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Geneseo GIFT Foundation adopts logo



GENESE0—The Geneseo Is For Tomorrow (GIFT) Foundation unveiled a new logo at its Board of Directors meeting on November 5, 2003. The GIFT Foundation, recently established to enhance the quality of life in the Geneseo area, is a community foundation, which provides donors with a number of advantages not available when using private foundations.

“The logo will help us as we go about introducing the GIFT Foundation to the community,” says Katie Andrios, president of GIFT’s board. “The imagery of a gift box with its bow shaped as a heart visually says what the community foundation and its donors are all about. It’s a quickly recognized image, with high impact, and it effectively communicates.”

The GIFT board is now scheduling informational meetings to introduce the GIFT Foundation to the community. “We want to explain what our community foundation is about and how it can be used to enhance the lives of the citizens of the area,” says board member Dawn Tubbs. “GIFT, being a community foundation, allows donors to recommend who will get the money or how it will be used. There are additional tax advantages and fewer restrictions which means more money can go toward its intended purpose.”

“Another benefit of GIFT being a community rather than a private foundation,” says Andrios, “is that other existing Geneseo area foundations, endowments and philanthropic causes can be merged into GIFT, eliminating duplication and creating economies of scale without altering the intended purpose of those entities. The idea of allocating money to all of the same places that get it now, but doing so with a streamlined process and additional tax benefits makes sense for donors, the recipients, and ultimately the community.