



PHILANTHROPY FOCUS

A PUBLICATION OF
FOUNDATION FOR
THE CAROLINAS

FALL/WINTER 2018

Community Rallies for Hurricane Florence Victims

Professional athletes, corporations
and others support relief efforts

Read more on page 6



Pages 2-3

Centers for Giving
Our Generous Donors

Pages 4-5

Robinson Center for
Civic Leadership and
Community Programs

Pages 6-7

News from our
Partners and Region

Page 8

Foundation News
and Updates

SAVE THE
DATE

April 2, 2019

FFTC Annual Meeting
Read more on page 8

PROFESSIONAL ADVISOR SPOTLIGHT

Q&A with Freddy Faircloth

Freddy Faircloth of James C. Hardin III, PLLC in Rock Hill, SC, is a valuable FFTC partner. As a professional advisor, he works with clients to incorporate charitable giving in their current and long-term planning.



Freddy Faircloth

Q: What is your relationship with Foundation For The Carolinas?

My relationship with FFTC began almost 15 years ago as a participant in the Impact Fund program, where young professionals gain experience as grantmakers. For almost a decade I served on the Board of Trustees for the York County Community Foundation, including two years as Board Chair. I also serve on a non-profit board that maintains a fund at FFTC and have numerous clients with funds at FFTC.

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

The value is in the resources and relationships. FFTC staff are experienced and I know they will provide my clients sound advice and a high level of service. Just as importantly, our FFTC partners are members of our community and are committed to making a difference in the lives of those around us.

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

Charitable giving allows clients to leave a lasting legacy and to foster in younger generations an appreciation of giving to others. Also, for many of our clients, planning strategies developed around charitable giving can be significant estate tax planning tools.

Q: What would you share with colleagues who haven't yet partnered with FFTC?

FFTC provides a broad range of services to ensure your client's needs, however simple or complex, are met. FFTC's ability to facilitate gifts of unique assets, such as closely held business interests or real estate, and to provide tailored solutions on planning techniques and investment strategies evidenced by a flexibility that separates FFTC from others. You will also find that FFTC staff is just as committed to providing exceptional services to your client as you are.

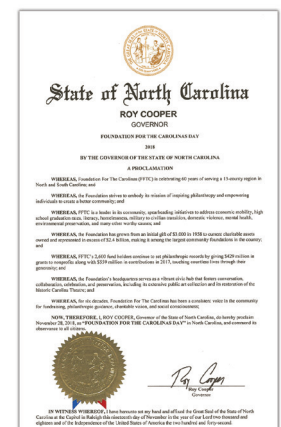


The Center for Personal Philanthropy at FFTC celebrated kindness and generosity at its annual fundholder thank-you luncheon. With the help of Children's Theatre of Charlotte, attendees and speakers reflected on the power of kindness to create community impact.

GOVERNOR DECLARES FOUNDATION FOR THE CAROLINAS DAY

In honor of FFTC's 60th anniversary and service to the community, North Carolina Governor Roy Cooper recently proclaimed Nov. 28 Foundation For The Carolinas Day.

The proclamation reads, in part, "For six decades, Foundation For The Carolinas has been a consistent voice in the community for fundraising, philanthropic guidance, charitable vision and social consciousness."



THE SEASON OF GIVING

Now is an excellent time to support the charitable causes you value, while leveraging the associated tax benefits. We hope you will consider making a gift to your fund or establishing a new charitable gift fund today.

FFTC offers a number of fund options to meet your philanthropic needs. We accept a wide variety of assets, such as stock, real property and closely held business interests.

To learn how we can help you achieve your charitable goals, contact our Philanthropic Advancement team at 704.998.6412 or philanthropy@fftc.org.

Important Year-End Deadlines

Please note: for a cash or check gift to be credited in calendar year 2018, it must be received or postmarked by December 31, 2018. Gifts of stock must be received into the Foundation's brokerage account on or before December 31, 2018.

To ensure that grants from your charitable fund are processed before the New Year, please submit your recommendations by December 21, 2018 for previously approved organizations and December 14, 2018 for new organizations. For assistance, contact our Donor Relations team at 704.973.4529 or donorrelations@fftc.org.

GUIDELINES FOR IRA CHARITABLE ROLLOVERS

Donors age 70½ or older can generally transfer up to \$100,000 annually from their IRAs directly to qualified public charities without having to recognize the distribution as income.

Distributions to donor advised funds or supporting organizations will not qualify, but distributions can be made to FFTC Designated Funds, Scholarship Funds and Field of Interest Funds, as well as to unrestricted funds that support FFTC's community grantmaking.

** The material contained herein is not to be construed as tax or legal advice.*

CAROLINAS PANTHERS SALE LEADS TO \$30 MILLION GIFT

When the Carolinas Panthers franchise sold earlier this year, limited partner Derick Springsteen Close contributed a sizeable portion of his proceeds to the Springsteen Foundation, a donor advised fund held at Foundation For The Carolinas.



Derick Springsteen Close

The Springsteen Foundation will focus its grantmaking on human services, health and education.

"Giving back to the community is very important to me and my family," Close explained. "This gift will allow us to continue the legacy of philanthropy started by my grandfather in 1942 and continued by The Springs Close Foundation, led by my mother."

Close, on behalf of DSC Football LLC, was among an 11-member group of limited partners at the time of the sale. Close was an initial investor when the NFL approved the team's entry into the league in 1993.

"Derick Close is a generous philanthropist who is making a significant impact on our region through both lifetime and legacy gifts," said FFTC President and CEO Michael Marsicano. "We are grateful for Derick's magnanimity; his gift will benefit our community for many years to come. He joins a national movement of select philanthropists in America who are making substantial giving pledges, setting new and higher standards of generosity."

The Springsteen Foundation's inaugural grant cycle will begin in early 2019.

Learn how you can make an impact at www.fftc.org/PersonalPhilanthropy

CELEBRATING PHILANTHROPY

Congratulations to FFTC fundholders Alfred and Amy Dawson who were named 2018 Outstanding Emerging Philanthropists at this year's National Philanthropy Day awards, presented by Association of Fundraising Professionals - Charlotte.



CHARLOTTE CHOSEN AS FLAGSHIP CITY FOR HARVARD PROJECT

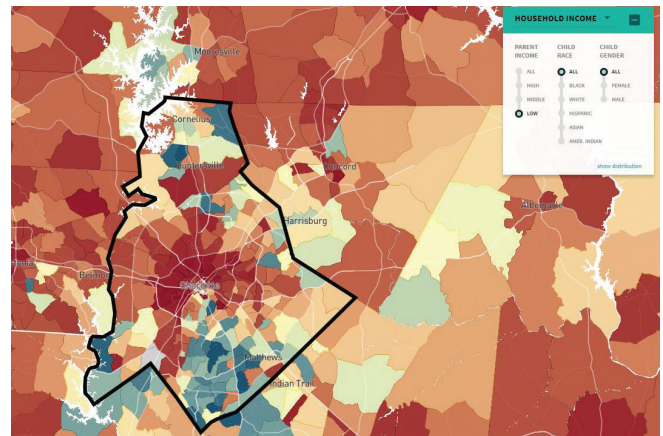
While we've known a child's ability to move up the economic ladder is affected by their zip code, new research from Harvard University indicates vast opportunity differences on a street-by-street level. This "micro" view of economic data is part of a new project, Charlotte Opportunity Insights. Its goal is to use data to work with Charlotte's existing upward mobility initiatives to inform policy and philanthropy.



David Williams, policy director for Charlotte Opportunity Insights, spoke at a stakeholders' luncheon recently. Williams oversees the partnership between Harvard, the Leading On Opportunity Council, UNC Charlotte, the Foundation and others.

The project is funded locally by the Gambrell Foundation and centered around the Opportunity Atlas, a huge database that uses census and IRS data, as well as local research from UNC Charlotte's Urban Institute, to give researchers a street-level view of the factors that influence mobility.

"Charlotte Opportunity Insights is a potential gamechanger, because it's not about just issuing another report; we're using big data – both national and local – to help guide strategy and inform the use of our finite resources," said FFTC Executive Vice President Brian Collier. "Of course, there's only so much data can tell you about what's happening in people's lives, so we're also ensuring that we have robust community engagement and a qualitative data strategy to get feedback on our findings."



The Opportunity Atlas shows upward mobility levels at the census-tract level, using anonymous data compiled from 20 million Americans over the past 30 years. The online tool also allows users to view and overlay demographic data such as employment rates, income and education levels.

The Harvard research team is led by Professor Raj Chetty, who was behind the Equality of Opportunity Project study that ranked Charlotte last among the 50 largest metropolitan areas in the country in terms of upward mobility. That report led to the Charlotte-Mecklenburg Opportunity Task Force and the resulting Leading On Opportunity report and council.

"I'm certain that this initiative by itself won't reveal the magic bullet solution to intergenerational poverty," Collier added, "but it will be an important tool in the toolbox to help develop strategies that ensure every child in our community is positioned for success."

Visit www.opportunityatlas.org for more information on the Opportunity Atlas tool or to see how your street fares

RCCL STATE OF THE UNION

Robinson Center for Civic Leadership members and FFTC fundholders gathered in November for the 2018 State of the Union address. Richard Reeves of the Brookings Institute served as the keynote speaker, discussing the Opportunity Insights Project as well as the importance of social capital and respect in boosting economic mobility.



The State of the Union address also served as the 10th anniversary celebration for the Robinson Center for Civic Leadership, which was established in 2008 to address our community's greatest challenges and opportunities.



Kendall Alley, region bank president for Wells Fargo, recently announced his company's participation in FFTC's Housing Opportunity Investment Fund. Wells Fargo pledged \$20 million to support efforts to increase affordable housing.

CRESCENT COMMUNITIES AND WELLS FARGO JOIN FFTC IN HOUSING PUSH

The Foundation-led effort to raise \$50 million from the private sector to address Charlotte's affordable housing crisis received a major boost recently. The Housing Opportunity Investment Fund received traditional and non-traditional gifts from Crescent Communities and Wells Fargo:

- ▶ Crescent Communities donated 4.5 acres of land to FFTC for the construction of affordable housing within its planned River District in West Charlotte. Land donation is a non-traditional funding source, but it's critical for the construction of mixed-income housing. The land, valued at \$2 million, will be developed by Laurel Street Residential.
- ▶ Wells Fargo pledged \$20 million in support of affordable housing, including a \$5 million grant to the private-sector fund; \$6 million to expand its Neighborhood-LIFT program (designed to provide down payment assistance); and \$9 million over the next three years to support local nonprofits addressing affordable housing and neighborhood revitalization in Charlotte.

The \$50 million private sector goal is intended to match the City of Charlotte's \$50 million bond, which was approved by voters in November to increase the City's Housing Trust Fund. The private-sector fund was jumpstarted by FFTC's \$5 million program-related investment in May. Additional gifts are expected in the coming months.

Increasing access to affordable housing was a key recommendation in last year's Leading on Opportunity report for improving upward mobility in the region.

For more information, visit www.ffc.org/HOIF

FUND SUPPORTS CHARLOTTE'S AFRICAN AMERICAN COMMUNITY

The African American Community Foundation recently awarded grants to four nonprofits in Mecklenburg County:

- ▶ **BlackTech CLT:** \$2,500 to support its economic development mentorship program.
- ▶ **Smart Girls:** \$2,500 to support STEM experiences for elementary-aged girls.
- ▶ **Teen Health Connection:** \$2,500 to support alcohol and substance abuse prevention initiatives.
- ▶ **Urban League:** \$2,500 to support the Urban League of Central Carolinas' Career Fair.



The African American Community Foundation supported the Urban League of Central Carolinas' career fair.

AACF is a grantmaking program managed by Foundation For The Carolinas and made possible through the Lethia Henderson Fund Endowment and the Elizabeth S. Randolph African American Fund Endowment.

Established in 1994 to support efforts that promote economic self-reliance, equal opportunity, leadership skills and cultural awareness among the region's African-American community, AACF has awarded more than \$400,000 in grants to local nonprofits.

Visit www.ffc.org/AACF to support future grantmaking

AT EVENT, ALL IDEAS 'ON THE TABLE'



On Oct. 24, thousands of Mecklenburg County residents convened in small groups to discuss the ongoing impact of segregation. The gatherings were part of On The Table CLT 2018, a community-wide discussion of challenging issues and possible solutions presented by FFTC and the John S. and James L. Knight Foundation. New this year: some ideas will be awarded microgrants to turn the ideas into action. Visit www.ffc.org/ActOn to learn more.

COMMUNITY RALLIES TO HELP HURRICANE VICTIMS

When Hurricane Florence hit the Carolina coast in September, thousands of residents were forced to flee the dangerous storm and were left with the daunting task of rebuilding. Foundation For The Carolinas created the Hurricane Florence Response Fund to offer relief to those in greatest need.

Generous donors in our region and beyond rallied to raise money for the fund. From a \$1 million gift from Michael Jordan to a \$75 gift from a young girl who held a bake sale in Brooklyn, NY, donors across the nation came together to help those affected by the disaster. Numerous local retailers and restaurants also contributed by holding fundraisers and auctions to support the fund.



Gifts to the Hurricane Florence Response Fund came from many places, including these kids who donated funds from a bake sale they held in Brooklyn, NY.

FFTC recently announced the first round of grants from the Hurricane Florence Response Fund. The initial grants, totaling \$753,500, were awarded to 20 organizations supporting rebuilding and recovery efforts in affected communities. Some of these grants include:

- ▶ **All Hands and Hearts - Smart Response:** \$50,000 to clean up and stabilize flooded households.
- ▶ **Breaking Barriers Catching Hope:** \$25,000 to provide integrated mental health services to flood victims and survivors.
- ▶ **Wilmington Area Rebuilding Ministry:** \$75,000 to make emergency repairs and develop a multi-agency network for long term recovery.

Grants will also be given to address longer-term needs. Details about upcoming opportunities will be shared soon.

You can continue to support future grants by donating at www.ffc.org/HurricaneResponse



Harvest Hope Food Bank was awarded a \$25,000 grant for food aid from the Hurricane Florence Response Fund.



Carolina Panthers player Julius Peppers created a relief fund with a gift of \$100,000, inspiring others to join the effort. He followed up by returning to Eastern North Carolina to volunteer his time with the United Way.

Walmart, Carolina Panthers Star Support Hurricane Victims

FFTC also managed hurricane relief funds for Walmart and Julius Peppers of the Carolina Panthers.

The Walmart 2018 Hurricane Relief Fund collected donations online and at registers. Donations were boosted by a generous match from Walmart, and in total, the fund raised more than \$11.3 million for victims of Hurricanes Florence and Michael, most of which has already been granted out to nonprofits aiding relief efforts.

Julius Peppers, a native of Eastern NC, opened the Julius Peppers Hurricane Relief Fund with a personal gift of \$100,000, which was matched by teammate Cam Newton and Panthers owner David Tepper. Generous donations from fans and players brought the total to over \$400,000. Peppers awarded the first grants to the United Ways of Robeson County, NC and Chesterfield County, SC, and more grants are expected soon.

Give to the Julius Peppers Hurricane Relief Fund at www.ffc.org/PeppersFund

E4E Relief Provides Disaster Relief

E4E Relief, a wholly-owned subsidiary of FFTC, manages employee assistance funds for companies across the United States. Following the two hurricanes in the Carolinas, they received 3,200 applications for financial assistance and distributed nearly \$2.8 million in relief.

Visit www.E4Erelief.org to learn more about employee disaster and hardship funds

NONPROFIT TIMES NAMES FFTC LEADER TO TOP 50 LIST

Foundation President and CEO Michael Marsicano was recently named to the NonProfit Times' 2018 Power & Influence Top 50 list.



Michael Marsicano

He joined the leaders of the AARP, MacArthur Foundation and YMCA of USA on the list of top nonprofit executives in the nation, which has previously included Colin Powell and Bill and Melinda Gates. Marsicano was cited for his leadership in economic opportunity and education, as well as the Foundation's work with disaster and hardship relief.

FFTC ANNOUNCES EXECUTIVE TEAM ADDITION AND PROMOTION

FFTC recently welcomed Nikhil Sawant as Executive Vice President of Business Services & Chief Information Officer and promoted Deb Watt to Chief Human Resources Officer.



Nikhil Sawant



Deb Watt

- ▶ Sawant leads FFTC's newly formed Information Technology and Business Services (Project & Process Management and Donor Relations) groups. For the past 11 years, he worked at Snyder's-Lance in several leadership roles.
- ▶ Watt has more than 26 years of experience at FFTC, most recently as Senior Vice President, Information Technology & Human Resources. In her new role, she is responsible for developing and executing human resource strategy in support of the strategic direction of the organization.

FFTC TEAM GIVES BACK

In August, FFTC staff volunteered for *Live United Day – All IN for the Kids!* at First Ward Creative Arts Academy in support of the Charlotte Chamber, Charlotte-Mecklenburg Schools and United Way of Central Carolinas.



(From left) Manning Kimmel recently hosted Bernie Ackerman and Jim Hardin on his WRHI radio show to discuss the future of York County.

NEWS FROM OUR REGION

York Celebrates 30 Years with Legacy Gifts

To celebrate York County Community Foundation's 30th anniversary, longtime board members Bernie Ackerman and Jim Hardin announced their intent to include YCCF in their estate plans – and they hope others will follow.

In its 30-year history, the York County Community Foundation has awarded more than \$500,000 to more than 80 organizations benefitting residents of York County. But the past two years have seen record grantmaking, with the board awarding more than \$100,000 to support local nonprofits.

This increase in grantmaking is thanks to the growth of the York County board's endowed funds, due to generous gifts and investment growth, as well as a match opportunity with FFTC, known as Give, Grant, Grow York County. Ackerman and Hardin hope that legacy gifts, including their own, can increase the size of the endowment and impact the board's grantmaking reach.

Union County Receives Major Gift

The Union County Community Foundation received a \$127,000 gift from the Paul J. Helms Family Trust to its Community Fund. The gift will increase this unrestricted fund, overseen by the Union County board, by more than 140 percent and will result in more dollars available for grantmaking to local nonprofits.

Cherokee Meets Fundraising Challenge

The Cherokee County Community Foundation met a \$25,000 fundraising challenge from the Fullerton Foundation, ensuring an additional \$12,500 gift to CCCF. The Fullerton Foundation has offered the same match for 2019 which, if met, would bring the overall result of this generous match to \$75,000 over two years.

For information on how you can help grow regional endowments to support greater grants to local nonprofits, visit www.ffmpeg.org/RegionalAffiliates

Our newsletter, *Philanthropy Focus*, is designed to inform and interest donors, clients and friends of the Foundation. We welcome your suggestions at focus@fftc.org.

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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.



An Event to Remember

220 North Tryon at Foundation For The Carolinas offers unique, art-filled event spaces for weddings, receptions, rehearsal dinners and other celebrations.

"One of my favorite parts of the day was the party on the dance floor in the solarium, with city lights surrounding us. I had a wonderful experience and wouldn't change a thing."

- Jessica (2018 Bride)

Revenue generated from our event spaces allows us to offer complimentary meeting space to local nonprofits and to share our gallery with the community.



at Foundation For The Carolinas

Visit www.fftc.org/weddings for more information

SAVE THE DATE: 2019 ANNUAL MEETING

Save the date for the 2019 Foundation For The Carolinas Annual Meeting luncheon, set for Tuesday, April 2, from noon to 1:30 p.m. at the Charlotte Convention Center.



José Andrés

The keynote speaker is celebrated chef, author and television personality José Andrés, whose nonprofit helped serve millions of meals in Puerto Rico and the Carolinas after hurricanes. Andrés, who was recently nominated for the 2019 Nobel Peace Prize, will share his experience with responding to critical issues.

The Annual Meeting is one of the region's largest and most anticipated gatherings, convening more than 1,500 leaders from the civic, corporate and nonprofit sectors for a celebration of philanthropy in our region.

Seats will be available for purchase in January at www.fftc.org. For sponsorship information, contact Susan Gray at 704.973.4588 or sgray@fftc.org.

