**Investing in the Future of Your Community**

[BY-LINE]

[AN EFFECTIVE WAY TO BEGIN AN OP-ED AND ENGAGE READERS IS THROUGH A PERSONAL STORY OF AN INDIVIDUAL OR FAMILY WHO FACED A PARTICULARLY TOUGH CHALLENGE AND HOW YOUR ORGANIZATION – THROUGH COLLABORATION AND INNOVATION HELPED THEM OVERCOME IT. THIS HELPS THE READER BETTER UNDERSTAND THE HUMAN IMPACT OF YOUR COMMUNITY FOUNDATION’S EFFORT.]

This story—alongside the countless others like it—demonstrates the tremendous impact and unique importance of community foundations in this country. From November 12 to 18, we celebrate Community Foundation Week, our chance to share and reflect on these stories. Though you may not yet know your local community foundation, you’ve likely felt its impact.

That’s because [INSERT YOUR FOUNDATION NAME] and more than 780 other community foundations across the country help to bring donors and residents together. The community foundation unites their efforts behind the efforts that will help the places we call home continue to flourish and grow.

[THIS IS A GOOD PLACE TO HIGHLIGHT YOUR FOUNDATION’S COMMUNITY LEADERSHIP. CHOOSE A BROADER CAUSE THAT THE FOUNDATION WORKS ON, DISCUSS THE UNIQUE IMPORTANCE OF THE ISSUE TO OUR COMMUNITY, AND—IF POSSIBLE—HOW YOUR FOUNDATION IS BRINGING TOGETHER STAKEHOLDERS TO CREATE CHANGE.]

As we enter the giving season, America’s generosity surges. Millions of people from every background will be looking to give back to the communities that have supported them. They’ll also look to ensure that their heartfelt giving—however they choose to give—will have the most impact. That’s why so many of them will choose to give to a community foundation.

A gift to your local community foundation is really an investment in the future of your community. The funds will go to work immediately supporting vital services, but they will also provide sustained support for years to come. We like to say that community foundations are “here for good.” At [INSERT YOUR FOUNDATION NAME] we don’t think about the next election or business cycle, we think about the next generation and the next after that.

That can seem a daunting task, but it’s one that we all share. During Community Foundation Week, I hope you’ll join us in recognizing our collective impact and the difference we can make together.

*For more information on Community Foundation Week visit* [*www.cof.org/cfweek*](http://www.cof.org/cfweek) *and follow #CFWeek on Twitter.*