

# the giving life



Community  
Foundation  
for Greater Atlanta

A decade-long journey  
to transform rural libraries

See page 4



**Inside:**

Why does general operating support matter?  
Uncover your family story with GivingCubes™  
Year-end giving tips  
A helping hand for nonprofits

President’s Message

During this season of giving, we give thanks to you and the trust you place in us.

You are the heart of our community, inspiring the spirit of generosity that brings out the best in all of us in the place we call home. We are grateful for your contributions to causes that matter and we are honored to work with you to make a difference. Thank you for choosing us to be your philanthropic partner.

We invite you to enjoy The Giving Life. We hope these stories of generosity will energize your actions and stir your imagination.

SEE PAGE 3	Read about: Nonprofits empowered through <b>general operating support</b> grants
SEE PAGE 4	A decade-long journey to <b>transform rural libraries</b>
SEE PAGE 6	How <b>Catchafire</b> makes magic connecting nonprofits and skilled volunteers
SEE PAGE 10	Fun ways to inspire family philanthropy with <b>GivingCubes™</b>

Respectfully,

*Alicia Philipp*

Alicia Philipp  
President



We are here for you!

*As you consider year-end additions to your fund and grants to nonprofits, please don't hesitate to contact your philanthropic officer. We are eager to help you turn the season of giving into the gift of impact in our region.*



## Why does general operating support matter?

**N**onprofits tell us that receiving a general operating support grant from the Community Foundation for Greater Atlanta builds their capacity, and is a sign of the Foundation's confidence in them. General operating support is made possible by generous donors who give the Community Foundation unrestricted dollars to address the greatest needs in the community. The competitive process is rigorous, and we hold grantees to high programmatic, operational and management standards.

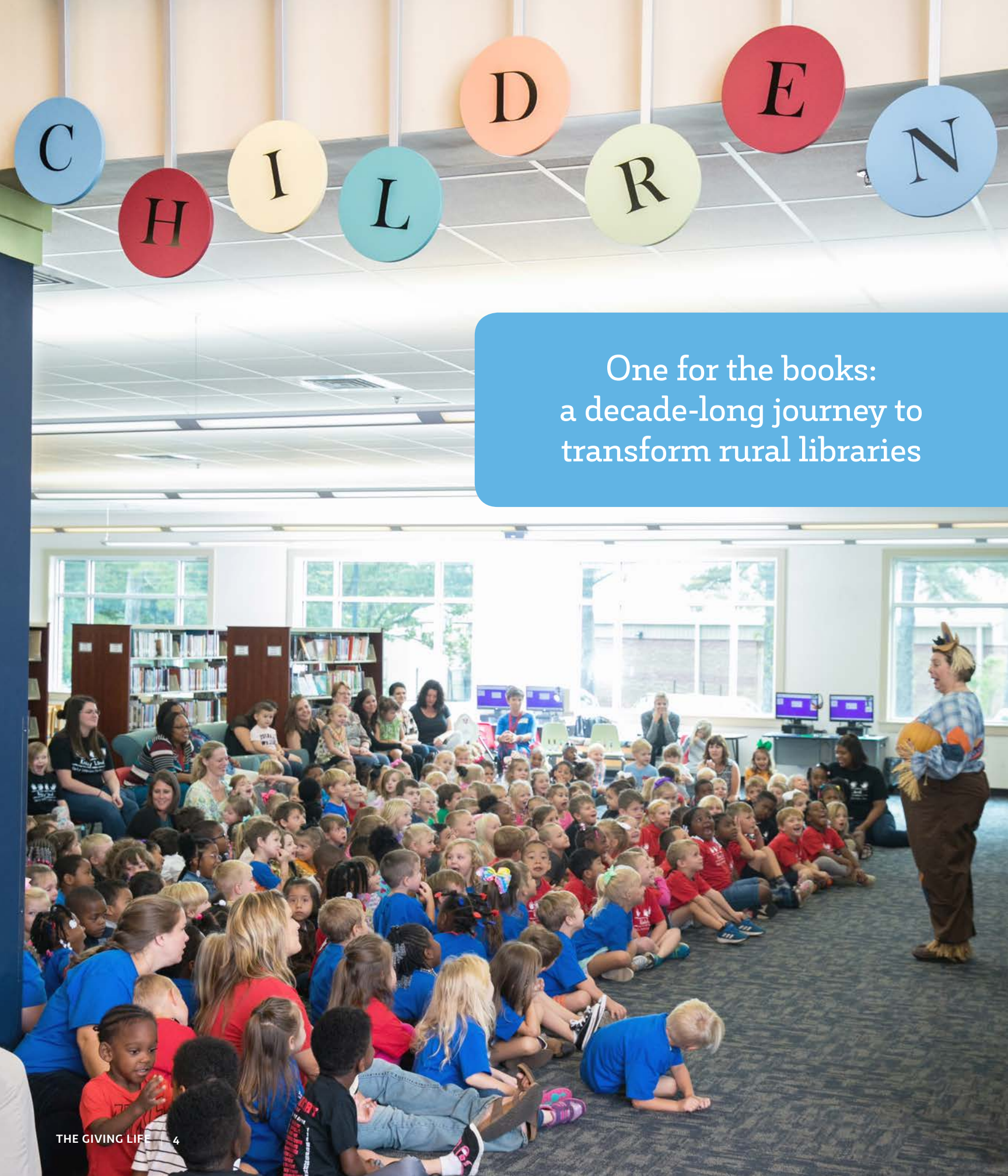
We award these grants knowing the funding will be put to the best use. Then we encourage donors to support these nonprofits with the knowledge that they are well-vetted, strong organizations. Reach out to your philanthropic officer to learn more about our most recent competitive grant recipients.

**IN 2018, 29 ORGANIZATIONS  
RECEIVED A TOTAL OF**

**\$1,842,000**

### General Operating Support Bolsters Nonprofits





One for the books:  
a decade-long journey to  
transform rural libraries



**W**hen Steve Kendall was growing up, the highlight of his week was the family trip to the local library. At an early age, his parents taught him that knowledge was power, easily found in the pages of books. He and his wife, Laraine, attribute much of their success to their lifelong love of reading.

That shared love of reading led the Kendalls to start the **Georgia Rural Library Initiative (GRLI)**, a decade-long series of investments in rural county libraries in partnership with the Community Foundation. Intrigued by research showing better outcomes for children who were able to read on grade level by third grade, they wondered what rural libraries in Butts, Hancock, Morgan, Putnam

and Seminole counties could do if they were empowered with focused funding to get children excited about reading.

Each of the libraries received transformational grants - \$140,000 each over 10 years, plus \$100,000 in scholarships for residents seeking an education degree to teach in a rural Georgia county.

The funds were partially matched with local dollars and spent according to local priorities, with a focus on improvements to the children's section. Funds were used for a range of projects that built upon each other - building improvements, computer stations, staffing for longer operating hours, summer reading programs, storytelling and literacy events, adult literacy and advocacy.

The outcome? During a period when libraries experienced big cuts in state and local funding, juvenile attendance and circulation increased in GRLI counties.

More parents read to their kids. The community was invested and involved and local awareness was sparked. And children across our region discovered the power of knowledge.

*To learn more about GRLI, read the white paper on our blog at [cfgreateratlanta.org/GRLI\\_WhitePaper](http://cfgreateratlanta.org/GRLI_WhitePaper)*



**“The support has made a huge impact for not just Morgan County but also surrounding rural counties.”**

*– Colby Hunter, Library Manager, Eatonton-Putnam County Library*

**“You don’t learn in one day. Learning takes time. We realized that this effort was like planting seeds and seeing them grow. It could not have been a one-time grant – we needed to see what happened to the kids. We provided the rocket fuel, but the community got the rocket off the ground itself.”**

*– Steve Kendall*



## By the numbers



In Morgan County, kindergarten readiness **increased from 65% in 2012 to 90% in 2016** according to the DIBELS test.



Average graduation rates for GRLI counties **improved from 74.8% in 2009 to an average of 91.7% in 2017**, compared to the Georgia state average of 85.8%.



Each GRLI county library was able to create a dedicated child-friendly space and **increase children’s collections by at least 10%.**



**78 students received college scholarships** in their pursuit to become educators in rural counties.

# Partnership with Catchafire lends nonprofits a helping hand

## Marketplace Impact



\$ Saved

\$419,428



Hours donated

1,908

To be strong and effective, nonprofits need to invest in themselves and their operations, but they often have limited dollars to do so. In mid-July the Foundation launched a pilot partnership with Catchafire to offer approximately 350 local organizations access to an online platform that connects nonprofits with skilled volunteers.

Catchafire has more than 100 project templates, including database customization, marketing strategy, financial forecasting and volunteer recruitment. The templates help nonprofits plan their projects and allow prospective volunteers to find projects that align with their skills. The Catchafire platform matches the nonprofits with

the right skilled volunteer. Less than halfway through the pilot period, participating nonprofits have shared that Catchafire has allowed them to tackle important projects they didn't have the funds to implement or had put on the back burner due to capacity issues.

**Interested in sharing your skills through Catchafire?** To get started, create a volunteer profile at [catchafire.org](https://catchafire.org). Once your volunteer profile is complete, you can review nonprofits' needs and apply to work on their projects.

*Visit [catchafire.org](https://catchafire.org) to create a profile and/or learn more.*

**"I wanted the Community Foundation to know that we are grateful for this opportunity and already have and will continue to utilize Catchafire for as long as it is available to us. It is such an amazing resource for us both in terms of tangible projects, and just as important, access to experts in fields in which we don't have expertise."** – Saskia Benjamin, ART PAPERS



## What is Catchafire like?

Hear about the experience of working with volunteer experts on vital projects through Catchafire from some of our nonprofit participants.

I had a very nice call with Benji including helpful points on how to better structure my role as the executive director. The information Benji shared was exactly what I needed to focus my efforts and prioritize my activities during the work week. – *Stephanie, Wyld Center*

Ansley sent me lots of ideas, including a mock-up of a brochure and a sample speech to think about before we connected. He did a great job of helping me to reframe an issue that has kept us stuck for a while. You'll have a great experience working with a professional who is passionate about sharing his knowledge with nonprofits! – *Shannon, Metropolitan Counseling Services*

Bob is the best! He took time to understand our organization's mission and vision for the project. During our initial call he brought up insightful questions that helped direct our campaign. – *Hannah, Georgia Coalition Against Domestic Violence*

It was such a pleasure to speak with Tom! He provided incredible insight and food for thought about our end of year campaign strategy. You can tell he is very passionate about sharing his wealth of knowledge in fundraising and maximizing every medium of outreach for our organization. He is a true professional and provided me with lots of takeaways as I begin to develop our future giving plan. – *Zobida, Georgia Center for Child Advocacy*

Meredith was a joy to work with. She managed our expectations perfectly for what (and how much time) she could bring to the process and she exceeded our expectations throughout. Meredith is truly gifted and insightful, and we're grateful for a much stronger annual appeal letter thanks to her careful editing and guidance! – *Kate, GAIN*

Number of Atlanta region organizations invited to the platform: **352**

Breakdown of projects matched so far:

Data & Technology  
**16.9%**

Financial Management  
**3.9%**

Human Resources  
**9.8%**

Marketing  
**48%**

Resource Development  
**17.6%**

Strategic Planning  
**3.9%**

**80**

attended one of two in-person informational sessions co-hosted by Catchafire and the Community Foundation in August



**INTERESTED IN STRENGTHENING NONPROFITS?** Visit [cfgreateratlanta.org/nonprofits](http://cfgreateratlanta.org/nonprofits)





# Foundation Happenings

At the Community Foundation, we are all about connections. Connecting donors to each other for conversations and incredible experiences. Connecting professional advisors for shared philanthropic learning. Connecting ourselves to partners and knowledgeable community experts.

It's these connections that forge impact and enable us to better understand the issues and opportunities that our region is facing – and better serve you. Here are some of our recent connections and happenings.



*The children and grandchildren of our donors had an entertaining and educational time at Planet Philanthropy on August 18, which took root at Trees Atlanta, one of our 2017 Managing for Excellence recipients.*



*On August 3, a group of Foundation staff members volunteered with Habitat for Humanity Atlanta's A Brush with Kindness program. Staff members and other volunteers painted the house of a resident of Atlanta's Pittsburgh neighborhood, which was founded in 1883.*



*After learning more about the trees and getting hands-on experience with mulching, the children attending Planet Philanthropy made a grant of \$5,000 to fund Trees Atlanta's new Urban Ecology Center.*







*On October 2, nearly 100 community and nonprofit leaders gathered in Madison, Georgia to celebrate the impact that Spark Morgan! had on the Morgan County community. In its 15 years, Spark Morgan! has awarded 33 nonprofit organizations with 109 grants totaling \$362,105.*



*On October 11 Community Foundation donors and friends attended Building Dreams: An evening with Richard V. Reeves at Fernbank Museum of Natural History.*



*After food and drinks in the Great Hall, guests moved to the Frances Wood Wilson Theater for a frank discussion with author Richard V. Reeves, a Brookings Institution scholar, on increasing income disparities and thought-provoking information and data about dream hoarding.*



*On October 23, the 2018-19 Philanthropic Advisors Leadership Institute (PALI) class gathered at Dad's Garage Theatre for a discussion of values, money messages and talking with clients about their philanthropic interests.*



## Start a conversation with your family



*From Barrett Coker Krise, senior philanthropic officer*

As we approach the end of the year and the holiday season we hear from our donors that they want to have conversations about giving with their families and friends, but don't always know where to start. Jumping straight into a conversation about values can feel overwhelming or too serious. So how do you talk about what matters to you and what you'd like to see in your community?

**Start by asking a simple question:**  
**Describe a time this year when someone showed you kindness. What did that mean to you? How did it make you feel?**

Share your stories with each other and talk about how you'd like to do that for someone else both now and in the coming year. We hope this will help you learn a little more

about your family and friends and will help you as you consider what you want to do to make our community a little kinder for us all.

Excited by the possibility of engaging your family in philanthropy? Contact your philanthropic officer for more ideas by calling 404.688.5525.

## A family that plays together, stays together (and gives together!)

The end of the year is a time for gathering with friends and family. As you get together to bond, eat and laugh, we encourage you to infuse your quality time with a playful spirit – and with a giving twist. Meet the GivingCubes™, a tool to help you uncover your family's giving stories while having fun.

Human beings think in stories. Structured as a game for adults and kids grades three and up, this interactive activity helps you share and communicate what matters to you. Be it courage, friendship, generosity, innovation, kindness or the spirit of opportunity, the GivingCubes generate conversation about perspectives and values.

At the Community Foundation, we believe that the heart of every community is the people whose stories shape it. And we know that giving starts at home. That's why the GivingCubes are our gift to our donors.

*(GivingCubes are shown to the right at actual size. The GivingCube game comes with cards and instructions for individual and group play.)*

Contact your philanthropic officer at 404.688.5525 to receive your GivingCubes game. What is your giving story?

**Erin Drury Boorn**  
eboorn@cfgreateratlanta.org

**Jill Clark**  
jclark@cfgreateratlanta.org

**Barrett Coker Krise**  
bkrise@cfgreateratlanta.org

**Kathleen Wagner**  
kwagner@cfgreateratlanta.org



**JOIN IN THE FUN!** Inspire others by sharing photos or stories of your family using the GivingCubes on social media! Use **#GivingCubes** and tag the Community Foundation for Greater Atlanta.



## TerryTalk



From Terry Mazany, senior vice president for philanthropy

**We live in a time of massive and accelerating change unlike any other time in human history. The challenges are great, but so are the opportunities – if we work together.**

When tackling these enormous challenges there is an adage that “If you want to go quickly, go alone. If you want to go far, go together.” Most of us lack the resources of the big names in philanthropy, but together we can combine our knowledge of the community and its needs, with our resources to meet those needs.

This is the genesis of the original idea that gave rise to community foundations: communities are stronger when they come together and work together. The collective might of donors working individually or together toward common goals makes our community stronger.

The Community Foundation for Greater Atlanta’s mission is to help our donors make a difference through their philanthropy. We offer expertise across five areas of impact (arts, community development, education, nonprofit effectiveness and well-being)

and we provide a range of options to co-invest with the Foundation’s grantmaking, from an Extra Wish that meets immediate needs, to a portfolio of high-performing nonprofit organizations that are making a measurable difference in each of these impact areas, to longer-term strategies such as neighborhood development.

We welcome your ideas for how we can work together to improve our region. Got an idea? Let’s talk. Reach out to me at [tmazany@cfgreateratlanta.org](mailto:tmazany@cfgreateratlanta.org).

## Act now for maximum tax advantages

From Christy Butler Eckoff, managing director, philanthropic counsel

Now is the time to think about charitable giving. With the growth in the stock market in the last year, there is no better time to maximize your charitable giving. Gifts of appreciated stock usually yield a bigger tax advantage than a gift of cash.

**Let us help you maximize your giving while minimizing your tax burden.**

Adding to your existing donor-advised fund or creating a new donor-advised fund is an easy way to build a philanthropic legacy for deep community impact.

If you are interested in making a gift of appreciated securities or establishing a donor-advised fund, please contact me at 404.588.3183 or [ceckoff@cfgreateratlanta.org](mailto:ceckoff@cfgreateratlanta.org).

Gifts of Cash		Gifts of Appreciated Assets	
Cash contribution	\$100,000	Fair Market Value (FMV) of stock	\$100,000
Marginal tax rate	37%	Amount paid for stock	\$50,000
Income tax saved	\$37,000	Income tax saved	\$37,000
		Capital gains tax (\$50K x 20%)	\$10,000
		Net investment income tax (\$50K x 3.8% Medicare surtax)	\$1,900
		Additional tax savings	\$11,900
Estimated after tax cost of gift:	<b>\$63,000</b>		<b>\$51,100</b>
Additional Tax Savings of \$11,900			

## Year-end gift planning

During the season of giving, we are here to assist you with your gift planning needs.

**Please note that the Foundation will observe the following:**

Monday, December 24 – Closed at noon

Tuesday, December 25 – Closed

Monday, December 31 – Open until 6 p.m., available via phone at 404.588.3183 until midnight

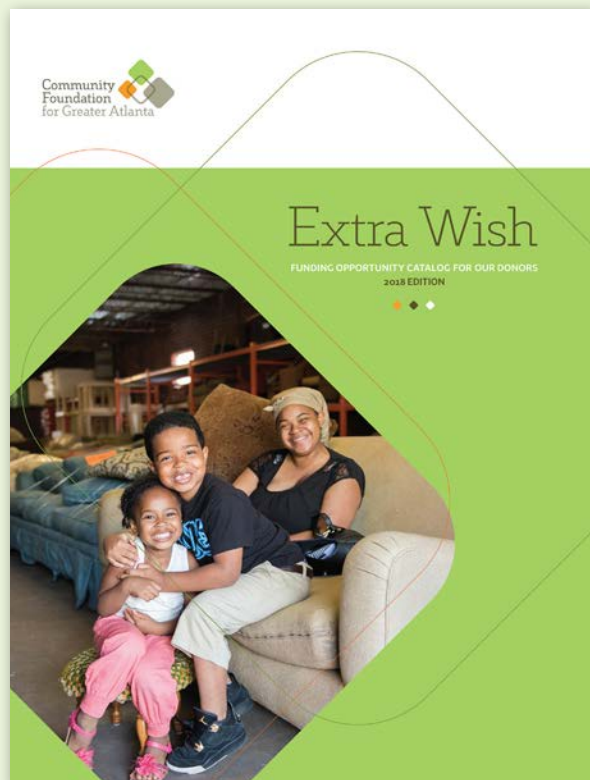
Tuesday, January 1 – Closed

See [cfgreateratlanta.org/2018EOY](http://cfgreateratlanta.org/2018EOY) for gifting deadlines



## 'Tis the season for an Extra Wish!

Sometimes, little things make a big difference. The season of giving has arrived and so has an opportunity to make a gift with targeted impact to a worthy nonprofit in our region through Extra Wish. Each "wish" represents tangible items that contribute to the success of organizations and the people served. Can you help us fund 100 percent of the 2018 wishes? Reach out to your philanthropic officer for more information or read the full funding opportunity catalog at [cfgreateratlanta.org/2018ExtraWish](http://cfgreateratlanta.org/2018ExtraWish).



Create Your Dreams needs \$3,995 to purchase laptops for low-income high school seniors heading to college next fall.

**Page 11**

Global Growers Network requests \$706 for a pop-up tent to sell produce at farmers markets.

**Page 8**

Hudgens Center for the Arts seeks \$2,488 for a wheel-chair accessible pottery wheel.

**Page 5**

Piedmont Park Conservancy requests \$4,335 for life-saving defibrillators in case of a heart attack in the park.

**Page 18**



**Giving deadlines** This season of giving, we encourage you to give generously to the causes you care about. Your fund at the Community Foundation makes that easy and impactful, and we look forward to the opportunity to help you power your philanthropy. For guidelines on how to make your year-end charitable planning a smooth and timely process, visit [cfgreateratlanta.org/2018EOY](http://cfgreateratlanta.org/2018EOY).



**DID YOU KNOW?** The best way to keep up with Community Foundation news in real time is by following our blog at [cfgreateratlanta.org/blog](http://cfgreateratlanta.org/blog), or join us on Twitter @philanthropyATL or on Facebook.

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