"The Greater Lowell Community Foundation is one of the most important organizations in Greater Lowell."

- GLCF Philanthropist

Motivators for donors to place endowments with The Community Foundation:

- GLCF understands community needs (22%)
- GLCF understands donors' giving interests (20%)
- GLCF understands local nonprofit landscape (17%)

Ways to increase support to manage donor funds:

- Provide a biannual report of fund liquidity & provide a summary of investments and performance twice a year.
- Notify donors about scholarship recipients.
- Increase donations. List all scholarships in a fundraising letter to residents of Lowell to find new donors.
- Host an annual meeting with those who have funds with the GLCF.
- Secure additional donors to assist the music, arts, & culture.
- Increase returns on investment.
"Fantastic team at the GLCF - helpful, friendly and efficient. The GLCF works hard to help students and residents of Lowell through their work and mission."

- GLCF Philanthropist

Areas of greatest interest

Donors indicated the following as areas they are most interested in:

- Education (77%)
- Youth & Families (46%)
- Community Development (33%)

Philanthropy in the Merrimack Valley over the next 5 - 10 years:

Donors' anticipated positive changes:

- A potential increase in new philanthropists in cultural communities.
- Embracing the younger generation to be engaged in philanthropy.
- More collaboration between non-profits.
- Creation of "The Lowell Fund" which would allow small donors to participate.
- Philanthropists in the Merrimack Valley will remain generous.
- New philanthropy programs that target young people in order to help them develop leadership and fundraising skills.

Donors' anticipated negative changes:

- Concern that the small pool of philanthropists in our region will not grow, but the number of non-profits soliciting philanthropy will continue to grow, potentially leading to the inability of donors to keep up with demands.
- Economic trends may impact the GLCF’s ability to continue to grant funds.
- More students with greater needs (many from other countries), including financial needs, in the region.
- Depending on government action, there may be a greater need for financial assistance for non-profits.

Donor comments indicating areas for growth/improvement for the Greater Lowell Community Foundation:

- Continue to make a case for the arts and culture in the region; museums cannot afford to become a luxury for those with money and education.
- Update contact information whenever leadership changes.
- Continue to conduct outreach to non-profits and individuals to start endowment funds and planned giving.