
FOUNDATION NEWS

Fall 2016

GCCF CAPS STRATEGIC PLANNING EFFORT WITH FOCUSED OBJECTIVES; NEW BRANDING



Greenwood County COMMUNITY FOUNDATION

Greenwood County Community Foundation's new logo, part of the organization's overall rebranding and strategic planning focus

The Greenwood County Community Foundation (GCCF) recently completed a 5-month strategic planning process that resulted in a number of objectives under two major strategies: 1) Increasing the Foundation's endowment to \$15 million by 2021 to better serve community nonprofits and impact issues in Greenwood County, and 2) Developing and implementing an effective message about philanthropy that distinguishes it from other non-profit organizations and foundations. According to Board Chair Linda Dolny, this is an amplification and refinement of the organization's existing mission. "What we accomplished through our strategic planning exercises was to take our original mission and focus on those areas that will allow us to be most successful. We needed to create markers by which to gauge our progress, and this plan will allow us to track our success."

During the time the Foundation was going through the strategic planning process, a new website was also being developed. "We wanted to have a site that reflects our new direction, is easy to navigate, and provides people an opportunity to support funds and causes that are important to them," said Foundation President Jeff Smith. "We were working with Andy Johnston and AJ Designs on the website and it made sense to look at our branding at the same time. I knew I wanted a logo that was dynamic and represented the functionality of our organization – namely the ability for people

to contribute to or create funds held by GCCF, and our mission of distributing those gifts to worthy causes in our community and around the world."

The Foundation plans to unveil all aspects of this strategic planning/rebranding initiative at the beginning of the new year. Chair-Elect Megha Lal feels like this is an exciting time to be a part of the Foundation and its mission. "I'm so encouraged by all of the great work that has been done to prepare our organization for its next big step. We have an amazing Board of Directors with several new members coming aboard in 2017, a dedicated staff that is committed to making a difference in the community, and many new initiatives that will give everyone an opportunity to support important causes." Smith added, "If I had to create a slogan for GCCF's efforts in the coming years, it would be 'Everyone can be a philanthropist.' We exist to be the conduit through which Greenwood citizens support charities and causes near to their hearts. While we still have our endowed funds, we also have agency funds, scholarship funds, and 'common cause' funds that anyone can contribute to. The new website will have a 'giving portal' to make donating quick and easy."

The Foundation will have a number of public announcements and other PR events to unveil the new strategic plan, website and branding at the beginning of 2017.

President's Note



Refocused!
Rebranded!
Rededicated!
*Time to look
forward to a new
era at GCCF*

What a year! The underdog prevailed, defied the odds and stymied the prognosticators. Ignoring everyone who said it couldn't be done, the impossible happened: The Cubs won the World Series!

Oh, and there was a Presidential election.

While nearly everyone was riveted to the 24 hour election coverage, your community foundation was laying the groundwork for a new direction, with a refocused mission designed to make this organization better equipped to serve Greenwood County and its citizens, as well as impact lives across the country and around the

Donor Advised Funds Support Community Vision

"Greenwood Pathway House is very much a community initiative. It was started by concerned citizens here in Greenwood to deal effectively and compassionately with homelessness in our community", says Executive Director Ken Kelly. Pathway House began when a heightened awareness of homelessness in the community led members of St. Mark United Methodist Church to set up church facilities for use as an overnight shelter on nights when the temperature fell below freezing. That's when a GCCF donor became involved.

Responding to the need for an "innkeeper" to spend the night at the shelter and prepare breakfast the next morning, he volunteered to serve in this post. Spending time with the guests at the shelter, he came to realize that they "had some bad luck or may have made some bad choices, or both. But they are just like you and me." He became a Pathway Board member soon after, and has been a financial supporter ever since.

Pathway House has since moved to its own campus on Panola Avenue, and transitioned from a cold weather overnight shelter to a full-time crisis residential, development ministry. It has enjoyed broad support from the Greenwood Community, through direct donations of time, services, and money as well as grants, including Innovation and Open Granting awards from GCCF Community Impact funds. Pathway is well on the way to meeting its capital campaign goal of \$965,000, designated to retire the mortgage on their existing facility, remodel

world.

But, you can't go through a strategic planning process without an introspective examination as part of the process. As a result, the Greenwood County Community Foundation will roll out a rebranding initiative, including a more interactive website and new logo, in January, 2017.

As a partner of the foundation, you get a sneak peek at our new logo - designed by Andy Johnston with AJ Designs - featured on the cover of this newsletter.

This dynamic icon symbolizes 3 critical concepts: the ongoing, cyclical nature of foundation work; the influx of resources with which GCCF is able to positively impact other nonprofit organizations; and the free flow of those gifts into the community and beyond.

As we enter this holiday season, I am thankful for the ability to impact the lives of so many through the work of this foundation. And I am thankful for people like you who make this good work possible.

I look forward to working with you in the new year.

Jeffrey L. Smith



and renovate the men's 30-bed dormitory, build a new 7-bedroom home for women and mothers with children, and sustain necessary staff positions. Contributions from a GCCF Donor Advised Fund have provided substantial support in this campaign. This donor states, "Pathway House maintains low administrative costs and meets people where they are in order to serve them."

Ken Kelly emphasizes that Pathway House utilizes a "holistic, comprehensive, way of addressing the needs and goals of each client we serve" employing proven evaluation tools. "We express our mission as restoring hope, providing help, and recognizing the dignity of every person." Kelly has 30 years of experience in mission to individuals and families in crises. He works with staff members who are especially attuned to the needs of their clients as well. Pathway House collaborates with Self Regional Healthcare, Greater Greenwood United Ministries, Beckman Mental Health, Faith Home and other local organizations.

Greenwood County Community Foundation is honored to play a role in the growth of this essential work in our home community.

Community Enhancement Grant Recipients Named



The Greenwood County Community Foundation (GCCF) disburses funds in regular, quarterly granting cycles through our Community Impact grants. In its most recent grant cycle, *Community Enhancement*, GCCF awarded a total of \$21,125 to six local nonprofits for projects and programs designed to make Greenwood County a more pleasant and vibrant community. The Community Enhancement Grants Review Committee (GRC) was composed of: Rhett Baker, Charlie Barrineau, Nicholas Beasley, Cynthia Drakeford, Pam Hunley,

Julie Miner, John Patrick, Lisa Tolbert, Brendan Treanor, and Trentsie Williams. Applications were also reviewed by the GCCF Board of Directors, who considered and approved GRC recommendations for funding. Grant recipients are:

Arts Council of Greenwood County (\$5000) for teachers and supplies for 2- to 6-week offsite outreach summer arts camps, held in area churches and community centers in target communities.

Festiva (\$775) in support of the “Songs and Stories of the Civil War” program, part of their free, public Sunday concert series of professional musical performances.

Greenwood Community Theatre (\$5000) for the development of a theatre program for children and youth with special needs, in collaboration with local organizations and a national non-profit, The Penguin Project.

Greenwood Festival Chorale (\$1250) for music purchase and professional orchestra fees for performances by an ensemble of local vocalists.

Greenwood Performing Arts (\$4100) for fees for professional musicians presenting low cost outreach concerts for students and seniors.

Healthy Learners (\$5000) for medical costs and associated transportation for care and treatment of school age children in need.

Scholarship Funds Support Educational Opportunities for Greenwood County Students

Aid to Students; Tax Benefits to Donors

The Greenwood County Community Foundation is pleased to hold three endowed scholarship funds available to area students pursuing post-secondary education. Anyone or any organization can create an endowed scholarship fund with GCCF. This fund can be started in the donor’s lifetime or as a bequest through estate planning. Civic groups, churches, and other organizations can also create these funds including qualifying criteria. The best part is anyone can contribute to these funds and receive the maximum tax benefit allowable. The Foundation handles all acknowledgements, tax receipts, institution notifications, and fund investment.

The scholarship funds held by GCCF are:
The Chad Withered Scholarship Fund
Created by members of Main Street United Methodist Church to honor the memory of Chad Withered, a former Greenwood student and member of Main Street’s Youth Program. A review panel of church members makes the selection.



The Major Walter Benson Scholarship Fund
Established by Mr. Saul Kurlat, of Cambridge, Massachusetts, this fund recognizes the impact that Major Benson had on students during his tenure as Principal of Greenwood High School. The guidance staff at GHS determines the recipient(s) of the award based on criteria provided by Mr. Kurlat.

The Greenwood Kiwanis Star Student Award
Awarded to one student in any of the 3 Greenwood County school districts, this scholarship is provided by the Greenwood Kiwanis Foundation for use at the institution of the recipient’s choice.

For more information on scholarship funds, please contact the GCCF office at (864) 223-1524, or email staff@greenwoodcf.org.

Collaboration Generates Learning Excitement

What do you get when you combine Clemson University Teaching and Learning professors and undergraduate students with Ware Shoals elementary and middle-school students and teachers? *Inquiring Minds!*

A two-day event, *Inquiring Minds*, was held last May to engage Ware Shoals students in inquiry-based math and science activities and peer-teaching. *Inquiring Minds* was fully funded through a Community Impact grant in GCCF's 2015 Open Granting cycle.

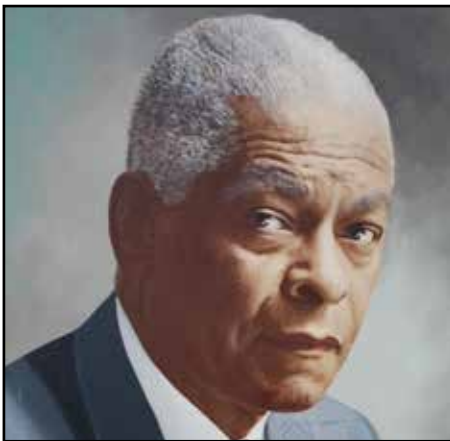
After a successful one-day pilot program at Ware Shoals Middle School in 2015, this collaborative team developed an expanded project to reach a greater number of students. Clemson University brought their grant proposal to GCCF, on behalf of Ware Shoals District 51 students and teachers. Last May, 63 fifth graders and 72 sixth graders at Ware Shoals Middle School participated in directed activities designed to cultivate inquiry, demonstrate principles, and deepen understanding of science and mathematics. According to Dr. Nicole Banister of Clemson University, "Not only did the program provide students access to meaningful and critical participation in high-status mathematics and science, but it also provided the teachers of these students with an instructional model for how to design the same impactful learning throughout the academic school year."

On the first day of the two-day event, four inquiry-based activity stations, run



by Clemson faculty and students, were arranged for 6th and 7th grade students. On the second day, the 6th and 7th grade students ran the activity stations for 4th and 5th graders, mentored by Clemson pre-service teachers who supervised the students in their teaching work, helping support their peers' inquiry and understanding of the math and science ideas behind the different activities.

And the students' responses to all that challenging academic work? "This was so much fun!" "I loved working in a group!" "Can we do this every day?" "I like to figure out the hard stuff" "Wow – teaching others was really hard, but it was fun. Maybe I want to be a teacher." "I have more ideas. Want to know them?"



The Greenwood County Community Foundation (GCCF) has been working with community leaders and engaged individuals across the country to lay the groundwork for a fund that will preserve the historical legacy of one of Greenwood's most noted native sons. Dr. Benjamin E. Mays was born in a sharecropper's cabin in southern Greenwood County, in the Epworth community. He rose to international prominence as President of Morehouse College in Atlanta, and as a pioneer in the civil rights movement. Advisor to

Foundation Seeks to Preserve Legacy of Greenwood-born Civil Rights Pioneer

five U.S. Presidents, Mays was also a mentor to Dr. Martin Luther King, Jr., and was instrumental in developing his non-violent approach to protest.

Dr. Mays was also a firm believer in the value of education as a means to lift oneself out of difficult surroundings and advance in life. To honor that aspect of his professional career, The Dr. Benjamin E. Mays Endowment will also look to provide scholarship opportunities for individuals pursuing post-secondary educational training.

While still in the planning stages, the Mays Endowment is expected to "go live" in late 2017. For more information about the life of Dr. Benjamin E. Mays, visit mayshouse-museum.org. To learn more about the Mays Endowment, contact GCCF at staff@greenwoodcf.org.

NonProfit Spotlight:

Passion for Home Ownership Drives Habitat for Humanity's Chad Charles

Devastating diagnosis was catalyst for desire to help others



Chad Charles

Talk to Chad Charles, Executive Director of Greenwood Habitat for Humanity, and you'll get an upbeat, enthusiastic take on the organization's mission and the success it's having in Greenwood. The 4th generation builder, church leader and family man had the ideal life, marriage to his high school sweetheart and 3 wonderful kids, until a devastating doctor's prognosis left him reeling and turned his entire world upside down. "In 2010, I was diagnosed with esophageal cancer after a routine endoscopy and given 6 months to live," Charles related. Everything stopped as Chad began a treatment regimen that would exhaust all of his financial resources, prevent him from working, and cause upheaval in his family's life. As a result, he lost his home and, while never homeless, did have to worry about making ends meet while seeking housing he could afford. "We ended up living in Abbeville, and I felt bad because I had uprooted my kids and taken them away from their friends and their normal existence." It was this experience that created in him empathy for those who face the fear of not being able to provide a stable home for their families.

"I had volunteered with Habitat for Humanity when I had my business," Charles said. "I had also been involved in the work of the Church, as a youth pastor in my late 20s, and as an interim pastor at churches in transition." It was this combination of dedication to others and to faith that led to the Habitat Board of Directors approaching Charles in 2011, while he was still undergoing cancer treatment, to offer him the top spot running the orga-

nization. "I really believed in the Habitat mission, so I guess they thought I would be a good fit. They took a chance on me." The risk has paid off handsomely as Charles, now 6 years in remission and just recently officially declared "cancer free" has taken Habitat for Humanity to new heights in Greenwood. And he has refocused the organization on a philosophy of community development, as opposed to single home construction, through a Neighborhood Revitalization Initiative. "We work with the residents in a neighborhood first, identifying their needs and their vision for where they live. We repair inhabited dwellings first, then begin addressing blighted properties." Charles added that the work has shifted beyond the recognizable Habitat model. "We may rehab a home, build from the ground up, create a green space or playground – whatever the residents would like to see."

Just recently, Greenwood Habitat for Humanity purchased the former Mauldin Lumber location on Maxwell Avenue. Their "ReStore" operation is now open in that location, and eventually the construction and administrative offices will be housed there as well.

Chad Charles learned many lessons during his health scare, but none as powerful as this simple one: "You don't know what others are going through until you've been there yourself." Charles has a passion for giving back and sharing his story with others. In addition to his duties with Habitat, he also currently serves as Pastor of Emerald Baptist Church on West Laurel Avenue. As Chad Charles is quick to tell anyone, "Throughout my life, my faith and my family have gotten me through everything." He has taken those blessings and is now sharing them with the community. And the community is a better place because of it.

Note: Greenwood Area Habitat for Humanity is a prior recipient of grant funding from GCCF. The Foundation is proud to support the mission of this outstanding community nonprofit organization.

You can still make tax-deductible contributions to funds held at GCCF before the end of 2016.

For more information about creating or contributing to a fund at GCCF, call: (864) 223-1524 or email: jsmith@greenwoodcf.org.

GCCF Convenes Area Pastors for Discussions Around Race, Unity and Equality

The Greenwood County Community Foundation (GCCF) hosted a dinner in November that brought together 12 area ministers to start an open discussion about the state of race relations in Greenwood, and how to work towards a more equitable community, and proactively advocate for unity in Greenwood County. Led by Pastor Phil Thraikill, Senior Minister at Main Street United Methodist Church and Chaplain Henry Anderson, head of Self Regional Healthcare's Pastoral Services, the group consisted of African American and white religious leaders in an open forum where frank discussion was encouraged.

Thraikill feels meetings like this are critical in any community. "Greenwood is a great town with wonderful people across the spectrum. Leaders are working very hard to make it one of the best places to live, work and raise a family.



But we also know that people are hurting, there is division, and that's what we need to address." He added, "Communities of faith, and their leaders, have an obligation to confront these issues and be a part of the solution."

GCCF is proud to be a part of this effort and looks forward to more frequent collaboration and stronger partnerships as a result of these discussions.

Recent Funds Created:
The George W. Ballentine Fund

\$5.126 Million
Total Endowment

\$2.133 Million
Total Grants Awarded

27 Named Funds