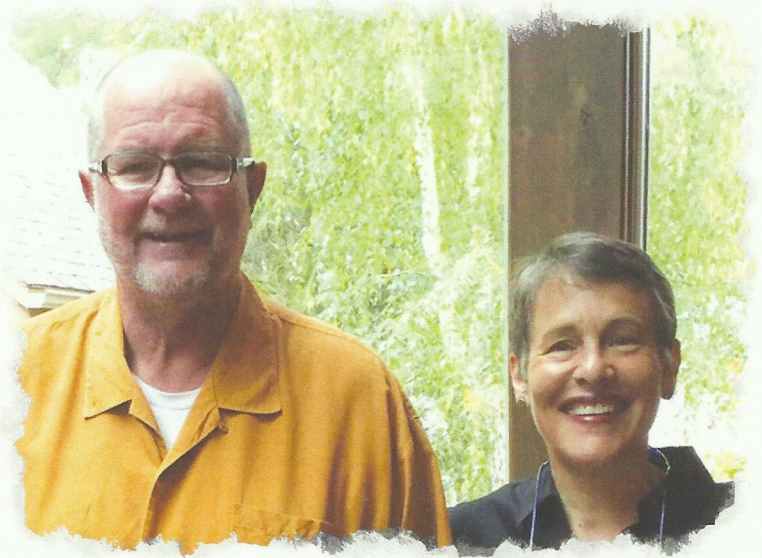


HELENA CELEBRATES COMMUNITY PHILANTHROPY

Toni and Clark Broadbent

"Growing up in a small Montana community, I was imprinted as a child by the charitable acts of my parents to help those in need. Their giving was really about basic values and the sense of community that is still a strong thread within our small Montana communities. We stand together and help each other. I also grew up with the idea that there is a flow of good – a limitless flow – and the only way to open the door and activate that flow is by giving and supplying some of the flow. It comes back to you a hundred fold."

– Toni Broadbent, November 2016



Toni and Clark started the Helena Insty Prints franchise in 1983, which became part of the Allegra Print and Imaging franchise in 2005. They sold Allegra to Kyle and Jonette Spencer in early 2014. For Helena nonprofits, printing services and free posters for events was the first step in getting to know Toni and Clark.

In the early years of Insty Prints, the Broadbents partnered with struggling arts and cultural organizations to help them with their stability and the journey toward success. They provided a combination of free services and cash donations. As a new business, these were strategic choices to gain visibility for Insty Prints. But the Broadbents also approached these opportunities in the spirit of having a more personal partnership, and building relationships and friendships. That made these partnerships all the more fun and rewarding. From a business point of view, one could say these investments were self-serving – but the outcomes made a positive difference in the community, as well as in Toni and Clark's lives.

The Broadbents noted that people involved in leadership roles with the Montana Community Foundation, like Steve Browning and Sue and John Talbot, have been inspiring because of their generosity, as well as their passion for endowment building to create philanthropic legacies for future generations. They have been similarly inspired by how Helena as a community supports its nonprofits and worthy causes. This community has a well-deserved reputation because there are so many people who time and again attend nonprofit events, write checks, serve on boards, help with fundraisers, and invest in what they love.

Community philanthropy is important to the Broadbents because it is an expression of a larger commitment to the well-being of the community. By embracing this view of philanthropy, their contributions help increase the flow of good throughout Helena, and it is their firm belief that all boats will rise on this incoming tide.