

GUIDELINES FOR INVESTMENT OPTIONS

Investment Management by Johnson Investment Counsel

Your donation to the donor-advised account must be invested in one or more of our four investment pools. This enables your gift potentially to grow and, ultimately, may result in larger donations to charities. The Johnson Charitable Gift Fund looks to Johnson Investment Counsel to manage these pools.

Advise How to Invest Your Donated Assets in One or More of the Four Pools

Mutual funds, exchanged traded funds, individual securities or any investment deemed acceptable by the Investment Advisor, Johnson Investment Counsel, may be utilized in the pools.

» STOCK INVESTMENT POOL

The Stock Investment Pool will invest in instruments with an investment return similar to the total return of the Standard and Poor's 500 Stock Index. The Stock Investment Pool may be most appropriate for investors who are not averse to larger swings in appreciation or depreciation of their donor-advised account values.

» BOND INVESTMENT POOL

The Bond Investment Pool seeks a level of income commensurate with current bond market conditions. The Pool will invest in securities of investment grade quality and yield. The Bond Investment Pool may be attractive to more conservative donors who seek income without the volatility commonly associated with stocks.

» BALANCED INVESTMENT POOL

The Balanced Investment Pool offers a multi-asset class approach designed to allow investors to participate in both the stock and bond markets. The Balanced Investment Pool will invest in many of the same instruments utilized in the Stock Investment Pool, the Bond Investment Pool, and the Short-Term Investment Pool. The Balanced Investment Pool may be appropriate for donors who do not need to make a customized asset allocation decision but prefer to participate in the respective markets. The asset allocation will be determined by the Investment Advisor from time to time with a range of 50-75% stock with the balance in bonds and/or cash.

» SHORT-TERM INVESTMENT POOL

The Short-Term Investment Pool seeks to earn income at, or above, current money market rates while attempting to preserve principal. The Pool will invest in high-quality, liquid instruments. The Short-Term Investment Pool has the lowest volatility of the Gift Fund Investment Pools and may be utilized as a short-term solution by donors who anticipate suggesting the granting of a large portion of their donor-advised account within a short period of time.