



thecommunityfoundation

## REPORT TO THE COMMUNITY

The Community Foundation  
of Greater Greensboro | 2008-2009



From left: Cynthia Doyle, founder of The Community Foundation; Greensboro Mayor Yvonne Johnson and Jim Williams, chair of the Foundation's board, celebrate the Foundation's Silver Anniversary with a cake at the opening festival for ArtBeat.

## 'Never before has your Community Foundation been more relevant'

Dear Friends:

It is with great pleasure—yet also with a sense of urgency—that we present this *Report to The Community*.

In our 25th year, The Community Foundation recognized not only many great achievements, but also realized a renewed sense of purpose. During the second half of the year, our economy took its worst decline since the Great Depression. This challenging situation was felt here at home as residents, businesses and nonprofits discovered there was nowhere to hide from the impact.

As a result, never before has your Community Foundation been more relevant.

As 2008 came to a close, The Community Foundation received a record number of grant applications—no doubt another tangible sign of the times in which we now live. Make no mistake, many important nonprofits in our community are in desperate need and the ability to assist them now is crucial.

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Guests marking the Foundation's anniversary were invited to "take flight" with us and received the book "The Ultimate Gift" by Jim Stovall.

## Foundation marked 25 years of leadership in philanthropy

With great fanfare and a number of special events and endeavors, The Community Foundation marked its Silver Anniversary in 2008.

Recognition kicked off in the spring at ArtBeat, a community-wide celebration of the arts. The setting was ideal because the Foundation, which helped sponsor the event, believes that the arts promote community. At ArtBeat, the Foundation launched two special initiatives—the Piggy Bank Challenge, which asked people to save money and donate it to a cause important to them, and the Creative Philanthropy Contest, which invited would-be philanthropists to devise unique ways of giving back. The programs featured "Super Phil," the philanthropy pig, as mascot.

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# 'Never before has your Community Foundation been more relevant'

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But there also was much positive news to celebrate!

At our Annual Luncheon and 25th Anniversary Celebration in November, the Foundation unveiled its long-term goal of increasing our financial capacities, namely through the establishment of important new permanent endowments for the community. First among these is Women to Women, an endowment initiated and launched by community volunteers that already has raised about \$1.4 million—a true success story!

Next up is the Public Art Endowment, an initiative designed to bring significant pieces of public art to the community. The Community Foundation believes the arts are a natural extension of our mission to build and strengthen our community. Art connects people, artists and viewers, one to the other. At the same time, it bears witness to and expands our experience with our community.

The Community Foundation also announced the formation of a subsidiary, the Gate City Company. One of its main projects is to reinvigorate the ailing South Elm/Lee Street corridor by working with the City of Greensboro and Guilford County Schools to achieve significant redevelopment in housing, business and recreation. This effort will form an unprecedented partnership between these parties.

In 2008, the Foundation unveiled its fresh, new logo and overhauled its Web site. The Web site is a critical accomplishment as we look for ways to communicate with our friends and supporters in more effective—and affordable—ways. Historically, the Foundation produces an *Annual Report*. This year, in an effort to tighten our own belt and to respond most appropriately to the tenor of the times, we chose to provide you and your fellow residents with this *Report to The Community*. Additional information about The Community Foundation, including a full list of funds and audited financials, is always available at our Web site, [www.cffg.org](http://www.cffg.org)—and we encourage you to check it out.

In closing, we are very proud of the Foundation's work—all possible through the public's generosity. Over the past 25 years, your Community Foundation has received more than \$186,235,893 in contributions. At the same time, the Foundation has awarded more than \$117,215,437 in grants, making a significant, positive impact on the quality of life in the Greensboro area. Since its inception, the Foundation has gained a stellar reputation as a trusted leader in philanthropy for our community—individuals and families create endowment funds with us, organizations place their endowments in our care and, in joining our Heritage Society, people plan ahead to leave a permanent legacy through gifts to us in their last will and testament.

Now more than ever, the greater Greensboro area needs The Community Foundation—and the critical assistance that residents provide through working with us. We thank everyone for their support and the good things they do for our community and look forward to working with you in the future.

Sincerely,

James T. Williams, Jr.  
Chair, Board of Directors

H. Walker Sanders  
President



*Board Chair, James T. Williams, Jr., left and  
Foundation President, Walker Sanders*

### Foundation proposes unique alliance with city, schools and county



An architect's rendering shows what the Gate City development could look like.

The Community Foundation partnered with two unique and highly public ventures in 2008.

Through the creation of a nonprofit subsidiary, the Gate City Company, the Foundation announced a major proposal to redevelop a portion of southeast Greensboro—a concept that calls for a new partnership between the Greensboro City Council, the Guilford County Board of Commissioners and Guilford County Schools.

Gate City envisions a complex that will anchor broader downtown revitalization efforts. The project will provide a much-needed single home for schools administration and staff, housing for mixed-income households, 550-space parking deck topped by a new community park and retail space.

Guilford County Schools has appointed a task force to conduct an internal analysis of the financial aspects of the proposal. Pending the outcome of that analysis, a task force comprised of representatives from the school system, the city, the county, Gate City, neighborhood residents and other relevant stakeholders to be identified, will be created.

“This is a unique way for three of our most important leadership entities to address an important issue with a new approach—and to have an outcome of historic proportions for our community and residents,” said Walker Sanders, Foundation President and a member of the Gate City board. “This project will provide a wide range of benefits and serve as a catalyst to the redevelopment plans of the connecting neighborhoods.”

### Fundholder donates building for Day Center

A proposed Day Center for Greensboro-area residents experiencing homelessness moved closer to reality, thanks to a significant gift of property.

The Richard Strasser family donated the building that was the longtime home of the family's business, Southern Plate & Window Glass Co. In making the gift to the Foundation, the Strassers specified their desire that it be used for a Day Center for the homeless in the Greensboro area.

“I want to convey our appreciation to the Strassers for doing so with such a worthy cause in mind,” Sanders said. “Their generosity will give many people a chance to rebuild their lives and start anew. I can't think of a more meaningful gift to the people of Guilford County.”

The Day Center would provide a refuge to homeless residents—a place where they can receive counseling,

use a computer to look for jobs and take care of personal needs. To make a gift to the Day Center Fund, please visit [www.cfgg.org](http://www.cfgg.org).



“Ending chronic homelessness by 2016 and reducing all types of homelessness is vital to our community's health and continued growth,” said Bob Newton, co-chair of the Day Center Task Force.

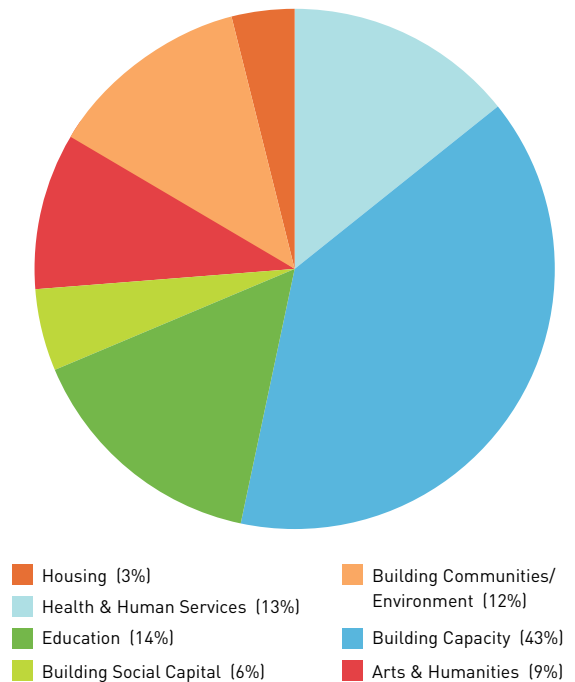


# Grants and scholarships make positive impact during challenging times for nonprofits and others

As the economy declined in late summer 2008, The Community Foundation’s board increased 2009 grantmaking amounts through its Community Grants Program and set aside emergency funds to help local nonprofits meet urgent community needs. The Foundation also invested \$335,000 in initiatives and partnerships to create a better Greensboro. Here are a few examples:

- Over the holidays, the Foundation collaborated on **Operation Greensboro Cares**, with United Way of Greater Greensboro and media partners, raising and granting \$400,500 in six weeks to help nonprofits meet increased demand for food, shelter and emergency assistance funds.
- The Foundation continued investing in nonprofit capacity through the **Guilford Nonprofit Consortium**, the collaborative of 150 nonprofits that fosters mutual assistance to create a more efficient and effective nonprofit sector. The Consortium fulfills its mission by educating, collaborating, networking and celebrating the contributions of nonprofits. The Foundation serves as fiscal agent for the Consortium, provides technical assistance through educational programs by board and staff and helps fund operations with other local funders.
- The Foundation partnered with the City of Greensboro’s Human Relations Department and UNCG Center for Youth, Family and Community Partnerships to launch a new community leadership program: **IMPACT Greensboro**. The program forges collective ways to address and impact key community interests and concerns. The first 93 “change agents” graduated and are working to improve their community.
- Last year, \$281,000 was awarded in 99 **scholarships** to assist students pursuing their educational goals and help donors achieve their philanthropic dreams. These included scholarships dedicated to the education field, construction trades, arts and other specialties. 2008 marked a scholarship milestone: 10 years of the international Habitat for Humanity Scholarship, funded by Pace Communications.

2008 COMMUNITY GRANTS BY PRIORITY



In 2008, \$353,638 in Community Grants was awarded to local nonprofits. Of those, 43% were given to build the capacity of nonprofits with grants focused on board development, financial management, communications, strategic planning, training and information technology. With this support, nonprofits are better able to survive in the current economy. Grants vary in size, duration and frequency and are determined based on the merit of the program and its potential impact. Grants usually range from a few hundred dollars up to \$10,000 and frequently help nonprofits leverage other support.



Greensboro native Joey Cheek, left, an Olympic gold medalist, joined the Foundation President, Walker Sanders, in supporting Operation Greensboro Cares.



### Community Grants Program helps empower children in transition

*In 2008, the Community Grants Program made a grant of \$8,280 for Partnership Village Afterschool Plus Program—a collaborative program serving families transitioning out of homelessness. The program seeks to provide a secure, structured and engaging afterschool environment for children and families—an environment which facilitates intellectual, physical and artistic expression and success. “This grant encompasses all of the priority areas for the Foundation’s Community Grants Program and gets at the heart of what we support,” said Monique Steele, Program Officer. The Community Grants Program grant was paired with \$4,220 in in-kind contributions from the Servant Leadership School and the Greensboro Children’s Museum.*

The Servant Leadership School of Greensboro took a class called “Spiritual Activism.” In that class, students talked about serving God and others and seeing themselves as co-creators for a transformed world.

The class, led by the Rev. Tim Patterson of Holy Trinity Episcopal Church, invited students to figure out what they could do in their community to be of service to others.

Several class members felt called to work with children who are most vulnerable. The Rev. Frank Dew, chaplain at Greensboro Urban Ministry, suggested the group talk to the folks at Partnership Village, a transitional housing complex for formerly homeless families.

“Our adventure began by going to the Partnership Village community center on Tuesdays for creative activities with the children,” said Ruth Anderson, a student with the leadership school. “Within a few months, we were going not only on Tuesdays but also on Thursdays to tutor and read with the children.”

The group dubbed themselves the Partnership Village Afterschool Plus Program, inspired by a statement by Dr. James Cromer: “No significant learning occurs without a significant relationship.”

The Afterschool Plus Program has quickly expanded to work collaboratively with other community groups for the benefit of Partnership Village children. The children visited North Carolina A&T State University, where they danced, sang and played music with students in the performing arts department. The program also has formed a partnership with the Greensboro Children’s Museum.

The group believes in empowering children to believe in themselves.

“Tutoring is an opportunity to be present with a child and offers a personal way to model behaviors and teach living skills,” Anderson says. Some of these living skills include courtesy, cooperation, integrity, respect for others, respect for the earth, honesty, compassion, justice, appreciation of friendship and community. “We believe each child is a gift with unique potential.”

*A version of this story first appeared in Parish Post, the monthly magazine of Holy Trinity Episcopal Church. Used with permission.*



*Thanks in part to a grant awarded by The Community Foundation, formerly homeless children now have an opportunity to experience educational and artistic activities.*



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In November, nearly 450 supporters agreed to “Take Flight” with the Foundation at the culmination of its Silver Anniversary. Previous board chairs were honored and President Walker Sanders offered a preview of the future by unveiling a series of important new, high-impact endowments that promise to make a lasting impression on the lives of Greensboro residents.

To launch its next era, the Foundation unveiled a new logo, as well as its new Web site, which will offer fundholders and the public a more interactive approach to working with the Foundation and learning more about important needs in the Greensboro area.



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*After 25 years, The Community Foundation launched its next era with a fresh, new identity, right.*



*U.S. Senator Kay Hagan of Greensboro greeted members of the Triad Youth Jazz Society, a Foundation grant recipient, at the Annual Luncheon and 25th Anniversary Celebration.*

## Focus areas spotlight women and art

The Community Foundation has launched new endowments that will make positive and long-term impacts on two areas of interest: women’s issues and the arts.

The goal of Women to Women is to engage women in establishing a permanent grantmaking endowment for high-impact grants targeting issues of concern to women and families. Organizers plan to establish an initial \$3 million endowment, increasing to \$10 million over time. Already, the effort has raised nearly \$1.4 million!

Late in 2008, the Foundation announced the creation of its new Public Art Endowment with an initial gift from Schell Bray Aycock Able & Livingston P.L.L.C. Co-chaired by David and Lauren Worth of Greensboro, its mission is to preserve and extend our sense of community through the long-term and permanent installations of significant public works of art. The goal is to establish an initial endowment of two million dollars by spring of 2010.

To contribute to either fund or for more information, please visit [www.cfgg.org](http://www.cfgg.org).



*David and Lauren Worth are co-chairing the Public Art Endowment initiative.*

## 25 years of milestones and successes!

In our first 25 years, The Community Foundation of Greater Greensboro has played a signature role in local philanthropy, facilitating more than \$117 million in charitable giving to multiple causes. Our purpose is threefold:

- We convene people to identify and address community issues;
- We embrace and enhance philanthropic leadership; and
- We enable local residents to “give back” to the community they care about.

We are committed to creating a better future for the entire community by continuing to unite people, addressing critical issues and achieving significant, lasting impact. Here are a few examples:

**1983** – The Community Foundation is established by Cynthia Doyle.

**1984** – Ed and Marie Faulkner establish the first donor advised fund at the Foundation. Over the years, their gifts have benefited hundreds of charities in Greensboro, across the region and nationally. They helped set an example for other donors, and today the Foundation oversees over 250 donor advised funds.

**1989** – The Affordable Housing Fund is established and has helped in building a transitional housing facility, multi-family apartments and numerous single family homes through partnerships with several local nonprofits. This fueled a strong housing focus for the Foundation, resulting in millions to housing funds at The Community Foundation.

**1991** – Ford Foundation grant creates a community challenge to raise matching funds for Foundation initiatives, creating the first unrestricted community endowment. Today, these account for nearly one million dollars for annual investments to critical community issues.

**1991** – The Alamance Foundation is created, expanding The Community Foundation’s role in impacting the region. The Community Foundation’s service area is now Guilford, Alamance, Rockingham and Randolph counties.

**1992** – The Foundation provides significant resources to establish the Guilford Community AIDS Partnership, a coalition of service providers, funders, faith-based groups, corporations and community volunteers who support HIV/AIDS-related projects countywide. This proved controversial at the time, but with The Community Foundation’s support, Guilford County was a leading voice in the country’s effort to proactively address HIV/AIDS.

**1996** – The Foundation establishes its planned giving service for the benefit of all nonprofits in Guilford County. Over the years, people have planned their permanent legacies in advance by making a gift to The Community Foundation through their last will and testament. Those who have done so are members of the Foundation’s Heritage Society.

**1997** – Morris and Margaret Howell estate gift of \$9 million increases the Foundation’s unrestricted endowment. A commemorative gift established the first public internet access centers in Greensboro Public Libraries.

**1999** – Building Stronger Neighborhoods Coalition is established by a coalition of foundations and the public library to invest in neighborhood assets resulting in the creation of the Greensboro Neighborhood Congress.

**2000** – The Future Fund is founded, allowing young professionals to participate in philanthropy collectively—and the opportunity to give back to their community. Since its inception, the Future Fund has made \$316,662 in grants to the community.

**2001** – Action Greensboro, a coalition of eight foundations is created to spur economic and community development projects such as Center City Park and Downtown Greenway.

**2003** – The Foundation launches its education initiative with the objective of engaging the community around education. The Guilford Education Alliance has launched as a result, along with the S.P.I.C.E. Grant program in partnership with the Guilford County Council of PTAs.

**2004** – Foundation convenes local site for statewide Hispanics in Philanthropy funders collaborative.

**2004** – Teen Grantmaking Council is established by the Foundation, providing annual grants for youth-led projects.

**2005** – The Foundation begins service as fiscal agent and funder for Guilford Nonprofit Consortium – association of 150 local nonprofits working together to increase efficiency and strengthen the nonprofit sector.

**2006** – The Piedmont Unity Project is launched in partnership with Guilford Green Foundation.

**2007** – IMPACT Greensboro is formed as the result of the findings of a social capital survey. The Foundation, City of Greensboro Human Relations, and UNGC Center for Youth, Family and Community Partnerships collaborate to support this unique program that demonstrates how ordinary citizens from different backgrounds can forge authentic and meaningful relationships, find shared values and develop solutions to day-to-day community issues.

**2008** – Celebrating its Silver Anniversary, the Foundation launches a series of high-impact, permanent endowments for the betterment of Greensboro, including Women to Women, the Public Art Endowment, the Future Fund, Housing and Community Grants.

## Financials

### FOUNDATION’S FINANCIAL SUMMARY

YEAR	Contributions Received	Grants for Charitable Purposes	Total Assets
2008	\$13,082,952	\$12,652,910	\$86,859,038
2007	\$17,512,948	\$11,652,797	\$114,329,373
2006	\$17,424,483	\$11,139,639	\$102,451,872
2005	\$16,331,789	\$13,785,583	\$88,367,039
2004	\$17,294,021	\$9,830,965	\$83,379,047

Along with the overall economy in 2008, the Foundation’s investment value declined and resulted in lower Total Assets. Our grantmaking remained strong, with more than \$10 million in grants staying local to benefit our community and state.

The Foundation’s audited financial statements are available on our Web site.





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Check out [www.cfgg.org](http://www.cfgg.org)



The Community Foundation unveiled its completely revamped Web site! The site, at [www.cfgg.org](http://www.cfgg.org), boasts a number of new features, with more to come later this year. Visitors may now view streaming videos about Foundation initiatives and success stories. By this fall, the site will allow fundholders to view their accounts as well as make grant recommendations online.

## Alamance Foundation continues growth

The Alamance Foundation was established in 1991 as a geographic affiliate of The Community Foundation. It has an advisory board comprised of 20 local community leaders and an investment pool managed by Trust Company of the South, which is headquartered in Burlington. The Alamance Foundation continues to promote charitable giving for the benefit of Alamance County by:

- **Encouraging private giving for the public good.** There are over 25 donor advised funds that last year granted out over \$250,000, with 62 percent of those grants going to Alamance County nonprofits.
- **Building permanent endowments to respond to changing community needs.** The Alamance Foundation manages over 35 endowment funds for local nonprofits and supports a community grants program.
- **Providing flexible ways to give.** The Alamance Foundation has helped Alamance County citizens create scholarships, endowments to benefit specific nonprofits and other gifts that provide lifetime income for the donor and then create a permanent fund for the community.

## Our team



*The Community Foundation's team of experienced professionals can guide individuals and organizations to achieve their philanthropic objectives.*

## 2009 Board of Directors

Uma Avva	William Geter	Linda E. Sloan
John Bakane, ex officio	Patrice A. Hinnant	Andrew Spainhour
David M. Ball	Kathy Hinshaw	Dennis G. Stearns
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Louise F. Brady, Chair-elect	Secretary	Jerry Tolley
Chester H. "Trip" Brown, Jr.	Joyce Johnson	Jonathan Wall
Roy Carroll	C.C. Lamberth	James T. Williams, Jr.,
Kent J. Chabotar, Treasurer	Robert E. Long, Jr.	Chair
Sue Cole	Kathy Manning	Lea E. Williams
Elizabeth Cone	Ken Miller	Otis L. Wilson, Sr.
Mona Edwards	Norman G. Samet	David M. Worth
Chuck Flynt	Mable Scott	Ann B. Zuraw

Thank you to those who retired from the Board in 2008: Luck Davidson, Henry E. Frye, Mac Sims and Ed Whitfield.