



# PHILANTHROPY FOCUS

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THE CAROLINAS

SUMMER 2019

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## FEATURED ARTIST

KENNY PIEPER



Kenny Pieper is an American artist specializing in traditional Italian glass vessels and sculpture. His works are featured in the Levine Conference Center, located at FFTC's headquarters facility.



## José Andrés & Vivian Howard Share Stories of Response at Annual Meeting

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## \$50 million Affordable Housing Campaign Nears Fundraising Goal

Read more on page 7



## PROFESSIONAL ADVISOR SPOTLIGHT

### Q&A with Kerri Mast

*Kerri Mast, a Senior Vice President with Brown Brothers Harriman, is a valuable FFTC partner. As a professional advisor, she works with clients to incorporate charitable giving in their current and long-term planning.*



Kerri Mast, J.D.

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

I have had a long relationship with FFTC, dating back to 2003. As a wealth planner for business owners and families of generational wealth, and a former practicing attorney, many of my clients have partnered with FFTC to create philanthropic vehicles. I have also served on FFTC's Cabinet of Professional Advisors. In addition, I once worked at FFTC as the Vice President of Planned Giving.

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

One important aspect of our partnership with FFTC is our Investment Alliance relationship, which allows our clients to maintain their current investment manager and strategies. This is important to clients because it streamlines the administrative aspects of giving and allows them to focus on grantmaking.

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

I have learned over the years that the tax benefits – though there are many – are not the primary driver of philanthropy. Many clients give after reflecting on the legacy they wish to create. As their advisors, we want to help them accomplish their goals in the most tax-efficient way, so we will guide them on timing, asset selection and structure. But it starts with listening and trying to understand what they wish to accomplish.

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

FFTC is a terrific partner. Many advisors know them for their ability to handle complex assets, such as real estate and business interests, and for sponsoring donor advised funds. But you can call on them for so much more. FFTC brings tremendous expertise on a variety of philanthropic matters. They also serve the community by making connections that allow philanthropists to be more effective.

## FFTC FUNDHOLDER HONORED FOR 50 YEARS OF MINISTRY

The Rev. Dr. Kenneth Monroe, an FFTC fundholder, was recently honored for 50 years of service in the ministry. Monroe is currently the Presiding Bishop of the Eastern North Carolina Episcopal District.



Rev. Kenneth Monroe

Monroe was honored during a celebration held at AME Zion Church in Raleigh. During the ceremony, he was presented with a donation that will create a future scholarship for theological studies. The donation was given by the various congregations, pastors, preachers and friends of the Eastern North Carolina Episcopal District.

Supporting education is important to Monroe, who wants to pay it forward after others helped fund his theological studies at Duke University Divinity School. Monroe created the Impossible Made Possible Fund at FFTC.

Monroe was also awarded the Order of the Long Leaf Pine during the celebration in Raleigh.

Visit [www.ffmpeg.org/GivingFunds](http://www.ffmpeg.org/GivingFunds) to learn more about FFTC Donor Advised Funds

## NEW FUNDHOLDER PORTAL LAUNCHED

In early 2019 the Foundation launched MyFFTC, a newly enhanced online fundholder portal offering new content and capabilities to meet fundholders' needs. Enhancements include:

- ▶ **A dashboard** that provides a snapshot of current funds and recent transactions
- ▶ **Convenient new ways to contribute** to funds
- ▶ **Grantmaking enhancements** (for personal & corporate fundholders), such as progress tracking for recently submitted grants and viewing extended grantmaking history
- ▶ **Simplified process to request distributions** (for nonprofit fundholders)
- ▶ **Additional reporting** for those with gifts of closely held business interests or real property held in FFTC subsidiaries
- ▶ **Easy navigation between roles**, for those with a combination of personal, nonprofit or corporate funds

*Fundholders: if you've not yet registered for online access to your fund, please visit [www.myffmpeg.org](http://www.myffmpeg.org). If you were a registered user of the previous portal, your existing login credentials will continue to work.*

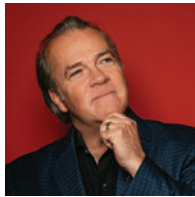




The Ghost of Splinter Cove premiered in March at Children's Theatre of Charlotte. The production is part of a unique commissioning of two plays by the same playwright, written with an interwoven theme.

## REEMPRISE FUND HELPS BRING UNIQUE COLLABORATION TO STAGE

Charlie Elberson likes to fund “game-changing initiatives from visionary nonprofits.” Children’s Theatre of Charlotte and Actor’s Theatre of Charlotte recently took him up on that challenge.



Charlie Elberson

In March, the theatres premiered two original, interlocking works from acclaimed playwright Steven Dietz, thanks in part to several grants totaling \$131,665 from Elberson’s Reemprise Fund, held at FFTC.

The idea sprung from the concept of telling two related stories from two different perspectives to two very different audiences. The result was *The Great Beyond* at Actor’s Theatre and *The Ghost of Splinter Cove* at the Children’s Theatre. *Beyond* tells the story of a family torn apart by long-held secrets but brought together by a death in the family. *Splinter Cove* covers similar territory and takes place at the same time – but it’s told from the perspective of the family’s children, who are having their own adventure in the basement.

“Children’s Theatre has been visionary for a long time,” Elberson recently told The Charlotte Observer. “Theatre for children has been most important in driving empathy ... empathy is sorely needed now.”

The development process for the two productions began in 2015. Elberson’s grant covered commissioning Dietz, workshopping early drafts and production costs for *Splinter Cove*. The grant also supported marketing efforts and documenting the creative process for other theatres that want to reproduce it.

**Learn how you can invest in your community through FFTC charitable funds at [www.ffc.org/GivingFunds](http://www.ffc.org/GivingFunds)**

## FFTC WELCOMES VICE PRESIDENT OF BUSINESS DEVELOPMENT

Neal Emmons has joined FFTC as Vice President of Business Development. In this newly-created role, Emmons will focus on growing FFTC’s philanthropic assets among personal, nonprofit and corporate fundholders throughout our region.



Neal Emmons

Originally from Texas, Emmons began his career in portfolio management, then spent 15 years managing investments, operations and strategy for a wealth management firm. After moving to Charlotte, he launched the Project One Scholarship Fund, which provides educational opportunities to students from low-income, single-parent families.

## FFTC OFFERS PROFESSIONAL DEVELOPMENT OPPORTUNITIES

As part of its mission to empower individuals to create a better community, Foundation For The Carolinas recently led several educational opportunities.

In February, FFTC Deputy Counsel and Vice President Doug Benson and Assistant Vice President Whitney Feld presented a Continuing Legal Education program titled *Practical & Ethical Considerations of Serving on a Nonprofit Board*.

In March, FFTC partnered with the North Carolina Center for Nonprofits to host the Mecklenburg County Nonprofit Town Hall, as well as a separate advocacy workshop. These events offered nonprofit board members and staff the chance to meet public officials, learn about policy and develop an advocacy strategy.

**Visit [www.ffc.org/UpcomingEvents](http://www.ffc.org/UpcomingEvents) for future opportunities**



Local nonprofit leaders and staff gathered at FFTC for the Mecklenburg County Nonprofit Town Hall to discuss policy issues affecting our community.

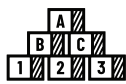
# CIVIC LEADERSHIP AND COMMUNITY PROGRAMS

## A COMMUNITY RESPONDS

When Charlotte was ranked last among major U.S. cities in economic mobility, the community took action, convening a task force and rallying the public, private and nonprofit sectors to address the issue.

The resulting Leading on Opportunity report identifies three key determinants and two cross-cutting factors for a child's chance of moving up the economic ladder and specifies 21 key strategies for improving opportunity for all residents.

Following the report's recommendations, many committed partners are now focused on systemic and structural change. While much work lies ahead, this commitment is showing tangible results. Following are just a few of many examples:



### Early Care and Education

Mecklenburg County increased its budget for early care and education by \$21.1 million for FY20.

\$9 million was earmarked in FY19 for free, high quality pre-k, resulting in 33 new classrooms serving 600 additional children.

Led by FFTC, the private sector met its \$6.2 million fundraising goal to provide scholarships for future pre-k teachers studying locally.

CMS partnered with a Harvard professor to improve early literacy.



### College and Career Readiness

CMS's new career outreach program quadrupled the number of students receiving industry certifications to 2,500 over past two years.

The Charlotte Executive Leadership Council partnered with Charlotte Works and Goodwill Industries of the Southern Piedmont to launch customer service and construction training programs.

CPCC, with the support of 22 major donors, launched the Opportunity Scholarship Initiative for students from high-poverty CMS high schools.



### Child and Family Stability

Voters overwhelmingly approved tripling the City's Housing Trust Fund.

FFTC launched a private housing fund. To date, the private sector has committed \$44 million, plus an additional \$104 million in other affordable housing support.

Novant Health & Atrium Health raised their minimum wage to \$12.50, and Bank of America will raise theirs to \$17 in May. CMS increased wages for bus drivers to \$15 per hour.



### Addressing Segregation and Social Capital

The report also recognized that segregation and lack of social capital impact all aspects of economic opportunity. In response:

On the Table Charlotte, funded by the Knight Foundation, convened thousands of residents to discuss these two issues.

Communities in Schools launched their "All in for Social Capital" campaign, resulting in new paid internship opportunities.



### Multi-Pronged Efforts

Charlotte City Council mapped its budget to the report's recommendations.

United Way of Central Carolinas realigned its focus, investing more than \$13 million in economic mobility.

The Charlotte Executive Leadership Council structured its work to align with the report's strategies and recommendations.



### Our Work is Being Recognized

Harvard University's Opportunity Insights has selected Charlotte as a pilot city, using big data to inform policy and philanthropic decisions.

Charlotte is participating in Living Cities' Project on Municipal Innovation, which supports innovations in city government to improve the lives of residents.

To join the Leading on Opportunity movement, and for more examples of progress, visit [www.LeadingonOpportunity.org](http://www.LeadingonOpportunity.org)





A crowd gathered at Founder's Hall on March 26 for an update on the latest work being done to address the Leading on Opportunity's report recommendations for improving upward mobility.



Leading on Opportunity Council Co-Chair James Ford talks with guests after the program.



Leading on Opportunity Council Co-Chair Andrea Smith addresses the crowd of nearly 500 people.



Above: Hugh McColl Jr. and Georgia Krueger, Executive Director at Ada Jenkins Center, at the recent Opportunity gathering.

Left: Attendees use Post-it Notes to pledge to make a difference.



Above: Staff members from Charlotte Bilingual Preschool shared information about their organization at the event.



Left: Leading on Opportunity Executive Director Stephanie Cooper-Lewter kicked off the event by sharing the community's accomplishments around improving upward mobility.

## FFTC REACHES \$6.2 MILLION GOAL TO SUPPORT MECK PRE-K INITIATIVE

Universal pre-k for all Mecklenburg County 4-year-olds is now closer to reality. Shortly before a vote in June by the Mecklenburg Board of County Commissioners on the FY20 budget, FFTC announced it had reached its \$6.2 million fundraising goal from the private sector to support the MECK Pre-K initiative. The initiative aims to provide universal pre-k for all 4-year-olds in Mecklenburg County by FY24.

FFTC led a coalition of 18 organizations that collectively pledged the \$6.2 million, which will be used to fund scholarships and other support for future pre-k teachers studying locally. Mecklenburg pre-k teacher salaries will match their CMS counterparts. The coalition included Albemarle Corporation; Atrium Health; Bank of America; Barings, LLC; John M. Belk Endowment; Brighthouse Financial; Charlotte Merchants Foundation; Coca-Cola Consolidated; Duke Energy; Foundation For The Carolinas; Ingersoll Rand; Howard R. Levine Foundation; Leon Levine Foundation; Merancas Foundation; Novant Health; PwC; C.D. Spangler Foundation and Wells Fargo.

After the announcement, county commissioners approved an additional \$21.1 million toward early care and education for FY20, with a goal of increasing funding and achieving universal pre-k by FY24.

Access to quality early care and education, along with increasing the pre-k teacher workforce, were recommended by the Leading On Opportunity report.

## RCCL: THE NEXT 10 YEARS

As the Robinson Center begins its second decade, we continue to focus on boosting opportunity for all residents in our community. We also have a full schedule of events for 2019 that will foster discussions.

To maximize participation from community members in these conversations, we are transitioning our membership model to one that is open to all. Beginning this year, there is no funding requirement to participate in events through the Robinson Center. Donors are free to contribute at any level, and all are welcome.

We thank the generous members who supported us over the past decade. We wouldn't be where we are without your engagement and support. Give today at [www.fft.org/SupportRCCL](http://www.fft.org/SupportRCCL).





*Chef José Andrés captivated the audience at FFTC's 2019 Annual Meeting.*

## RENOWNED CHEFS SHARE MESSAGE OF RESPONSE AT ANNUAL MEETING

Affordable housing, disaster relief and the healing power of a meal were on the menu for FFTC's 2019 Annual Meeting in April, featuring internationally renowned Chefs José Andrés and Vivian Howard.



*José Andrés and Vivian Howard shared stories of response.*

More than 1,700 leaders attended the sold-out event, which had a theme of "response." Among the highlights, FFTC President and CEO Michael Marsicano shared updates on key initiatives, including the community's response to increasing access to affordable housing. During the event, BB&T, SunTrust bank and the SunTrust Foundation announced a combined \$30 million commitment to the cause (read more on page 7).

Marsicano shared more than a dozen examples of how the community has responded to the Leading on Opportunity report's recommendations for improving economic mobility, as well as donors' overwhelming response to Hurricane Florence relief efforts last fall.

Disaster relief was also the focus of Chef Andrés' keynote address. The famous restaurateur's charity, World Central Kitchen, served 3.5 million meals in Puerto Rico following Hurricane Maria, and also responded to Hurricane Florence in the Carolinas. Andrés was recently nominated for the Nobel Peace Prize for these efforts.

After his talk, Chef Howard – a native of Eastern North Carolina – led a conversation with Andrés about responding to challenging circumstances.

The event was made possible thanks to Art of Philanthropy Sponsor Bank of America and Thought Leadership Sponsor Wells Fargo, as well as many other supporters.

**See photos, watch the hurricane documentary and more at [www.ffc.org/2019annualmeeting](http://www.ffc.org/2019annualmeeting)**

## FFTC AWARDS \$1.5 MILLION IN 2<sup>ND</sup> ROUND OF HURRICANE GRANTS

Hurricane Florence has long passed, but residents of Eastern North Carolina are still recovering. To aid in their efforts, FFTC recently announced a second round of grants focused on short-term and long-term aid. FFTC's Hurricane Florence Response Fund awarded more than \$1.5 million to 26 organizations serving hurricane victims.

Through two rounds of grants, FFTC has awarded more than \$2.25 million to date. "The grant requests for this round were significant in number, which shows how much work still needs to be done," said Foundation President and CEO Michael Marsicano.

Funding for projects – awarded via a grants committee – ranged from \$8,000-\$100,000. These include: \$100,000 to Sustainable Sandhills to aid in mold remediation, \$100,000 to KaBOOM to build playgrounds in Eastern North Carolina and \$50,000 to Harvest Hope Food Bank for food distribution, among others.

**Visit [www.ffc.org/hurricaneflorencegrants](http://www.ffc.org/hurricaneflorencegrants) for a complete list of grants and to learn more**



*The Green Chair Project was awarded \$25,000 to provide household furnishings for hurricane victims. Together with Rooms to Go, they have delivered beds, tables, chairs, dressers and couches to families in need.*



*Volunteers from Wilmington Area Rebuilding Ministry, Inc. work to replace flooring in a NC resident's home. WARM was awarded \$100,000 for emergency repairs from the Hurricane Florence Relief Fund.*

## AFFORDABLE HOUSING FUND CLOSE TO \$50 MILLION GOAL

FFTC's quest to raise \$50 million from the private sector to improve access to affordable housing is several steps closer to its goal thanks to recent commitments to the Charlotte Housing Opportunity Investment Fund.

In April, at FFTC's Annual Meeting luncheon, BB&T, SunTrust and the SunTrust Foundation announced a combined \$10 million commitment directly to the fund. In addition, the banks each announced an additional \$10 million in below-market debt to support other affordable housing development efforts.

While in June, Atrium Health committed \$10 million toward the fund, and Fifth Third Bank pledged \$3 million. Fifth Third Bank also announced \$7 million in commitments outside the fund. In addition, David and Scott Brooks – owners of Brooks Sandwich House in NoDa – donated three acres of privately owned family land that will be used to create 18-24 townhomes for homeownership through Habitat for Humanity.

In less than a year, the Charlotte Housing Opportunity Investment Fund has raised \$44 million (as of June 2019), including a \$5 million program-related investment from the Foundation. In addition to commitments to the housing fund, \$104 million has been raised for other affordable housing efforts outside the fund.

So far, the response from the private sector has come largely from financial institutions, with contributions from Wells Fargo, Bank of America, Barings, Ally and PNC, along with a land donation from Crescent Communities.

"In our request for contributions from the private sector, it is our region's financial institutions that have responded the loudest," said Foundation For The Carolinas President and CEO Michael Marsicano.

The Charlotte Housing Opportunity Investment Fund will be held and managed by Local Initiatives Support Corporation (LISC) and will work in tandem with the City's public trust fund.

Read more at [www.fft.org/CHOIF](http://www.fft.org/CHOIF)



*Charlotte Mayor Vi Lyles expresses the importance of public-private partnerships in achieving civic goals during a media announcement in June.*

## NEWS FROM OUR REGION

### Iredell Sees Growth in Grantmaking

Celebrating its 30th anniversary, the Iredell County Community Foundation is awarding some of its largest grants in its history. This growth in grantmaking to nonprofits is the result of Give, Grant, Grow Iredell, a match partnership with FFTC, as well as a generous gift from the estate of General William D. Lackey. This year alone, the late General Lackey's generous investment in the Iredell community added nearly \$30,000 to the board's grant awards – an impact that will continue for generations to come.



*Gen. William D. Lackey*

### Increased Grantmaking in Stanly Funds STEM Camp

The Stanly County Community Foundation has also experienced considerable growth in its grantmaking, increasing nearly 115 percent from 2016 to 2018. In addition to the Give, Grant, Grow Stanly match with FFTC, this growth is thanks to the C.B. Crook Fund, honoring this founding member of the Stanly County Community Foundation.

One beneficiary of this increased grant funding was a collaboration between Pfeiffer University and Stanly Community College. The grant made possible a multi-day, on-campus STEM camp for 25 middle school girls.



*Middle school students from Stanly County attended a STEM camp thanks to a grant from the Stanly County Community Foundation.*

### Salisbury-Rowan Celebrates 75 Years

Also celebrating an anniversary is the Salisbury-Rowan Community Foundation, which has served its area for 75 years. Since inception, the foundation has granted more than \$8.5 million to local nonprofits – a testament to the generosity and foresight of its donors and founders.

For information on how you can help grow regional endowments to support greater grants to local nonprofits, visit [www.fft.org/RegionalAffiliates](http://www.fft.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](mailto:focus@fftc.org).

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## An Event to Remember

220 North Tryon at Foundation For The Carolinas offers unique, art-filled event spaces to celebrate anniversaries, retirements, birthdays, weddings and other special occasions.

With an art gallery, sculpture garden and solarium overlooking expansive city views, 220 North Tryon can make your celebration an event to remember.

Contact us at [events@fftc.org](mailto:events@fftc.org).

*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/Events](http://www.fftc.org/Events) for more information

## AFRICAN AMERICAN COMMUNITY FOUNDATION CELEBRATES 25 YEARS

This year, the  
African American  
Community  
Foundation



celebrates 25 years of promoting economic self-reliance, equal opportunity, leadership and cultural awareness among the region's African American community.

Since inception, AACF has awarded nearly \$530,000 in grants to nonprofits that align with this mission, including neighborhood groups, arts and cultural organizations, and educational institutions making a positive impact in the African American community.

A board of engaged local leaders strategically awards these grants, which are made possible through two endowments - the Lethia Henderson Fund and the Elizabeth S. Randolph African American Fund. Gifts from generous individuals also help grow the fund and its grantmaking.

AACF will hold a special reception in August to celebrate both this milestone and the impact of the fund and the nonprofits it has supported over 25 years.

The African America Community Foundation is a special giving program at Foundation For The Carolinas.

Visit [www.fftc.org/AACF](http://www.fftc.org/AACF) to learn more and to donate