



### Important donor-advised gift-making deadlines!

Fundholders planning their 2008 taxes who want to make gifts of stock or other year-end gifts should do so no later than December 24 to ensure their gifts are processed in time. Also, grant recommendations should be made no later than December 15.

The Community Foundation will be closed December 25-26 and January 1.

If you have questions, please call the Foundation at (336) 379-9100.



thecommunityfoundation

The Community Foundation of Greater Greensboro, Inc.

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330 S. Greene St., Suite 100  
Greensboro, NC 27401  
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Left to right: Louise Brady, Ann Lineweaver, Joanne Bluethenthal, Lisa Bullock, Linda Sloan

### Annual Luncheon *Continued from page 1*

Board member Kathy Manning recognized the Foundation's past board chairs in song; youth members of Grace Lutheran Church were honored as the winners of the Piggy Bank Challenge for raising money to send children to Camp Carefree; and the founding leaders of the Women to Women Endowment—Louise Brady, Lisa Bullock, Ann Lineweaver and Linda Sloan—received the 2008 Calvin A. Michaels Community Service Award for their efforts.

Leslie Winner, executive director of the Z. Smith Reynolds Foundation, provided the keynote address. She discussed the challenges facing foundations in the wake of North Carolina's unprecedented growth.

Participants also received a sneak preview of the Foundation's future. Foundation President Walker Sanders explained the new high-impact endowments that promise to make a lasting impression on the lives of Greensboro residents.



U.S. Senator-Elect Kay Hagan (center)

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### Supporters toast Foundation's 25th anniversary, get a peek of the future at Annual Luncheon



Triad Youth Jazz Society performed.

Nearly 450 people helped The Community Foundation celebrate its Silver Anniversary at its Annual Luncheon on Nov. 10 at The Empire Room in Greensboro.

*Continued on page 8*

### New Community Foundation Web site launches!

On Nov. 10, The Community Foundation flipped the switch on its brand new Web site.

Completely redesigned, the site offers visitors a look—via video—at some of the Foundation's many inspiring stories, made possible through the giving efforts of generous donors.

In coming months, additional features and stories will be added to the Web site. And next summer, the site will offer fundholders the opportunity to check their balances as well as submit suggestions online for moving funds to specific recipients.

The site's address has not changed. Check out the new site at [www.cfgg.org](http://www.cfgg.org).



# foundation place

WINTER 2008

## Foundation unveils innovative development proposal for Southeast Greensboro



An artist's rendering shows how the proposed South Elm/Lee Street redevelopment project might look.

A major proposal to redevelop a portion of southeast Greensboro—a concept that calls for an unprecedented partnership between the Greensboro City Council, the Guilford County Board of Commissioners and Guilford County Schools—has been unveiled for consideration by a new subsidiary of The Community Foundation.

The Gate City Company, a non-profit Community Foundation subsidiary, 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; an estimated 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, made up of representatives of 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 Company board. “This project will provide a wide range of benefits to as many people as possible and serve as a catalyst to the redevelopment plans of the connecting neighborhoods.”

Working with Greensboro design firm Moser, Mayer, Phoenix Associates, the Gate City Company has presented a concept that melds many design approaches that have proven successful in other major mixed-use urban projects. The proposal envisions a signature “green” building—a model of sustainable and environmentally friendly building practices.

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### A fond farewell to 'the waffle' ushers in new era of giving

These are, indeed, exciting times for The Community Foundation. At our Annual Luncheon, we marked the culmination of our organization's 25th anniversary celebrations. What a moment—a quarter-century after a handful of Greensboro residents envisioned helping make their community a better place, we celebrated a wonderful community organization that has enabled over \$250 million in charitable activity to make this a better place to live.

But the luncheon was not only a time to celebrate past achievements. It also provided an opportunity to look ahead and face a bright future for Greensboro philanthropy. This year, we began to launch a series of high-impact endowment funds that promise to make significant contributions to some of the Greensboro area's most passionate causes. Women's issues. Public art. Housing. A wide variety of community grants.

The Women to Women Fund, launched earlier this year, already has raised over \$1.2 million—an astonishing feat in these troubling economic times. And The Public Art Endowment is just beginning to take off. This is definitely something you will hear more about in the New Year.

As The Community Foundation ushers in an important new era of giving in Greensboro, we felt it was time to put a fresh face forward, as well. To that end, we have unveiled our new logo, shown below, alongside its predecessor—affectionately known as "the waffle." As you can see, our new look is more energetic and contemporary. We hope that it will represent the vitality and relevance of the Foundation for years to come.

And you should know we have not changed our name. We are still The Community Foundation of Greater



Greensboro, but we wanted a logo everyone could read, no matter how small it was used. So for the logo itself, we abbreviated our moniker to what everyone refers to us as anyway—simply, "The Community Foundation."

Our look may have changed, but our mission has not. The Community Foundation remains a trusted leader in Greensboro for helping those who want to give back and make a positive and lasting difference.

We are all very excited about the future of your Community Foundation and its role in our community.

Sincerely,

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



Retired logo



thecommunityfoundation

New logo

### Piedmont Land Conservancy receives funding to improve Northwest Guilford recreation

Piedmont Land Conservancy (PLC) has been selected as a 2008 grant recipient of both The Community Foundation and the Future Fund. The Community Foundation awarded \$10,000 to PLC in support of the Piedmont Regional Greenway. The Future Fund awarded the Conservancy \$7,500 to restore a native warm-season grassland at Price Park, located in northwest Greensboro.

The Piedmont Regional Greenway is a multi-year, cross-jurisdictional effort to connect northwest Greensboro to southeast Winston-Salem through Kernersville and Triad Park. The 10-foot-wide trail will provide safe, publicly accessible outdoor recreation along a 19-mile route. A year ago, the Conservancy completed the first phase of the greenway by paving a stretch from Bur-Mil Park to Summerfield.

Price Park is one of the Conservancy's signature projects. In partnership with the City of Greensboro, PLC acquired a significant portion of the Jefferson-Pilot Club House property in 1999. The Conservancy subsequently transferred the property to the City of Greensboro's Parks and Recreation Department subject to a conservation easement. The Future Fund grant will allow the Conservancy and partners to create a prairie grassland in the fields near the intersection of Hobbs Road and New Garden Road. The grassland will provide a tool to teach about the wildlife and the natural history of the region.

"Piedmont Land Conservancy is very fortunate to have such tremendous local support," said Kevin Redding, the group's Executive Director. "Both of these projects will be valuable recreational and educational tools for the citizens of Guilford County for many years to come. We're grateful for the support of The Community Foundation of Greater Greensboro and the young leaders comprising the Future Fund."

For more information about Piedmont Land Conservancy, the Piedmont Regional Greenway or Price Park please contact Kevin Redding, Executive Director, at (336) 691-0088 or email kredding@piedmontland.org.



Royal Griffins greet all who enter Cove Creek Gardens.

### Cove Creek Gardens honors Foundation

The Community Foundation was named Conservator of the Year by Cove Creek Gardens. Walker Sanders, the Foundation's president, accepted the award.

The Community Foundation was selected for its outstanding support, through technical assistance, networking with and on the gardens' behalf, and consistent belief in the mission and programs of Cove Creek, which is a conservation and teaching garden.

Greensboro Mayor Yvonne Johnson noted that "the many hundreds of small and dozens of more significant ways by which The Community Foundation improves the lives of so many people throughout Greensboro makes them an essential ingredient to the quality of life we enjoy here in Greensboro."

The gardens, located in the Brightwood section of northeastern Greensboro, are made up of a series of outdoor "rooms" that display different forms of horticulture. Visitors can take in the sights three mornings a week.

Cove Creek also offers hands-on learning to UNC-G and N.C. A&T students working toward degrees in such areas as horticulture, agricultural design and nonprofit management.

For more information, contact Nancy Cavanaugh or Julie Blizen at (336) 621-0611 or email covecreekgardens@bellsouth.net.



Continued from page 1

The project would rise on 4.5 acres owned by the city's Redevelopment Commission and bound by Lee, South Elm, Bragg and Arlington streets. This tract was previously identified in a city study on the future development needs of the area. That study, as well as the purchase of the land by the Redevelopment Commission, was made possible by \$5.2 million in federal grants awarded in 2003.

By using land already in public ownership, as well as leveraging the value of future development on Guilford County Schools' current downtown properties, the estimated cost of the project, approximately \$60 million, is fully covered. In fact, it is projected that in its first 25 years, much of the project and related developments will generate enough tax revenue to cover the construction costs as well as provide a net increase of tax revenue to taxpayers.

"Based on the current plan, we do not anticipate that this project would cost taxpayers anything going forward," Sanders said. "In addition, this will significantly increase the number of jobs in southeast Greensboro and serve as an economic catalyst for the entire area."

Highlights of the project include:

- A new central administration building for school district personnel. Comprised of approximately 200,000 square feet, this single home for 500 school staffers will permit new efficiencies in school operations and allow for synergies not possible by the current, splintered locations of school employees. The new location also is more easily accessed by employees who live in High Point and other parts of the county.

- A fully accessible boardroom for the Board of Education, one that is inviting to the public, as well as conference room facilities. Also, a separate entrance to the school system's Human Resources department, to better ensure privacy for employees and job applicants.
- An estimated 60-70 residential units for mixed-income households that could be rentals or for sale and would be focused on providing workforce housing.
- A parking deck for an estimated 550 vehicles. The deck would be nestled within the hillside of the site.
- A street-level community park atop the parking deck that would be accessible to the public as well as the residents and tenants of the surrounding structures.

Gate City Company has met with a handful of representatives of the school board, city council and county commissioners. The groups have offered feedback on the project and agreed to move forward with the establishment of a task force to guide the effort. The task force will be charged with ensuring that the project most appropriately benefits as broad a scope of residents as possible and developing guidelines to ensure diverse participation and that existing community values are maintained.

"We are very excited about this opportunity," said John Kavanagh, chairman of Gate City Company "I cannot think of another venture quite like this in the history of Greensboro—one that offers leaders such a unique way to work together for progress for so many people. This promises to have a tremendous, positive impact on our community."

Your Community Foundation team

President Walker Sanders, front center, is flanked by Tara Sandercocock, Vice President, Grants and Initiatives, left; Corey Pitz, Philanthropic Services Officer; and Jacqueline O'Connell, Vice President, Finance and Administration and CFO. Second row: Monique Steele, Program Officer; Jim Kennedy, Controller. Third row: John Whisnant, Development Officer; Dawn Moser, Human Resources Manager; Mindy Oakley, Vice President, Philanthropic Services and COO; Gina Mantura, Funds Manager and Receptionist. Fourth row, Lynn Wooten, Vice President, Marketing and Communications; Traci Poole, Program Assistant; Patrick Weiner, Vice President, Development and Gift Planning. Not shown: Diana Hedgspeth, Accountant; Donna Newton, Coordinator, Guilford Nonprofit Consortium and Building Stronger Neighborhoods; and Adeline Talbot, Special Projects Consultant, The Public Art Endowment and ART/Foundation Initiative.



Foundations award 2008 scholarships

The Community Foundation administers more than 60 scholarships, which are awarded each year to outstanding students, both locally and across the country. Scholarships offer fundholders a unique opportunity to directly impact the lives of youth and young adults who wish to continue their education.

Samuel Eden, Americus, Ga.; Sarah Evans, Americus, Ga.; Kevin Foor, Norman, Okla.; Cordelia Seidel, St. Paul, Minn.; and Valeria Vidal, Boca Raton, Fla., received the Habitat for Humanity International Scholarship, established in 1999 by Pace Communications in Greensboro.

Torsten Scheiber, The Early College at Guilford, is the recipient of the Wolfgang Häfele Memorial Scholarship, established by Häfele America Co. to honor the memory of Wolfgang Häfele. Schreiber is attending Rice University.

Casey M. Lennon, Eastern Guilford High School, is the winner of The William Bryant Evans and Lucy Teague Evans Memorial Scholarship. The Evans Scholarship was established in 1993 and is awarded to an outstanding student residing in Guilford County, with preference given to those students who reside in McLeansville. Lennon is attending Guilford College.

Amber McCraw, Northwest Guilford, has been awarded the Thomas G. O'Briant Memorial Scholarship. She is attending N.C. State University.

Shannon Woodson, Dudley High School, and Atembesuh Fonge, Western Guilford High School, have been awarded the Blanche Palley Memorial Scholarship. Both are attending UNC-Chapel Hill.

Shelby Finnie, Kernodle Middle School, has received the Camberly Noel Holliday Performing Arts Scholarship for the Joffrey Ballet School in New York. Jordan LeGaux, Grimsley High School, also has received the Holliday Scholarship and attended the summer musical theatre program at Oklahoma City University.

Anna Killoran Long and William Walter Meyerback III, both from Page High School, are recipients of the Hunter Byers Memorial Award.

Jeffrey Medley and Thomas Watkins are recipients of the Charlie Harville Memorial Scholarship through the Greensboro Grasshoppers and The Community Foundation.

Jessica Geary, Jeanette High School, was selected as the Helen and Anthony Guidone Scholarship recipient. Jessica will attend Duquesne University. Caroline York, Early College at Guilford, was chosen as the Jason Christopher James Memorial Scholarship recipient. Caroline will attend Elon University.

Imeh C. Ntuen, a student at Guilford College, was named the Triad Business and Professional Guild—James Broach Scholarship Fund recipient. Justin Grzyb, Westchester Academy, received the Westchester Academy Vijaya Kumar Chemistry Award.

Anna Schlobohm, Northwest Guilford High School, Je'Taime Steves, Northwest Guilford High School, George Bridges, Greensboro Day School, and Patrick Wright, Ben L. Smith High School, were chosen as Bill Lee Memorial Scholarship recipients.

Alamance Foundation scholarships

Tyler Staton, Southern Alamance High School, has won the Alley, Williams, Carmen and King Scholarship in Civil Engineering and Architecture.

Michael Hill, Williams High School, and Richard Jackson, Western Alamance High School, have been selected to receive the Alamance County Human Resources Association Scholarship in Business. They are both attending N.C. State University.

Jonathan Jones, Graham High School, was chosen to receive the George Heckman Memorial Football Scholarship. He is attending Campbell University.

Katie DeJournette, Southern Alamance High School, James Deming, Graham High School, Jonathan Deming, Graham High School, and Elizabeth Bowers, Williams High School, received the Graham Presbyterian Church Harden Memorial Scholarship.

Annie Gustafson, Wilkes Central High School, Michelle Jones, Western Guilford High School, and Marian Maready are the winners of the Chic Lutz Memorial Scholarship.

### Women to Women

The Women to Women Endowment now boasts 39 founders and over \$1.2 million pledged toward the effort. Women to Women is an initiative of The Community Foundation and is focused on building a permanent funding endowment for issues facing women and their families. The founders serve as an advisory committee to the fund and will determine yearly high-impact grants in the interest areas of arts and culture, health, human services, the environment and education.

Recently, Pam Stearns, one of the founders, agreed to chair the community launch segment of the initiative. A special event is planned for the spring to kick off this new phase and to honor the founders of the initiative. The event will feature a nationally known speaker.

### Long-time children's proponent dies

J.E. "Ed" Faulkner, Jr., of Greensboro, the first donor-advised fundholder of The Community Foundation, died in August.

Faulkner and his wife, Marie, established the Ed and Marie Faulkner Endowment Fund in 1984 and supported hundreds of charities in Greensboro, across the region and nationally. In honor of their parents' 50th wedding anniversary, the Faulknors' children set up a named endowment within The Children's Trust Fund, a field of interest endowment that benefits children in the greater Greensboro community.

The elder Faulknors were major supporters of The Children's Trust Fund, making possible such things as equipment for a new shelter for homeless youth, and activities and tools for learning enhancement for children with cerebral palsy.

"Ed Faulkner was a remarkable individual and a very early supporter of the work of The Community Foundation," said Walker Sanders, president of the Foundation. "He was a long-time friend of the Foundation and cared deeply about the community in which he lived. His interest in children's issues, in particular, is a lasting legacy."

Contributions in Faulkner's memory may be made to The Children's Trust Fund, c/o The Community Foundation of Greater Greensboro, Inc., 330 S. Greene St., Greensboro, N.C., 27401.

### Public Art Endowment

The Public Art Endowment launched a community initiative recently at the home of Richard and Jane Levy of Greensboro. Using the Levy art collection as a springboard, Foundation President Walker Sanders spoke of the importance of art in public spaces as a way of bringing people together.

Lauren and David Worth, the initiative's leaders, shared their personal involvement in the arts and explained how a permanent source of funding for art in public spaces is important to enhancing the community.

### Investments hold firm despite economic conditions

The Community Foundation's investments through the third quarter of 2008—while down for the year—continue to outperform measuring indexes over trailing three-, five-, seven- and 10-year periods.

Performance over the last five years puts The Community Foundation in the top 25 percent of its investment peer group.

The Foundation's Investment Committee, chaired by John Bakane, meets on a regular basis with our investment consulting firm, Fund Evaluation Group, to review performance and deliberate on investment strategies.

The Community Foundation takes its fiduciary responsibility very seriously and works hard to provide fundholders with a high level of investment performance.

### Alamance Foundation

The Grants Committee of the Alamance Foundation met to distribute this year's grant payout. Local non-profits that will benefit from the Foundation's grant pool are Loaves and Fishes, Salvation Army Boys and Girls Club and Positive Attitude. Grant funds are available from the MacKenzie Fund at the Foundation and from the organization's Community Grant Fund.

In May, the Foundation hosted an event at Elon University's School of Business to update fundholders on the Foundation's activities, as well as introduce the Foundation to prospective fundholders and donors. Trust Company of the South hosted a reception afterward for attendees.

### Elected leaders fund created

The Community Foundation has set up the Civic Elected Leadership Fund to assist elected leaders in the Greensboro area.

The fund will be used for the following purposes:

- The development of a new initiative that impacts the social capital of the region (meeting expenses related to the initiative, travel or research)
- Writing, editing and researching community remarks around critical issues
- The commissioning of various community reports related to economic and community development opportunities
- Publications of reports or articles related to community issues
- Community news releases or public service announcements not eligible for public/governmental support

"Often, our elected public servants find themselves strapped financially when it comes to these needs," said Walker Sanders, the Foundation's president. "In some cases, elected leaders have had to dip into their own pockets, and we hope this fund will provide them the financial wherewithal to make these things possible."

Sanders stressed the fund will not provide support for political activities, campaigns or materials supporting the candidacy of specific individuals. Also, the fund will not support expenses that are normally covered through a municipality's general operating budget or projects that have been denied support through the electoral process.

For more information or to contribute to the fund, call The Community Foundation at (336) 379-9100.



Geoffrey Wall and his sculpture, Colony

### Reception celebrates private art collection



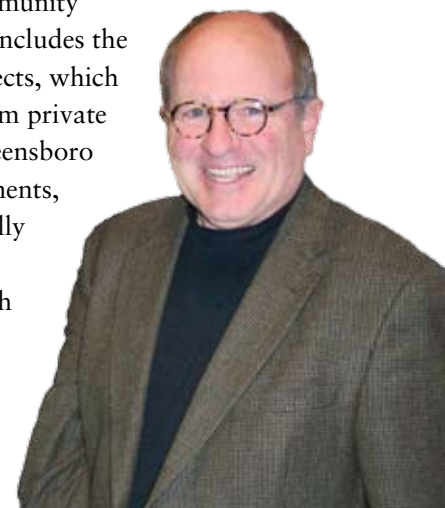
Mrs. Hugh Morton catches up with Patrick Weiner.

The Community Foundation hosted an exhibit of contemporary art which was on public display for the first time.

*Materiality: Selected Works from the Wall Collection* was made up of pieces owned by Geoffrey Wall of Greensboro. A reception was held Oct. 30 to honor Wall and his collection. Nancy Doll, director of the Weatherspoon Art Museum, provided commentary on Wall's paintings and sculpture.

The exhibit was the latest example of the Foundation's commitment to building community through the arts. This effort includes the exhibitions Community Collects, which showcases selected works from private collections in the Greater Greensboro area, and Community Documents, which displays images—usually photographic—to tell a story from within our complex, rich and interrelated community.

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Renowned landscape architect Chip Callaway arrives at the reception.