**
Deepen your legacy of giving. Every \$2 you give becomes \$3.

While some bees work to keep the hive in motion, others focus on storing honey that will sustain the colony through the seasons ahead. Multiply Madison reflects that same wisdom. The gifts made through this matching initiative are invested and preserved, becoming the enduring honey of our community.

UNDERSTANDING THE MATCHING OPPORTUNITIES



SCHOLARSHIP AND DONOR ADVISED FUNDS: MATCHED 1/2:1

Donor-advised funds and scholarship funds will receive a 1/2:1 match on contributions. The value of the gift will be increased by 50 percent. In practical terms, \$100 becomes \$150, and \$10,000 becomes \$15,000, as long as the fund is endowed.

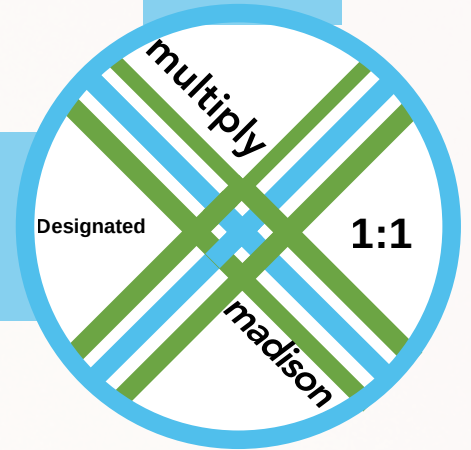
While this match is not as large as the proportions offered for other fund types, it is clear through the illustration that the match creates meaningful long-term impact over time.

EXAMPLE

$$\text{\$100} + \text{\$50} = \text{\$150}$$

$$\text{\$10,000} + \text{\$5,000} = \text{\$15,000}$$





DESIGNATED FUNDS: MATCHED 1:1

During this campaign, all designated endowment gifts will be matched 1:1, meaning every qualifying gift is doubled.

A designated fund directs support to a specific agency or group of agencies through automatic annual grants. These funds may be established by a donor on behalf of an agency, by an agency for its own long-term support, or as a public support endowment open to contributions from the broader community.

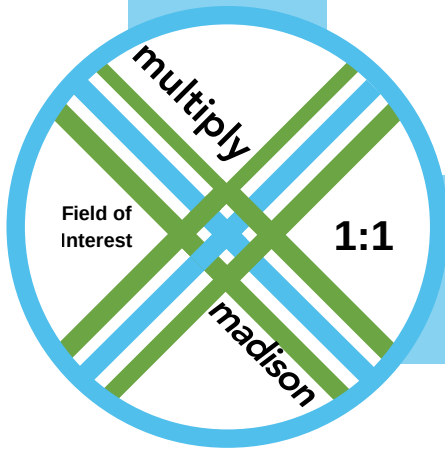
For agencies with an existing endowment, or those considering starting one, this campaign offers an ideal opportunity to grow long-term support by leveraging the match.



$$\$100 + \underline{\$100} = \$200$$

$$\$10,000 + \underline{\$10,000} = 20,000$$





FIELD OF INTEREST FUNDS: MATCHED 2:1

Field of Interest funds are funds directed to a certain category or agency or type of program. They also may be directed to a specific geographic area or to a general cause or need in the community. These funds still allow the Foundation some grantmaking discretion as needs arise.

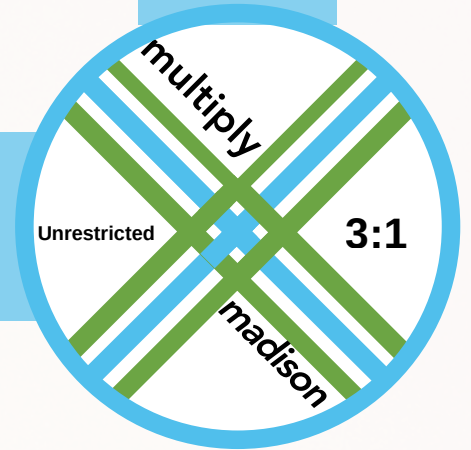
For some donors, this is the right mix of hands-on and hands-off and helps them feel connected to their contribution while also giving flexibility for their gift to make an impact.

EXAMPLE

$$\text{\$100} + \text{\$200} = \text{\$300}$$

$$\text{\$10,000} + \text{\$20,000} = \text{\$30,000}$$





UNRESTRICTED FUNDS: MATCHED 3:1

Unrestricted funds are the gold standard and these gifts will be matched at 3:1 during this campaign. These are endowed donations for which our Grants Committee, comprised of local community volunteers, has full discretion to award grants through a competitive process.



$$\text{\$100} + \text{\$300} = \text{\$400}$$

$$\text{\$10,000} + \text{\$30,000} = \text{\$40,000}$$





Unrestricted Giving: The Foundation of Lasting Impact

Unrestricted funds are the cornerstone of Madison Forever and receive the highest match because they give our community the greatest flexibility and strength. These endowed gifts allow Madison County Community Foundation to respond to emerging needs, invest where impact is greatest, and steward resources in ways that serve both today's challenges and tomorrow's opportunities

WHY UNRESTRICTED GIVING MATTERS

- Your generosity never runs out. A gift today provides for future generations.
- We can respond quickly to urgent and unexpected needs in our community.
- We can support innovation and bold solutions to community challenges.



**UNRESTRICTED GIVING:
SUSTAINING THE HIVE**

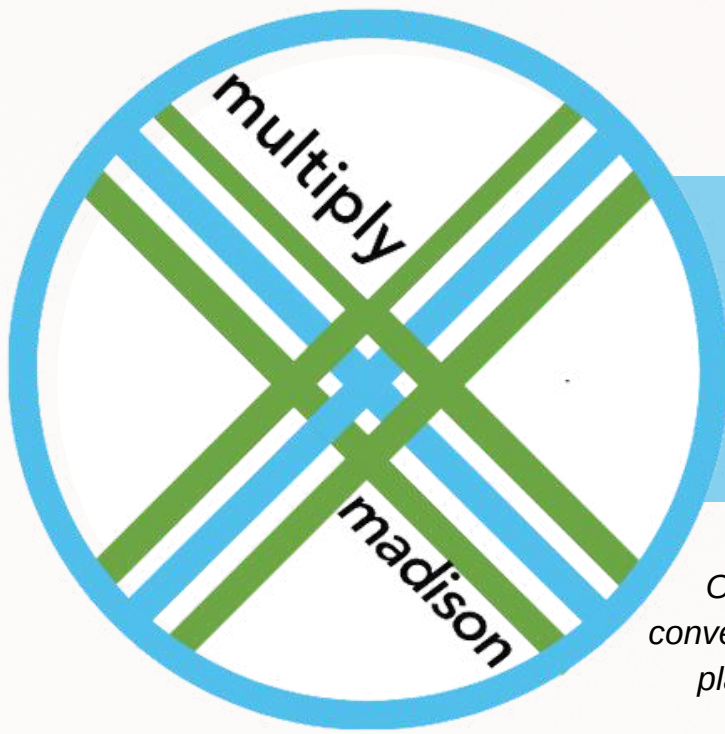


HOW YOU CAN MULTIPLY YOUR IMPACT

- Give to an existing unrestricted fund and strengthen funds already at work in our community.
- Contribute to the Impact Madison Fund.
- Start your own named unrestricted Fund. Leave a legacy in your name or to honor a loved one. With the 3:1 match, it is easier than ever to establish a permanent, endowed fund.

Bees pollinate far beyond a single flower, strengthening the entire ecosystem. That is why unrestricted giving receives the highest match. When these endowed funds are invested, resources can flow where they are needed most, multiplying impact across programs, priorities, and generations, ensuring the whole hive continues to thrive.





MULTIPLY MADISON BRINGS OUR STRATEGIC PLAN TO LIFE

Our 2026-2028 Strategic Plan calls us to grow, invest, convene, and strengthen. Multiply Madison is how we put that plan into motion, turning strategy into sustainability and generosity into lasting change.

Grow our Portfolio of Funds

Every gift grows our community's long-term capacity for good. Through robust matching opportunities, we're building endowed funds that will provide resources to meet community needs, today and for generations to come.



Invest through Grantmaking

Flexible funds create stronger impact. Multiply Madison expands our ability to invest in innovation, respond to emerging needs, and support projects that shape a stronger Madison County.



Convene our Community

Connection creates change. This campaign brings together donors, nonprofits, and partners with a shared vision to elevate Madison County. Together, we are creating a community where ideas and generosity thrive.





A Hive that Endures

Multiply Madison builds the financial and structural foundation that allows us to serve with integrity, adaptability, and lasting purpose.

Honey for the Seasons Ahead

Just as bees gather and store honey to sustain the hive through every season, we grow our portfolio of endowed funds to ensure our community's strength through generations. Each gift becomes part of the honey we preserve. Through Multiply Madison, we're building stores of generosity that guarantee equity and impact across time.



Building a Stronger Hive

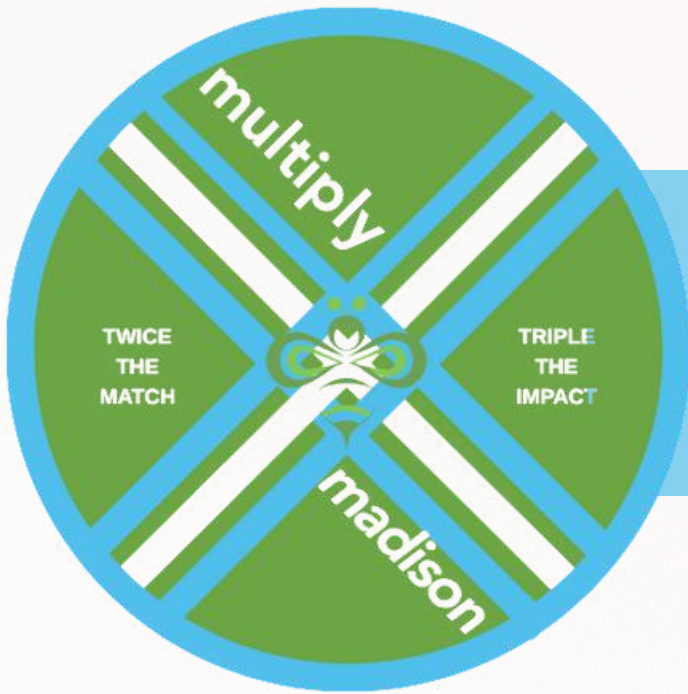
A thriving hive depends on sturdy cells, interconnected and built to last. Our grantmaking does the same. We invest in long-term, mission-aligned initiatives that strengthen the structure of our community. Multiply Madison expands the resources we have to reinforce those essential cells of community life.



Pollinating Connection

Bees don't thrive in isolation; their work spreads life far beyond the hive. In the same way, we bring people together, connecting donors, nonprofits, and partners to share ideas, energy, and vision. Multiply Madison gives us the resources to keep pollinating connection, cross-pollinating generosity and ideas that help Madison County bloom.





MULTIPLY MADISON REFLECTS OUR VALUES

Our values are more than words. They are our way of being. Multiply Madison brings them to life, turning generosity into a legacy that lasts.

Integrity

We honor the trust of our donors by stewarding every gift with transparency. Each endowed fund is built and managed responsibly to ensure long-term impact and accountability.

Community

Multiply Madison strengthens the ties that bind us. When we give together, we grow together as we respond to local needs, build relationships, and ensure Madison County thrives as one community.

Impact

Through the 2:1 match, every gift multiplies into greater possibility. Your generosity fuels projects and programs that transform lives today and sustain opportunity tomorrow.

Inclusion

Multiply Madison is for everyone. Gifts of every size and from every corner of our county come together to create meaningful and lasting change. When everyone participates, everyone benefits.

Legacy

Endowed funds ensure that generosity never ends. Every dollar given today becomes a permanent resource, shaping Madison County, for good, forever.





The Steady Work of the Hive

Bees build with precision and purpose, every cell crafted to hold and protect what matters. Multiply Madison reflects that same integrity.



Many Wings, One Hive

No single bee can sustain the hive alone. Multiply Madison thrives through shared effort: donors, nonprofits, and neighbors coming together to create something far greater than any one of us could do alone.



The Ripple of the Pollinator

A single bee's flight creates abundance far beyond what's seen. In the same way, every matched gift through Multiply Madison sets off a chain of impact that reaches across Madison County.



Every Bee Has a Role

In a thriving hive, every bee contributes, each playing a part in something bigger. Multiply Madison celebrates that spirit of belonging, where gifts of every size and from every person work together to multiply good.

Honey for Generations

Bees store honey not just for today, but for the seasons ahead. Multiply Madison builds that same kind of legacy: endowed funds that preserve generosity and ensure that what we create today continues to nourish Madison County forever.

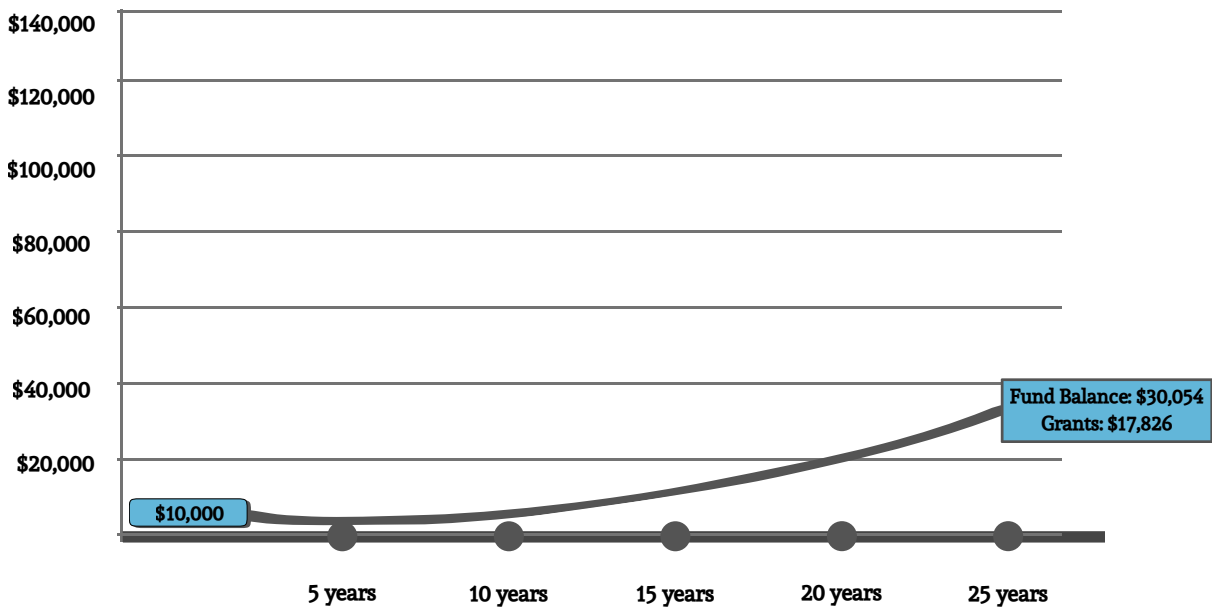


From Gift to Legacy: Fund Growth Over Time

A gift that does not receive matching dollars still has significant long-term impact. Through the combined effects of compound interest and time, an endowment allows a donor or agency to establish a permanent source of charitable support. Endowments are often described as “forever funds.” For illustrative purposes, however, this example uses a 25-year timeframe.

In this scenario, a donor makes a \$10,000 gift to establish a named fund. Without any matching dollars, after 25 years the original \$10,000 gift grows to a fund balance of more than \$30,000 and distributes nearly \$18,000 in grants. This illustration is based on historic average investment performance and the current endowment spending rate. As an endowment matures, it generates annual grants while the fund balance continues to grow. Over time, both the balance and the annual distributions increase, creating a sustainable cycle of support. Even within a 25-year period, this pattern of growth is clearly evident.

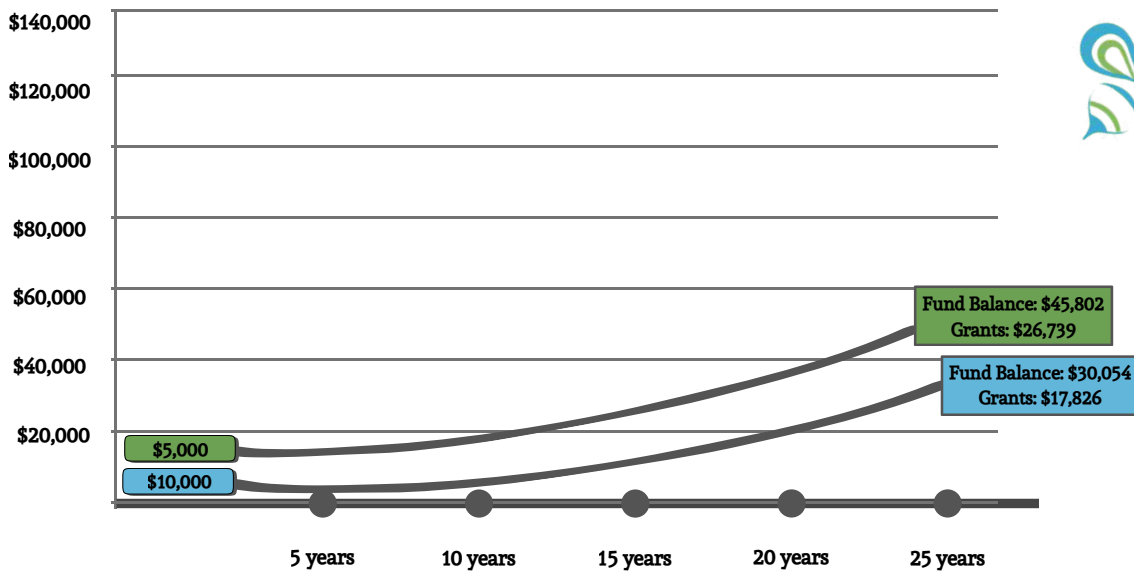
Gift with No Match



Scholarships and Donor Advised Funds Matched 1:2

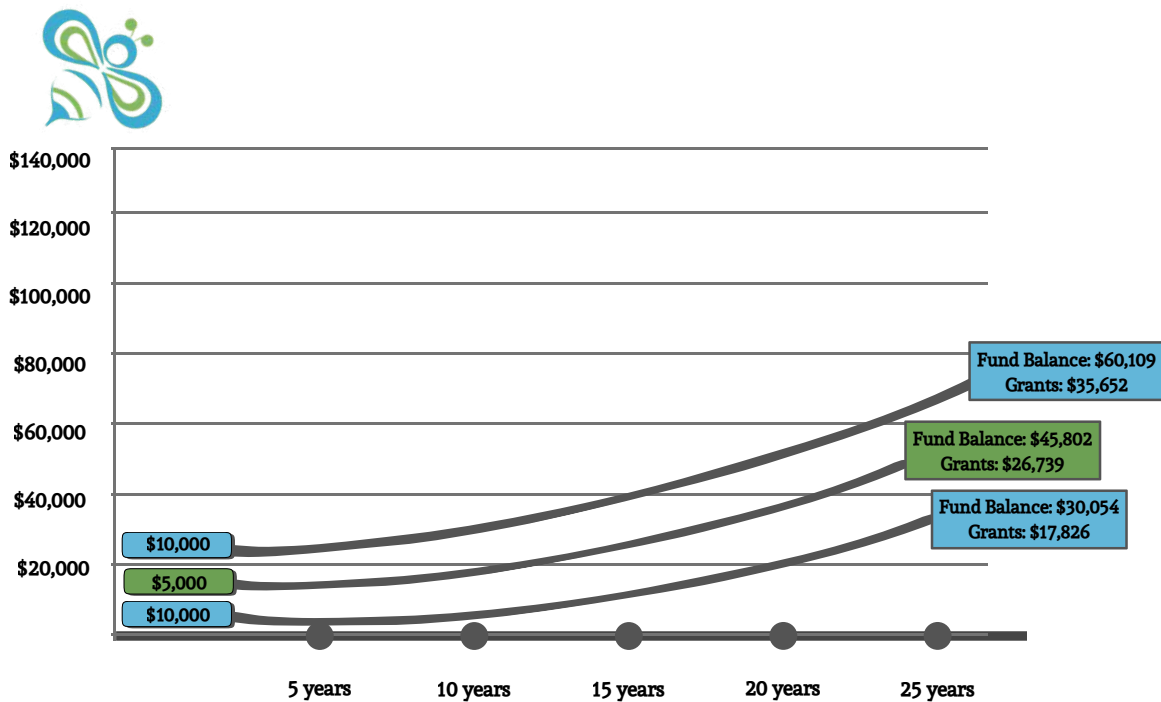
When the same \$10,000 contribution is made to a scholarship fund during this campaign, it qualifies for a 1:2 match. With the match applied, the fund follows a different growth trajectory over time.

After 25 years, the fund would have a balance of nearly \$46,000 and would have distributed approximately \$26,000 in scholarship awards.



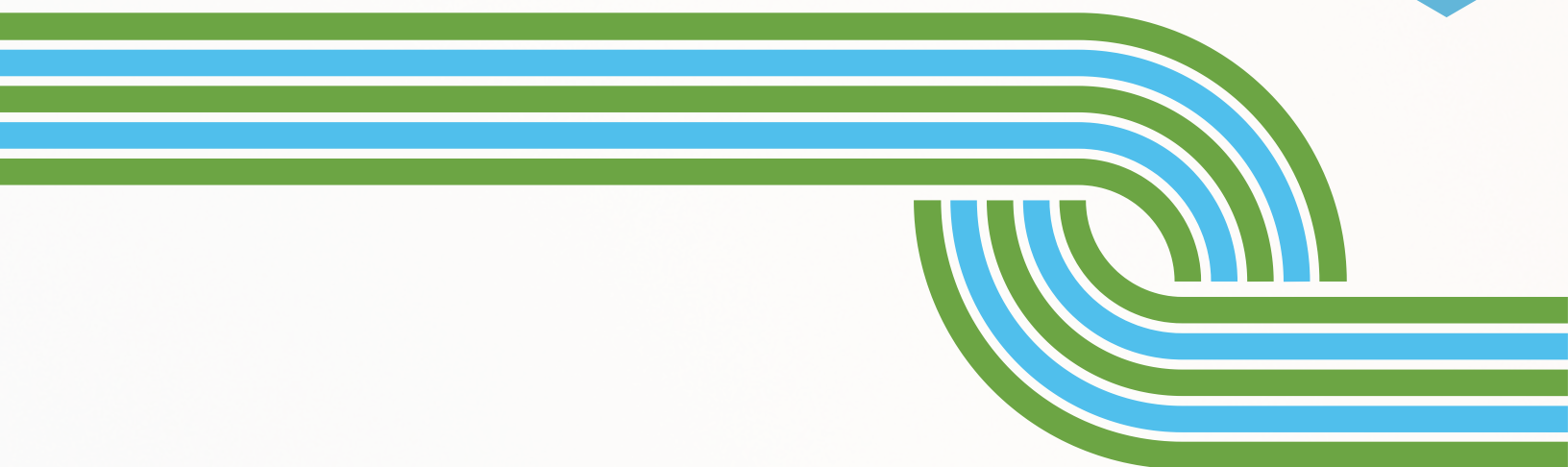
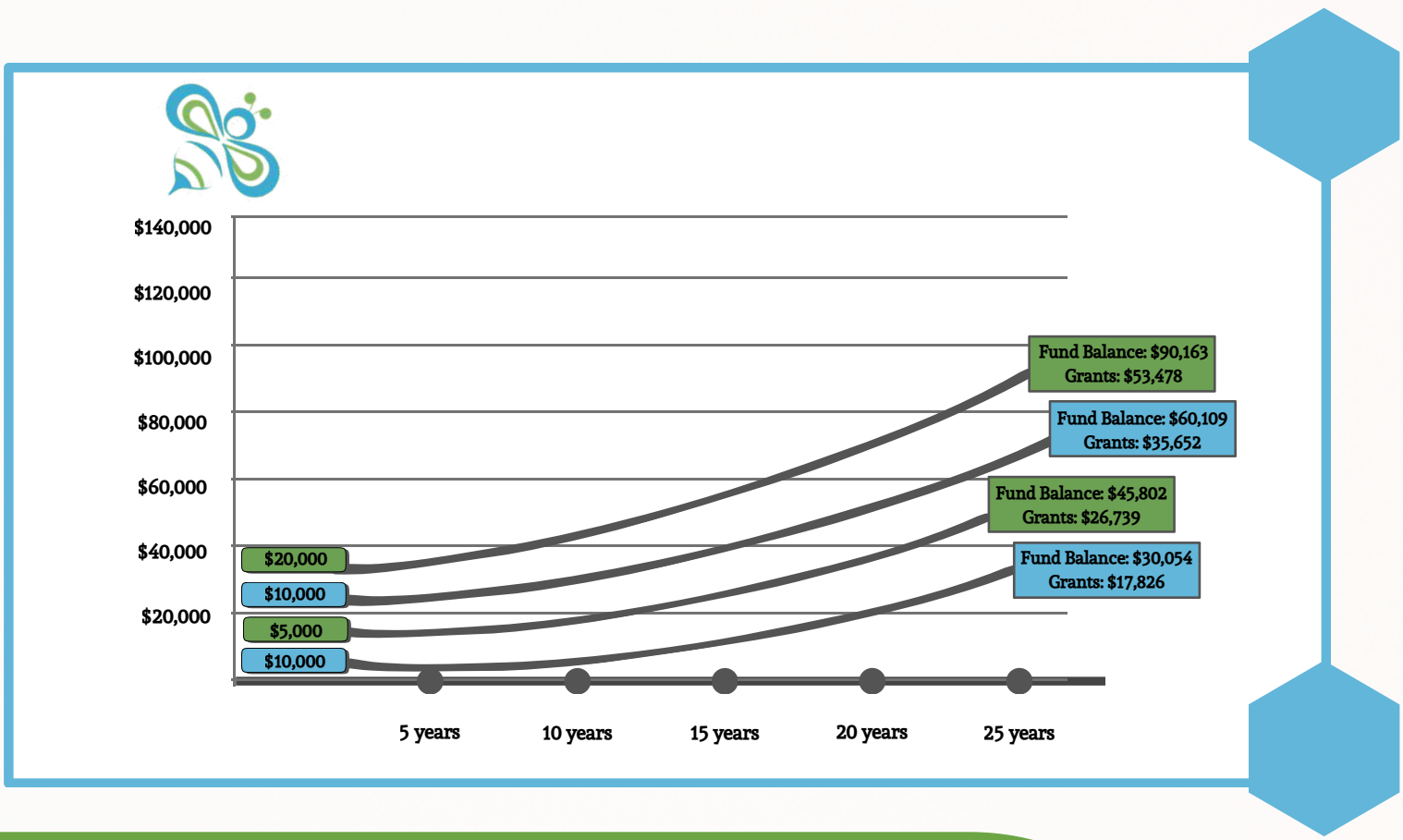
Designated and Agency Funds Matched 1:1

When the \$10,000 contribution is made to a designated fund, the impact increases further. With a 1:1 match applied, the fund follows a different growth pattern over the 25-year period. Over that time, the fund grows to more than \$60,000 and distributes over \$35,000 in grants to the agency. As the endowment grows, the annual grant amount continues to increase each year.



Field of Interest Funds Matched 2:1

When a \$10,000 contribution is made to a field of interest fund and receives a 2:1 match, the long-term impact increases significantly. With the match applied, after 25 years the fund grows to a balance of more than \$90,000 and distributes over \$53,000 in grants.



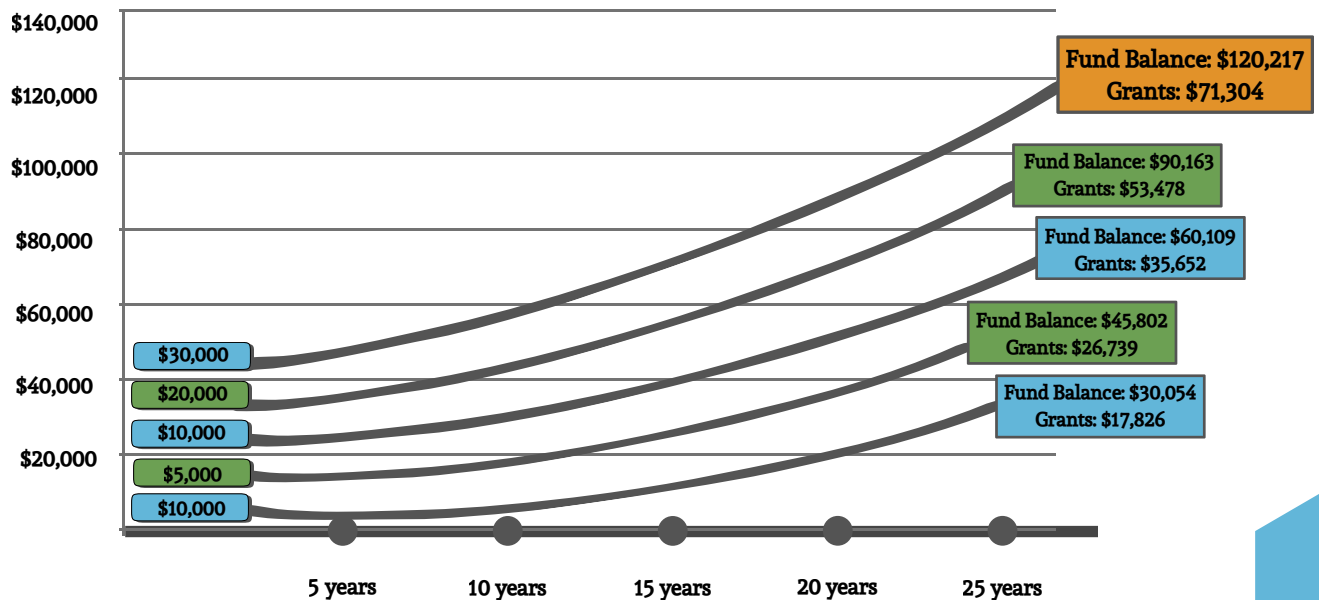
Unrestricted Funds Matched 3:1

The final illustration demonstrates the impact of a gift made to an unrestricted fund with a 3:1 match.

Over a 25-year period, a \$10,000 contribution grows to more than \$120,000 and distributes over \$71,000 in grants.

These matching dollars are supported through a combination of Lilly Endowment Inc.'s GIFT IX funding, contributions from other sources, and flexible internal resources over which the Foundation's board has discretion.

Together, these elements define the opportunity available through the Madison Forever campaign.



Beyond the Match: The Value of Partnership

Matching dollars help an endowment grow more quickly, but long-term impact depends on thoughtful stewardship and partnership. Just as a healthy hive relies on many elements working together, a strong endowment is supported by more than the initial gift.

Through partnership with Madison County Community Foundation, donors and nonprofit organizations benefit from:

- Professional investment management that balances growth and sustainability
- Dependable annual distributions that provide long-term stability
- Administrative and compliance support that reduces operational burden
- Community insight and grantmaking expertise that helps direct resources where they are needed most
- Opportunities to multiply impact, including initiatives like Madison Forever

Together, these elements ensure that each endowed gift is not only matched, but carefully stewarded—strengthening Madison County for generations to come.



Endowment Impact for Nonprofit Organizations



An agency endowment creates long-term financial stability by generating dependable annual support from a permanent source. Through partnership with the Madison County Community Foundation, organizations also benefit from professional investment management, administrative support, and unique opportunities, such as matching initiatives, that enhance the impact of every dollar invested.

The charts provided show how a \$200,000 investment today can generate steady long-term growth and meaningful annual distributions through a permanent endowment. A second illustration models the fund at \$400,000 to show the immediate increase made possible through MCCF's current matching opportunity. Together, these projections demonstrate the strengthened impact of establishing an endowment now.

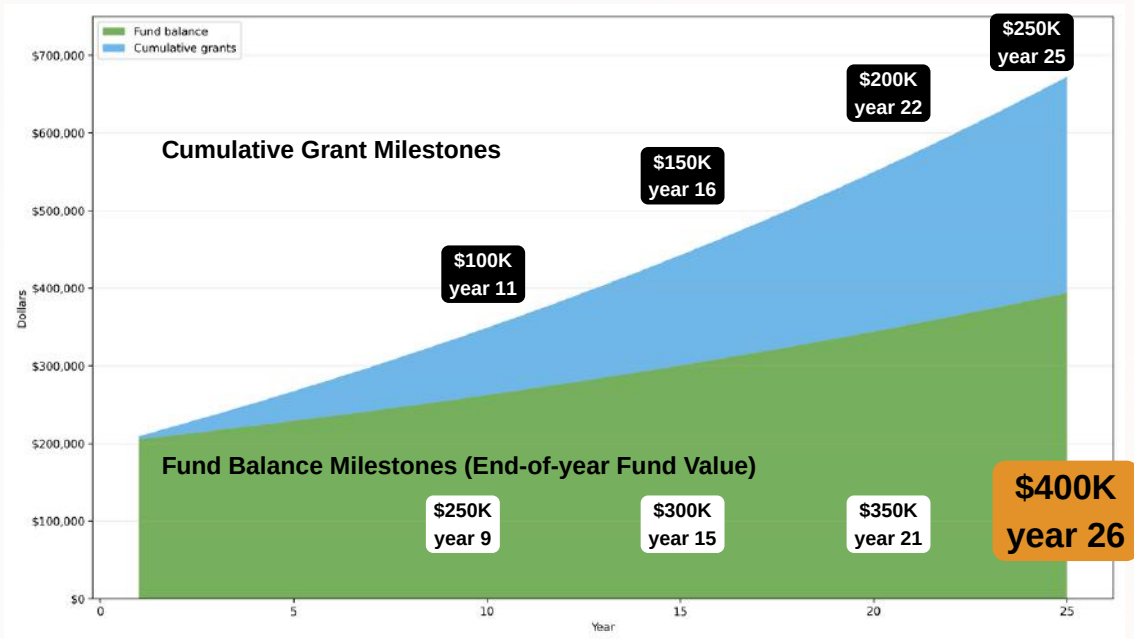
ASSUMPTIONS:

- Illustrations are based on annual growth of a 8.25 (lifetime average of of MCCF endowment funds since inception)
- Endowment portfolio managed by Highland Consulting Associates, Inc.
- MCCF Investment Policy Statement available upon request.
- Operation Love has the option of accepting or reinvesting its annual grant distribution.
- Spending rate (annual grant) is 4% of fund balance over 12 trailing quarters, approved annually by MCCF Board of Directors
- Administrative fee is regressively tiered: 1.5% on first \$5K/1.25% on \$5K-\$1M/1.0% on \$1M+



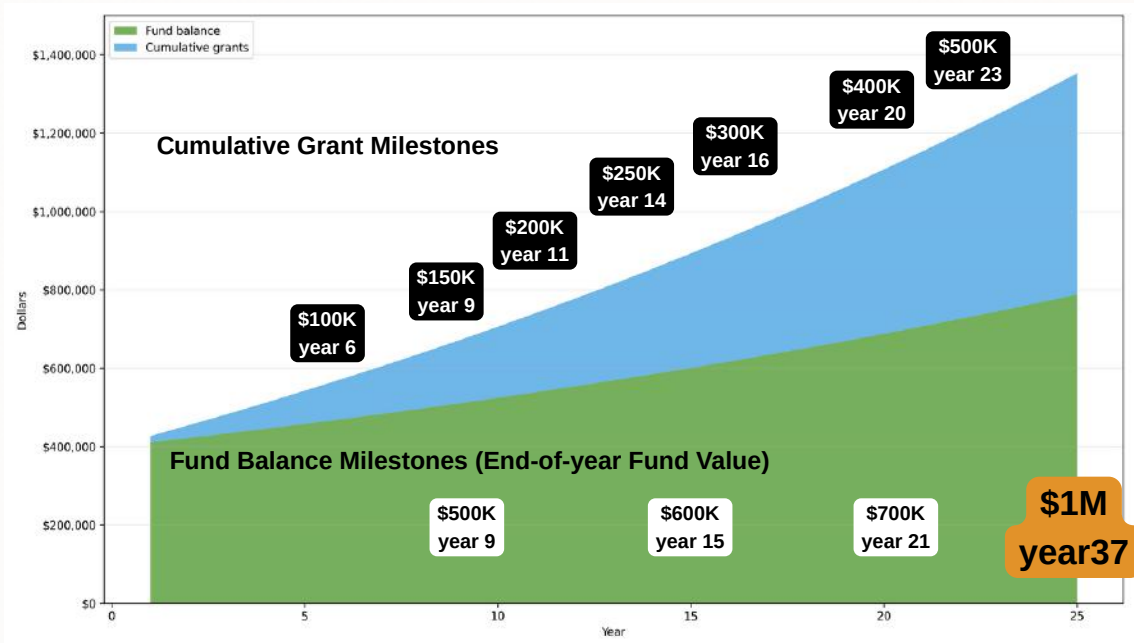
\$200,000 Illustration

Endowment Fund Balance and Cumulative Grants Over Time



\$400,000 Illustration with MCCF match

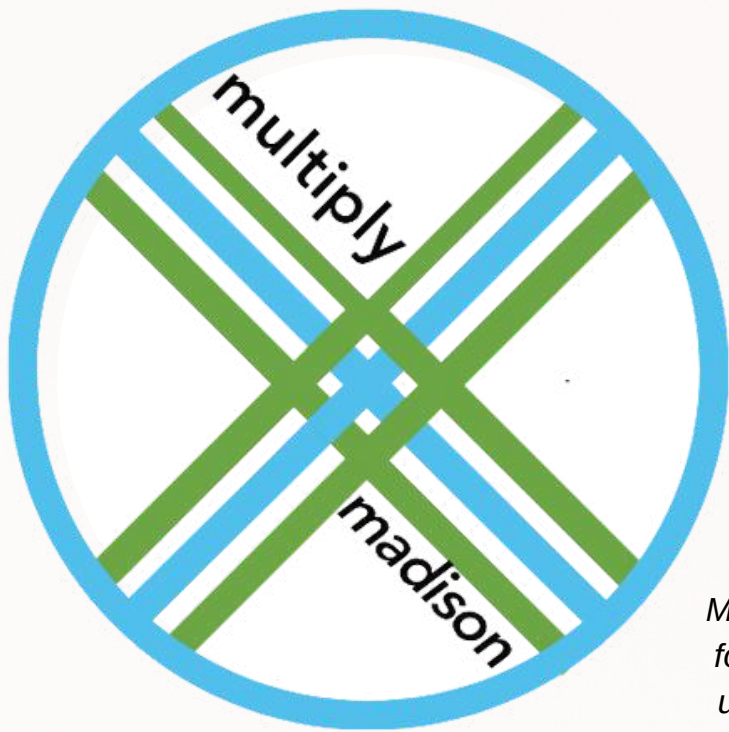
Endowment Fund Balance and Cumulative Grants Over Time



every dollar = double impact



give \$1,
we add \$1



Let Us Help You Build Your Fund

Throughout the course of this campaign, the staff at Madison County Community Foundation is going to work for you. When you want to establish a new fund or build up a fund that already exists, your priority becomes our priority. We are your partners in this work.

We can help you...

- Tell your story through social media and email
- Create simple giving tools like QR codes
- Build printed and digital materials
- Host conversations with your donors
- Design impact updates you can share
- Maximize the match for your fund

We are here to support you: design, content, strategy, and tools included.

Contact Tamara for marketing and digital support
tdreger@madisonccf.org



— food bank —

Endowment Fund

See below to contribute

Second Harvest is, and always has been a community effort. Funded by local philanthropists and powered volunteers, we have become the region's largest hunger relief organization. More than 200 partners work shoulder-to-shoulder with us toward our vision of seeing people in East Central Indiana free from hunger and self-sufficient.

Anyone can contribute to Second Harvest Food Bank's future with a gift of any size. Giving to the Endowment is an opportunity for donors to leave a lasting legacy of support as we work to fulfill our mission for decades to come




How to Donate

Mail your gift to our office:
**911 Meridian Plaza
Anderson, IN 46016**

Make a gift online at:
<https://tinyurl.com/SecondHarvestFund>
or scan QR code to the right



MADISON COUNTY
COMMUNITY FOUNDATION



Zachary Novak graduated from Highland High School in 1999 and went on to study music at Anderson University and received his master's degree posthumously from Indiana University. Zachary died in an airplane crash with fellow IU musicians in 2006.


The Zachary J. Novak Memorial Scholarship continues his legacy and allows students in Madison County to pursue their dreams in music and serve the community, following Zachary's timeless example.

**Zachary J. Novak
Memorial Scholarship**

How to Donate

Mail your gift to our office:
**911 Meridian Plaza
Anderson, IN 46016**

Make a gift online at:
<https://tinyurl.com/ZacharyNovakFund>
or scan QR code to the right





Frequently Asked Questions

What is GIFT IX?

GIFT IX is the ninth phase of Lilly Endowment Inc.'s Giving Indiana Funds for Tomorrow initiative. It provides matching funds and other resources to community foundations across Indiana, including the Madison County Community Foundation, to help build permanent charitable assets and strengthen local impact.

Who can participate in the matches?

Individuals, families, businesses, nonprofit organizations, and agency partners who make eligible gifts to endowed funds at MCCF may be able to participate in the matching opportunities available through Madison Forever and GIFT IX. Specific eligibility and requirements will be outlined by MCCF.

Why is unrestricted giving important?

Unrestricted gifts provide MCCF with the greatest flexibility to respond to emerging needs and opportunities in Madison County. These funds allow the Foundation to address unexpected challenges, support innovative projects, and invest in long-term strategies that benefit the community as a whole.

How is Madison Forever different from past initiatives?

Madison Forever builds on the success of previous GIFT phases while expanding who can participate and how. For the first time, many designated, field-of-interest, scholarship, and agency funds have access to matching dollars, creating broader opportunities for nonprofits and donors to grow their endowments.

How will this campaign impact Madison County?

Madison Forever will permanently increase local grantmaking capacity, strengthen nonprofit organizations, and fuel community leadership initiatives. The result is a stronger, more resilient Madison County—today and for future generations.

Madison County Community Foundation Leadership

Ben Davis, Executive Director

Ben Davis serves as Executive Director of the Madison County Community Foundation, providing strategic leadership to grow the Foundation's impact across Madison County. Under his guidance, MCCF is advancing initiatives like Madison Forever, strengthening donor partnerships, and expanding grantmaking that responds to both immediate needs and long-term opportunities.

Kari Sisk, Vice President of Programs

The Vice President of Programs leads the Foundation's grantmaking and community impact initiatives, working directly with nonprofit partners, community leaders, and the Grants Committee to identify needs and opportunities across Madison County. This role oversees all aspects of program development, grant cycles, and evaluation, ensuring that MCCF's investments strengthen nonprofits, address priority issues, and contribute to a thriving, connected community.

Koty McDole, Board Chair

As Board Chair of the Madison County Community Foundation, Koty McDole helps guide MCCF's mission, governance, and long-term strategy. Koty works closely with fellow board members and staff to ensure that MCCF remains a trusted steward of charitable resources and a leader in addressing community priorities.

Libby Manning, Development Advisor

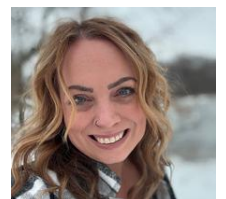
Development Advisor Libby Manning partners with fundholders, nonprofits, and agency fund partners to grow endowed funds and maximize opportunities within GIFT IX. Libby's work helps donors clarify their philanthropic goals and build lasting legacies that will benefit Madison County for generations.

Sue Patton, Director of Finance

The Director of Finance oversees the financial stewardship of the Foundation, ensuring transparency, accuracy, and sound fiscal management of all endowed and non-endowed assets. This role manages budgeting, financial reporting, investment oversight, audit coordination, and compliance, supporting the long-term sustainability and integrity of the Foundation's work.

Tamara Dreger, Communications Manager

The Communications Manager develops and leads the Foundation's communication strategies to elevate awareness, strengthen donor and nonprofit engagement, and clearly share the impact of generosity in Madison County. This role manages media relations, storytelling, brand messaging, digital content, and campaign communications, ensuring consistent and compelling representation of the Foundation's mission and values



Board of Directors

Koty McDole, Chair
Brian Donahue, Executive Member At large
Jill McKinney, Vice-Chair and Secretary
Gina Brisco, Treasurer
Terri Austin
Eric Davis
Michele Hockwalt
Suahil Housholder
Libby Manning
L.J. Mechem
Kim Townsend
Terry Truitt



Madison County Community Foundation Data & Statistics

Current MCCF Snapshot*

- Total Assets: \$33,976,611
- Number of Endowed Funds: 190
- Total Grants Awarded Annually: \$1,429,548 (2025 grants awarded)
- Lifetime Grants Since Founding: \$25M+
- Primary Funding Areas: Arts, Culture, and History, Health and Human Services, Education, Thriving Community (animal welfare, recreation, parks, etc.), and Women and Children.

**These numbers are as of December 9, 2025.*

GIFT Initiative Historical Impact

- GIFT I–VIII have collectively generated millions of dollars in matching resources for Madison County
- Permanent endowment growth has translated into increased grantmaking capacity for local nonprofits and community initiatives
- GIFT IX represents the most flexible and expansive set of match opportunities to date, deepening the Foundation’s ability to respond to community needs and opportunities over time



madison
forever
INVESTING IN LASTING
POSITIVE CHANGE



Phone
765-644-0002



Website
www.madisonccf.org



Email
infor@madisonccf.org



MADISON COUNTY
COMMUNITY
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