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**MEMBERS OF PARK CITY NON-PROFIT ORGANIZATIONS RECEIVE TIPS FOR  
INCREASING DONOR PARTICIPATION**

PARK CITY, UTAH. On Tuesday, August 26, key members from several Park City non-profits met with attorneys from the Park City office of Jones Waldo to discuss how local charities can maintain higher levels of charitable donations, even in the face of difficult economic times.

The forum, co-sponsored by The Park City Foundation, instructed local charities on how to find a donor's "hot buttons" for giving and discussed new tools that could entice donors to increase their support of Park City's favorite causes. The seminar provided answers to questions such as why donors want to give, what stands in the way of giving and how to motivate donors to maintain and even increase donations.

Jones Waldo attorneys Deacon Haymond and Alex Natt presented myriad ways donors can give non-cash assets to local charities during their lifetime, still maintain some oversight of their assets and ultimately reduce the amount of tax paid in the event of their

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deaths. According to Natt, "The attraction is clear—Park City is a community with a many great non-profits. To be able to say to a donor that you can support a great cause while reducing your tax burden and maximizing the value of your assets is a very compelling message."

Haymond, together with The Park City Foundation Executive Director Trisha Worthington, reviewed the concept of Donor Advised Funds. These funds allow donors who own appreciated assets such as stock to make a current or future gift to a local charity, mitigate potential capital gains tax issues and receive charitable tax deductions.

"The Donor Advised Fund is a vehicle that has come into favor, particularly in recent years, as donors are seeking more flexibility in the amounts donated, administration of funds and timing of distributions to organizations," said Haymond. Worthington further explained that the Fund can be started with relatively small contributions. "Even younger, less affluent donors can take advantage of these funds," she said. "We know that there are many donors who live in this community who would like to help our non profits but don't believe they can afford to. We believe that once they are educated on the methods available to them, they can't afford not to give," added Worthington."

Created by and for the people of Park City, The Park City Foundation supports a wide variety of local causes and issues. With a growing endowment funded by local donors, the Foundation helps nonprofits promote mountain sports, protect domestic abuse victims, conserve our natural environment, enrich cultural art programs—and so much more. More information can be found at: [www.theparkcityfoundation.org](http://www.theparkcityfoundation.org).

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