

## Helping companies do good things for people

Providing the means to meet community needs.



### A Giving Perspective

Since 1957, J&J Industries has earned its reputation as a good employer, good neighbor, and successful business in Northwest Georgia. From its inception as a fifteen-man manufacturing facility to its current status as a regional leader with 750 employees, J&J has already built a rich heritage as a community benefactor. “We always try to keep the door open here to good causes,” remarks Jim Bethel, CEO of J&J.

The generosity of J&J takes many forms: pro bono work; gifts-in-kind; hours of volunteer effort by company employees; and cash donations. The company and its management take pride in its generosity, and they want to make sure that their generosity is consistent. J&J feels strongly about giving even during periods of low-earnings.

### Our Foundation is the Answer

After considering establishing a private foundation, J&J decided to establish both a corporate fund and a donor advised fund at the Community Foundation of Northwest Georgia. The company grows their funds through periodic gifts to the Foundation, and as a result, the funds provide an ongoing vehicle of support for their local community – in good times and in bad. J&J also appreciates the fact that funds at the Community Foundation offer:

- **Simplicity.** Corporate giving is simplified.
- **Flexibility.** They are able to give a variety of assets and recommend grants several times during the year to organizations and programs of their choice.
- **Tax and Charitable Gift Planning Benefits.** They not only take advantage of business tax deductions, but they also meet their giving targets in good years and are able to ‘bank’ potential charitable gifts in good years, allowing them to make grants in tougher years.

Our foundation provides a simple, powerful, and highly personal approach to giving. We offer a variety of giving tools to help businesses achieve their charitable goals. You can give cash, appreciated stocks, real estate, or other assets and can receive maximum charitable and tax benefits. Businesses can give through our Foundation to have an impact on a number of nonprofit organizations.

For more information and ideas on ways to integrate your financial planning with charitable giving, contact our office at (706) 275-9117 or visit our website at [www.communityfoundationnwga.org](http://www.communityfoundationnwga.org).