



PHILANTHROPY FOCUS

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FOUNDATION FOR
THE CAROLINAS

WINTER 2016

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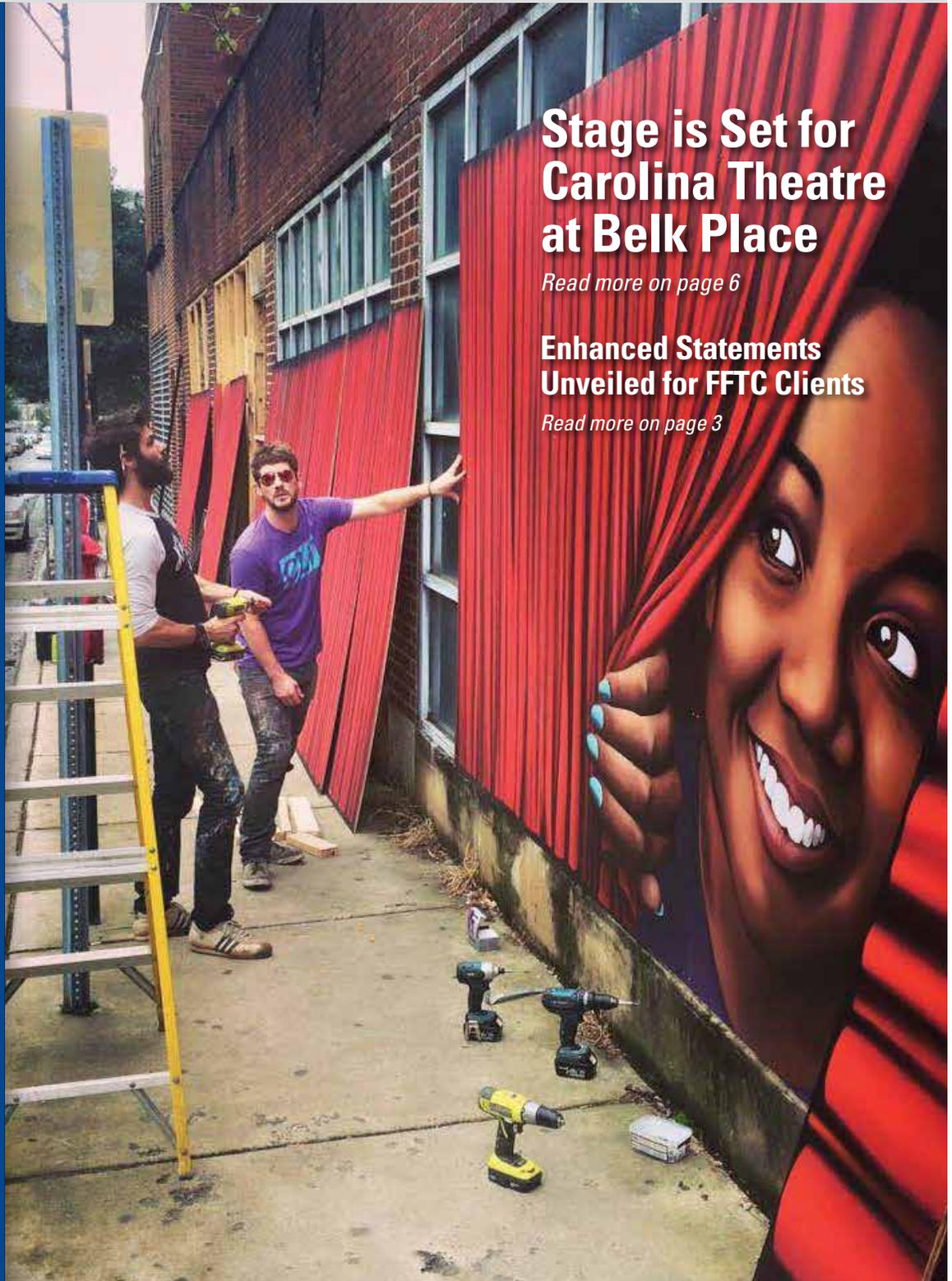
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Photo Credit: Bryan Pierce

PROFESSIONAL ADVISOR SPOTLIGHT

Q&A with Woody Connette and Stephen Morris

Essex Richards attorneys Edward G. “Woody” Connette and Stephen H. Morris are valuable FFTC partners. They encourage clients to consider innovative, efficient ways to incorporate charitable giving in their current and long-term planning.



Woody Connette

Q: Describe your relationship with Foundation For The Carolinas.

A: We have been supporters of the Foundation for many years and have maintained professional relationships with its leaders. We’ve been very impressed by the vision and leadership of Michael Marsicano and his team and their engagement in our community. Identify a community issue, and it’s a pretty sure bet that FFTC representatives will be in the room. They seem to be everywhere!



Stephen Morris

Q: What value does your FFTC partnership bring to clients?

A: Many of our clients have an interest in philanthropy, particularly with their estate planning. Not all of our clients have a clear idea of what they can accomplish with their charitable giving or how to structure their philanthropy. Introducing them to FFTC is a great option. The Foundation can show them a wide array of options and customize philanthropic opportunities to suit the clients’ particular needs and interests. This often is an eye-opening experience for our clients.

Q: How do you encourage clients to consider giving as part of their overall estate plans?

A: We find that many clients come to us wanting to include charitable giving as part of their overall plans, and they initiate the conversation. Obviously, there are situations where philanthropy offers tax advantages, but most of our clients who are considering charitable giving are driven by more altruistic goals: the desire to help and improve their communities, to make a difference in the lives of others and to give something back. For those clients, the real conversation is more strategic: Where is the greatest need? Where can I do the most good? How do I get the most bang for my buck? Having the opportunity to work with clients like that is personally rewarding and makes us feel good about our work.

Q: What would you like to share with advisor colleagues who haven’t yet partnered with FFTC?

A: Get to know FFTC, its programs and its staff. We are forever learning more about the depth and scope of its outstanding work. Treat FFTC as a resource for your clients. Introduce them to FFTC. Even if they elect not to include philanthropy as part of their overall estate plan, or if they choose avenues other than FFTC for their charitable giving, they will be better informed and will make wiser choices as a result.



The Center for Prevention Services has served our region since 1971, offering programs and services to help prevent substance abuse, teen alcohol and drug use, and to promote drug free workplaces and schools.

FFTC AGENCY FUND HELPS SUSTAIN SUBSTANCE ABUSE PREVENTION AGENCY

Founded in 1971 as a drug education agency by visionary pediatrician Jonnie McLeod, the Center for Prevention Services has served the Charlotte region for more than four decades with prevention-focused approaches to substance use. “Three out of five people have a direct correlation to substance use issues, whether it’s a neighbor, friend, parent, child or spouse,” said Jane Goble-Clark, executive director of the Center for Prevention Services.

But the future of this valued organization was once in jeopardy, when government agencies decreased grant funds and delayed payment on contracts during the throes of the Great Recession. In 2014, Goble-Clark and the Board of Directors chose to use their remaining assets to create a fund with Foundation For The Carolinas, sustaining prevention initiatives even if the organization closed. Fortunately, the government agencies paid their contracts three days before the projected closing, and the Center for Prevention Services managed to stay afloat.

Nonetheless, the organization moved forward with establishing an FFTC Agency Fund. “When faced with the prospect of closing our doors after 45 years serving the region, Foundation For The Carolinas was the only agency of its kind that I could turn to,” said Goble-Clark. “Our goal was to preserve the legacy of the organization, yet the fund has only continued to flourish under their stewardship.”

Today, the fund continues to distribute grants to prevention initiatives, and the Center for Prevention Services has more than doubled its budget.

For more information about FFTC’s Center for Nonprofit Sustainability, visit www.ffc.org/nonprofits.

ENHANCED FUND STATEMENTS

As you may have noticed in your fourth quarter 2015 statement, FFTC has transitioned to a new fund statement format. The format incorporates a crisper look and feel that underscores the most relevant financial information pertaining to your fund.



We will transition shortly to online delivery for the vast majority of our clients (unless you opt out), which will provide many additional benefits, including increased monthly frequency and 24/7 access to your financial information, with customizable features such as user-selectable date ranges. If you are not currently registered to access your fund online, we encourage you to create an account as soon as possible at www.fftc.org to leverage these benefits. For assistance, please contact our Donor Relations team (704.973.4529 or donorrelations@fftc.org) or your relationship manager.

These enhancements reflect valuable feedback from our clients, as well as our commitment to providing the highest level of service to our family of fundholders. We appreciate your continued generosity and partnership and hope you like the results. Stay tuned for the launch of online statement delivery soon!

Visit www.fftc.org to access your fund online or to register for online access.

FFTC TOPS U.S. AND INTERNATIONAL PHILANTHROPY RANKINGS

In November 2015, Foundation For The Carolinas was featured in *The Chronicle of Philanthropy's* annual "Philanthropy 400" edition, a comprehensive overview of the philanthropic accomplishments of the nonprofit sector nationwide. In addition to ranking first among all North Carolina nonprofits, FFTC was highlighted as one of four rising stars who have soared in the *Chronicle's* rankings over the past 25 years.

Thanks to generous donors and fundholders, FFTC has ascended from No. 276 in 1991 to No. 28 today in terms of private contributions among all American charities. In the article, FFTC executives also attributed the organization's outpacing growth to a high-touch, donor-centric model, civic leadership expertise and several innovative giving options.

Foundation For The Carolinas was also recently ranked No. 16 on *City A.M.'s* "World's Top 20 Donors" list, based on 2014 grantmaking figures. More than 11,200 grants totalling \$342 million were distributed from FFTC-held funds that year, supporting nonprofits throughout our region and beyond. FFTC's ranking fell between the U.S.-based Lilly Endowment at No. 15 and W.K. Kellogg Foundation at No. 17.

City A.M. is a daily financial newspaper based in London, England. Topping the list was the Bill & Melinda Gates Foundation. The U.K.'s Wellcome Trust, France's Novamedia, Spain's La Caixa Foundation and the U.S.'s Ford Foundation round out the top five.

SEMINAR OFFERS INVESTMENT EXPERTISE

FFTC hosted an investment seminar for fundholders in early November. *Hard Crash, Soft Landing: Parachutes for Successful Investing* featured a presentation by Jeffrey Sherman, Portfolio Manager - Macro Asset Allocation at DoubleLine Capital.



Jeffrey gave an insightful discussion on successfully navigating market turbulence.

Jeffrey Sherman provides FFTC fundholders with insights into the sometimes unpredictable world of investments.

His remarks were tailored to appeal to both novice and savvy investors alike. Foundation For The Carolinas is invested in two DoubleLine Capital fixed income products across its various portfolios.

For more information on FFTC's investment platform and strategy, visit www.fftc.org/Investments.



In December, the Center for Personal Philanthropy hosted more than 100 current fundholders and planned giving donors for a celebration of giving. The program featured personal stories of giving by Merry Johnston, David Goodman and Ann Temple.

CIVIC LEADERSHIP 2015 YEAR IN REVIEW

2015 was one of the busiest years on record for the Robinson Center for Civic Leadership. In addition to the exciting work on the Carolina Theatre and collaboration with Aldersgate on aging services (*see sidebar*), the Center helped launch the Charlotte-



Brian Collier

Mecklenburg Opportunity Task Force to address economic opportunity in our region. Poised to be one of the Foundation's most exciting initiatives, the Task Force worked tirelessly throughout 2015 to understand the current realities and struggles for many residents in our community. Heading into 2016, the Task Force still has much to learn on a number of topics associated with economic mobility – including differences in school quality, income inequality, family structure and social capital, to name a few.

As part of the effort to bring the issues of economic mobility to light, Foundation For The Carolinas and the Charlotte-Mecklenburg Opportunity Task Force have brought a number of national experts to our community: from Richard Reeves and Bruce Katz of the Brookings Institute, to *Our Kids* author Robert Putnam, to *New York Times* bestselling author, Ta-Nehisi Coates.

The work of the Charlotte-Mecklenburg Opportunity Task Force is far from complete, but we are very excited about the progress to date, none of which would have been possible without the generosity and support of the Robinson Center members.

Apart from the work around economic mobility, we are happy to report the following highlights from other Center initiatives:

- ▶ Did you know that 46 percent of renter households in Charlotte-Mecklenburg were cost-burdened in 2013? The **A Way Home (AWH) Housing Endowment** assisted 60 families in 2015 and will aim to support more than 90 families in 2016. The Endowment's \$20 million fundraising goal is inching closer to completion. These funds will support much-needed housing assistance programs in our community.
- ▶ On the literacy front, **Read Charlotte** has begun its work to double the percentage of third graders reading on grade level from 40 percent today to 80 percent in 2025. Studies show that 96 percent of students who read on grade level by the end of third grade will graduate high school on time, regardless of race or income.

Every day I am amazed by the collective strength of the Robinson Center for Civic Leadership and the larger Charlotte community. We thank you – our partners, donors and friends – for the commitments you've made to philanthropy and civic service. I look forward to what we will accomplish in 2016!

Brian Collier, *Executive Vice President*

MAKING CHARLOTTE AN AGE-FRIENDLY COMMUNITY

Foundation For The Carolinas has identified the topic of aging as an emerging issue for its civic leadership work. According to U.S. Census Data, Charlotte's 65 and older population is projected to almost double by 2030 to 250,000. FFTC has long provided support on the other end of the age spectrum for children. However, with the significant number of older adults who will continue to be a part of the community, there is a need to make the Charlotte region a more age-friendly place.

Over the past year, FFTC has convened a diverse group of stakeholders from the City of Charlotte, Mecklenburg County, and the nonprofit and private sectors to discuss the issue. FFTC also partnered with Aldersgate, a nonprofit retirement community, to underwrite a study on improving quality of life for the aging population in the Shamrock Drive corridor. The study found the areas of greatest need include caregiving services to aging parents, navigating the health care system, and food access and insecurity.

The study provides an opportunity to examine one area of Mecklenburg County as a potential "age hub" that could be scaled up elsewhere, moving Charlotte toward becoming a World Health Organization Age-Friendly City/County.

According to Carol Morris, FFTC's vice president & assistant director of civic leadership, this means changing the conversation around aging and becoming a community that supports the diverse interests of older adults. "We have many baby boomers in our community who will be seeking ways to remain active, vital and healthy as they age," said Morris. "Charlotte needs to do a better job of planning for this growing population so that more people can successfully age in place."

For more information and to read the **Shamrock Gateway Study**, please visit civic-leadership.org/programs/aging.



In November, *New York Times* bestselling author and MacArthur Foundation “Genius” Fellow Ta-Nehisi Coates delivered the 2015 Davidson College Reynolds Lecture to a full arena of nearly 4,000 attendees. Sponsored by Davidson College, Foundation For The Carolinas and the Charlotte-Mecklenburg Opportunity Task Force, Coates delivered a riveting lecture on what it means to be black in America, the central theme of his recent book, *Between the World and Me*.

GET ENGAGED THROUGH CIVIC LEADERSHIP

Initiatives launched through the Robinson Center for Civic Leadership are supported by our generous members. These civic-minded individuals make possible the transformative initiatives that shape our community and create a more vibrant region.

FFTC’s flagship program offers innovative and highly interactive membership. Benefits include:

- ▶ Invitations to experiential events, which are tailor-made for our members
- ▶ Educational programming, offering eye-opening and informative sessions
- ▶ Engaging in dialogue about major community issues

You can become a member of the Robinson Center for Civic Leadership with an annual contribution of \$1,000 or more. For those under the age of 35, Emerging Leaders membership begins at \$500 annually. To learn more about how you can get engaged, contact Ron Townsend at 704.973.4586 or rtownsend@fftc.org.



Check Us Out Online!

We invite you to visit civic-leadership.org, where you can find important information about the Robinson Center and links to our philanthropic partners.

PLAN UNVEILED FOR NORTH TRYON CORRIDOR REVITALIZATION

While the future of North Tryon is unwritten, with the leadership of Foundation For The Carolinas and Charlotte Center City Partners, a plan has been developed that could re-envision the 50-square-block district in Uptown Charlotte for years to come.



Rendering from North Tryon Vision Plan, courtesy of MIG Inc.

The North Tryon Vision Plan was unveiled at a public meeting in November, the result of a year of work and research, and the collaboration of 21 government, civic, business and nonprofit partners.

The vision plan covers the area bounded by Eleventh, Sixth, Church and Caldwell Streets, straddling parts of First Ward and Fourth Ward uptown, including the soon-to-be-remodeled Carolina Theatre at Belk Place and FFTC’s home on North Tryon Street. MIG, Inc. consultants worked on the project, along with community partners, and presented it at the public unveiling.

Highlights of the plan include smaller blocks bisected by walkways and a variety of building heights and uses. The idea is to use pedestrian “paseos” – public paths – to make North Tryon more friendly for residents and bicyclists. The draft also included calls for affordable housing, creating an “urban play area” along Seventh Street and mandating ground-floor retail.

The hope is to activate streets by avoiding blank walls and cookie-cutter buildings. The neighborhood would potentially be transformed into a mix of office, residential, retail and cultural institutions, including rebuilding the uptown library branch.

For more information, visit www.northtryon.org.



The North Tryon Vision Plan calls for interactive art installations and civic spaces, ground floor retail, bike lanes and wider sidewalks. (Courtesy of MIG, Inc.)

BELK PLACE | YOUR REGION'S CAMPUS FOR CIVIC ENGAGEMENT

Renderings courtesy of Valor Hospitality Partners



Internationally recognized Valor Hospitality Partners will explore the possibility of developing a 4-to-5 star luxury hotel that will feature 200 rooms in 20 stories on top of the five-story Carolina Theatre at Belk Place. The announcement was made in December.



A mural by local artists Matt Moore and Matt Hooker was unveiled in the fall on the Sixth Street side of the Carolina Theatre at Belk Place. The mural will continue to evolve throughout the theatre's restoration. Follow its progress by searching and using #CarolinaTheatreCLT.



Photo Credit: Sean Busher Imagery

The restoration of the Carolina Theatre at Belk Place will begin in 2016. Located adjacent to Foundation For The Carolinas headquarters, the theatre has stood largely vacant since 1972.

PLANS PROGRESS FOR RENOVATION OF CAROLINA THEATRE AT BELK PLACE

The project to transform the long-vacant Carolina Theatre into a unique civic gathering and convening space continues to move forward, with significant and exciting progress in recent months.

In December, FFTC announced it has identified internationally recognized Valor Hospitality Partners to explore the possibility of developing a 4-to-5 star luxury hotel that will feature 200 rooms and occupy 20 stories on top of the five-story Carolina Theatre at Belk Place complex.

The Foundation plans to lease the air rights for the hotel to Valor, generating a revenue stream that will support the charitable purpose of the theatre. FFTC will not, however, be financially invested in the property. The hotel project also fulfills FFTC's commitment to the City of Charlotte (which gifted the theatre to the Foundation) to seek development for a tax-generating entity above the theatre.

Also in December, FFTC received a \$1.6 million grant from the John S. and James L. Knight Foundation for

planning and establishing interactive technology in the Carolina Theatre at Belk Place, transforming the venue into a civic engagement space that will host town halls, talks, symposiums and debates.

The most obvious visual change to the structure so far is the addition of a mural on the side of the theatre facing 6th Street. The piece – created by local artists Matt Hooker and Matt Moore, and shepherded by Jeff Berg – is a nod to the building's theatrical roots, showing a long red curtain being drawn back. It will continue to “evolve” over the next year – with the curtain pulling back slowly to reveal more – as restoration of the theatre begins.

The Carolina Theatre will be part of a broader collection of venues named Belk Place in honor of the families of Claudia Belk and the late John M. Belk, and Katherine Belk and the late Thomas M. Belk. Belk Place will include such locations as the Carolina Theatre, the hotel and FFTC's current headquarters facility, the Luski-Gorelick Center for Philanthropy.



Dr. Pamela Davies, philanthropist Stan Greenspon and Rabbi Judy Schindler at Queens University of Charlotte. The university will house the Stan Greenspon Center for Peace and Social Justice, which will open in July 2016.

CENTER FOR SOCIAL JUSTICE TO OPEN AT QUEENS UNIVERSITY OF CHARLOTTE

A new center designed to promote social justice advocacy and link the lessons of the Holocaust to today's human rights issues will open in July 2016 at Queens University of Charlotte. The Stan Greenspon Center for Peace and Social Justice is named for the North Carolina-based Jewish philanthropist. Greenspon is establishing a \$2 million endowment that will be managed by the Foundation for the Charlotte Jewish Community, an FFTC subsidiary foundation.

"Stan has a great passion that is exhibited in his efforts to give back and improve the lives of those less fortunate," says Phil Warshauer, executive director of the Foundation for the Charlotte Jewish Community. "His methodical approach to philanthropy matches his Jewish roots and values with his desire, as a successful and results-oriented businessman, for accountability."

Greenspon has been involved in charitable causes since the mid-1970s and served as president of the Jewish Federation of Greater Charlotte during the establishment of Shalom Park. His belief that education, communication and inspiration are the keys to engaging students and helping to avoid another Holocaust is why he spearheaded this project.

"My prayer is that similar terrible nightmares will not happen again," Greenspon told the *Charlotte Observer*, "and that the center's work of social justice will change the landscape, so that all races and religious groups, apart from terrorists, will be treated fairly and with respect."

Rabbi Judy Schindler has been named director of the center. While the vision of the center is still evolving, it will focus on four parts: Jewish studies, Holocaust and human rights education, Jewish life programming with the Queens University Department of Jewish Life, and social justice.

For more information, visit www.queens.edu.

GRANTS FOR LITERACY, OTHER CAUSES AWARDED BY REGIONAL AFFILIATES

Efforts to improve childhood literacy in Iredell County received a boost from the Iredell County Community Foundation. In December, the Foundation awarded an \$80,000 grant to the Boys and Girls Club of the Piedmont to fund a literacy enrichment program for 170 second graders at eight Iredell-Statesville schools. The Iredell County Community Foundation is among FFTC's 13 regional affiliates.

The grant is the largest the affiliate has ever awarded. It will support the "Read, Lead, Succeed!" program -- a partnership between the Boys and Girls Club of the Piedmont and Iredell-Statesville Schools. The Foundation also awarded a \$10,000 grant to Hospice & Palliative Care of Iredell County for a program that helps children cope with grief and deal with crisis while remaining academically engaged, and \$7,500 to PowerCross for a peer mentoring and tutoring program for young men.

Other regional affiliate highlights include:

- ▶ **Salisbury Community Foundation** awarded \$125,000 to 31 nonprofits in Rowan County, including \$8,000 to Community Care Clinic of Rowan County, Inc., for staffing dental clinics and \$7,000 to Meals on Wheels of Rowan, Inc., for home-delivered meals.
- ▶ **Cabarrus County Community Foundation** awarded \$24,000 in grants to 11 local organizations, including \$3,000 to the Academic Learning Center, Inc. for an after school tutoring program, and \$3,000 to the Rowan-Cabarrus Community College Foundation for health and wellness education and outreach.
- ▶ **Cherokee County Community Foundation** distributed \$17,000 to four nonprofit organizations. Highlights include \$5,000 to Junior Achievement of Central South Carolina for its Cherokee County Programs, and \$2,000 to We Girlz Rock, Inc., for its Young Women Empowerment & Empowering for a Change project.



Iredell County Community Foundation board members Jim Ashburn and Ralph Bentley present Anna Washington with a grant to the Boys & Girls Club of the Piedmont in the amount of \$80,000.

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www.fftc.org

**Inspiring Philanthropy.
Investing in Community.**

Our newsletter, *Philanthropy Focus*, is designed to inform and interest donors, clients and friends of the Foundation. The communications department welcomes your suggestions.

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- Tara Keener**
- Susan Gray**
- Timothy Hager**
- Liz Sullivan**
- Erica Tomashitis**

Foundation For The Carolinas cares about the environment. This newsletter is printed with vegetable-based ink on paper manufactured from 10% post-consumer, recovered and mixed fiber from 100% certified sources.

2016 FFTC ANNUAL MEETING

If you've already made plans to join us, we look forward to seeing you at the 2016 Foundation For The Carolinas Annual Meeting luncheon, set for **Thursday, March 24**, from noon to 1:30 p.m. at the Charlotte Convention Center. This year's event sold out in record time.

The keynote speaker for 2016 is thought leader **Steven Johnson**, the best-selling author behind *Where Good Ideas Come From: The Natural History of Innovation*, *Everything Bad is Good for You* and *The Ghost Map*. His latest work, *How We Got to Now: Six Innovations That Made the Modern World*, was adapted into a PBS and BBC mini-series with Johnson as host. His erudite, multi-disciplinary theories make him one of his generation's more intriguing thinkers, and he joins the illustrious roster of Annual Meeting speakers who engage and inspire our audiences year after year.



Annual Meeting Keynote speaker Steven Johnson

The Annual Meeting is one of the region's largest and most anticipated gatherings, providing an opportunity for attendees to learn about philanthropy and civic leadership, and to hear from nationally acclaimed, thought-provoking speakers. Each year, the Annual Meeting convenes more than 1,500 leaders from the civic, corporate and nonprofit sectors for a celebration of philanthropy in our region.

For more information about the event, visit www.fftc.org/2016AnnualMeeting.

220 NORTH TRYON HOSTS RECORD NUMBER OF EVENTS IN 2015

Foundation For The Carolinas' headquarters serves as a gathering place and civic hub for our community, offering unique, state-of-the-art space for meetings, fundraisers, weddings, corporate gatherings and private events.

During peak months in 2015, FFTC hosted more than 450 meetings and events throughout the facility, which includes an art gallery, classroom, pavilion, solarium overlooking Tryon Street, two rooftop terraces and 17 board and conference rooms. The diverse lineup of events included a holiday popup shop in the Sonia and Isaac Luski Gallery; a Chefs for Kids' Cancer fundraiser that featured samples from local restaurants; and a National Order of the Legion of Honor celebration on Veterans Day that honored WWII veterans.



The Chefs for Kids' Cancer event featured a sampling of food prepared by local chefs.

Revenue generated from 220 North Tryon allows FFTC to share its building with our community and to offer free meeting space to our region's nonprofits during weekday business hours. Last year alone, the Foundation hosted hundreds of complimentary meetings for our region's nonprofits.

For more information, visit www.fftc.org/Events.

 **LIKE US ON FACEBOOK!**



Denis Barbet, the French consul general to the American Southeast, right, presents the French Legion of Honor medal to veteran Dudley Brown during the Veteran's Day ceremony.

Photo Credit: Diedra Laird - The Charlotte Observer