

Named Contribution Giving Tiers



Individuals, families, organizations, and businesses can establish a Named Contribution through the Northern Legacy Fund.

	\$5,000+ Visionary	\$15,000+ Silver	\$50,000+ Gold	\$150,000+ Platinum	\$250,000+ Diamond
The Visionary Giving Tier is available only to individuals and families.					
Naming Rights to the Named Contribution	✓	✓	✓	✓	✓
Recognition in our Annual Report	✓	✓	✓	✓	✓
Annual Fund Balance Report	✓	✓	✓	✓	✓
One News Post & a Dedicated Page on our Website	✓	✓	✓	✓	✓
One Special Feature in our Annual Report			✓	✓	✓
One Special Feature on Social Media			✓	✓	✓
Annual feature on Social Media			✓	✓	✓
Annual personalized impact report				✓	✓
Press release					✓
Presentation at our events					✓



Emerging Named Contribution

To establish an **Emerging** Named Contribution, you must pledge to meet the minimum threshold of a Giving Tier within three years, starting with an initial gift of at least \$1,000.

Direct Donation

- If you want to give but are not sure about setting up a Named Contribution, you can make a direct donation to the Northern Legacy Fund or to any existing Named Contribution, at any time
- You will be acknowledged annually on our website's donor recognition page or you can choose to donate anonymously

More about Giving Tier Benefits

Naming Rights to the Named Contribution

You can name your contribution, which will be publicly recognized and open to additional public donations. Here are some examples:

- Samuel Miller Memorial
- Bob's Named Contribution
- Jim and Friends Contribution
- 123 Legacy Gift
- Smith Family Gift

Available
for:

Visionary

Silver

Gold

Platinum

Diamond



Example of a Named Contribution tile on our website.



Recognition in our Annual Reports

Our annual report is printed and distributed at community events we attend, and is also available on our website and social media. Your Named Contribution will be highlighted in each Annual Report moving forward.

Available for:	Visionary	Silver	Gold
	Platinum	Diamond	

Annual Fund Balance Report

When you establish a Named Contribution you will receive a fund balance report for every year that outlines the following:

- opening fund balance
- any additional donations to the fund received throughout the year
- administration fee (the Yellowknife Community Foundation charges a fee, according to our policies, to manage all Named Contributions)
- amount granted
- closing balance
- names of organizations that received grants from the Northern Legacy Fund that year

Available for:	Visionary	Silver	Gold
	Platinum	Diamond	

Dedicated Page on our Website

Your Named Contribution will have a prominent page on our website, showcasing your support and commitment to the community.

Available for:	Visionary	Silver	Gold
	Platinum	Diamond	

The screenshot shows a website page for a named contribution. At the top, there is a navigation bar with links for Home, Giving, Named Contributions, Contact Us, and FAQ. The Northern Legacy Fund logo is on the left, and the Yellowknife Community Foundation logo is on the right. A 'Give Today' button is also present. The main heading is 'EFG Company Contribution (Placeholder)'. Below this, there is placeholder text describing the company's support. To the right, a 'DIAMOND GIVING TIER' box indicates that contributions start at a minimum of \$250,000. At the bottom left, there is a circular placeholder for the 'EFG Company Logo'. At the bottom right, there is a photograph of the aurora borealis over a snowy landscape.

Example of a Named Contribution page on our website.

Special Feature in Annual Report

You'll receive a dedicated feature in our Annual Report for the year your Named Contribution is established, showcasing your generosity and commitment to the community. This special section will share the story behind your gift and recognize the lasting impact you're making through the Northern Legacy Fund.

Available
for:

Gold

Platinum

Diamond

Special Feature on Social Media

You'll receive a dedicated feature on our Social Media platforms (Facebook, Instagram, and LinkedIn) during the year your Named Contribution is established, showcasing your generosity and commitment to the community. This post will share the story behind your gift and recognize the lasting impact you're making through the Northern Legacy Fund.

Available
for:

Gold

Platinum

Diamond

Annual Feature on Social Media

You'll receive an annual feature on our Social Media platforms (Facebook, Instagram, and LinkedIn), recognizing your Named Contribution and its collective impact in the Northern Legacy Fund.

Available
for:

Gold

Platinum

Diamond

Annual Personalized Impact Report

Each year, you'll receive a personalized impact report detailing how your Named Contribution has supported meaningful projects and benefited the community. This report provides insights into the specific initiatives funded by your contribution and celebrates the positive change you're helping to create.

Available
for:

Platinum

Diamond

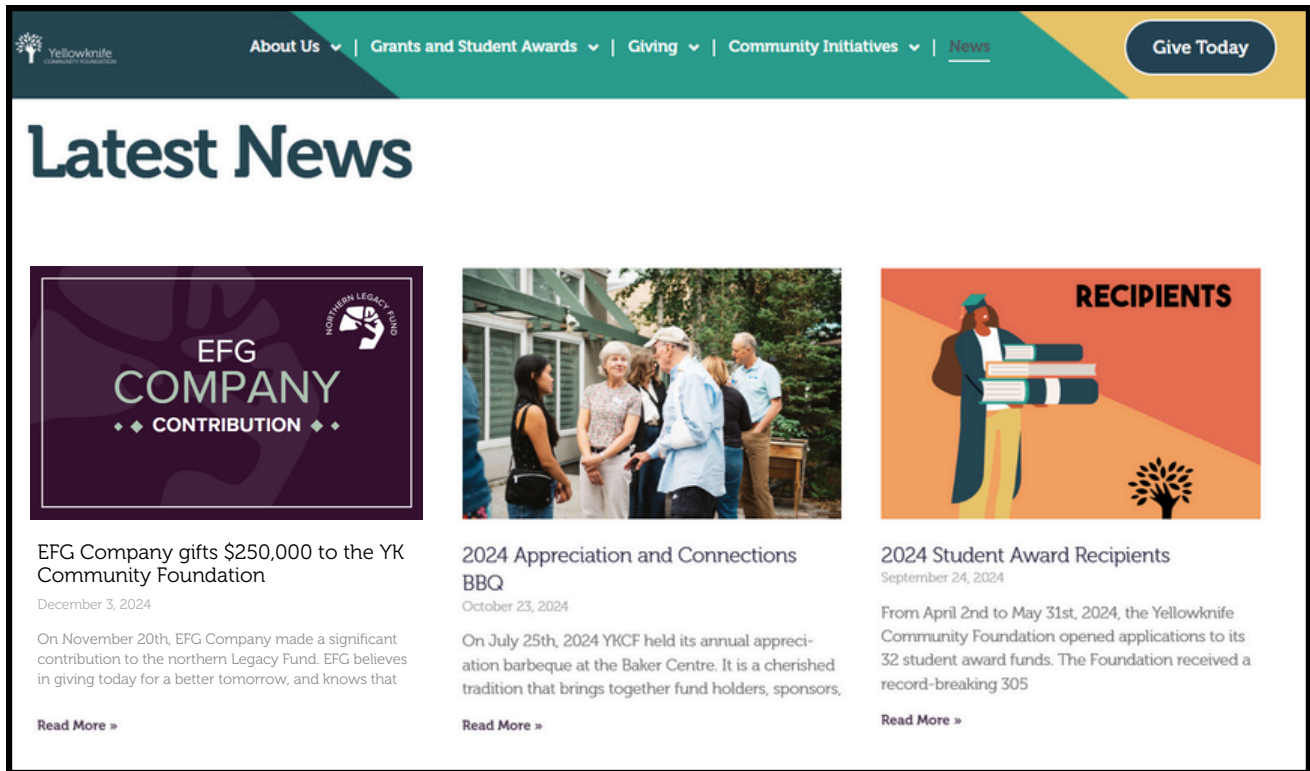
Press Release and Post on our Website

We'll issue a press release to local media and publish a news post on our website to celebrate the establishment of your Named Contribution.

Available for:

Diamond

Example of a news post on our website.



Presentation at our Events

You will receive a warm invitation to all events we host or co-host, with the opportunity to present and share your story.

Available for:

Diamond



Contact us at:

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northernlegacyfund.ca