

# the giving life



Community  
Foundation  
for Greater Atlanta



Innovative collaboration with  
MedShare provides Disney  
cloth face coverings for kids

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#### INSIDE:

- Jim Kennedy Scholarship Fund launches dreams
- Support for school-based health centers
- New Georgia Project links video games & voters

President's Message



Change is hard. This year is hard.

Whether violent and intense, deliberate and thoughtful, or once-in-a-lifetime, most change is difficult. Especially in times of crisis. Yet our greatest moments arise when we adapt, evolve and innovate; when we respond to the great challenges of the day. As I take the helm of the Community Foundation for Greater Atlanta from my predecessor of 43 years, Alicia Philipp, I am acutely aware of both the difficulties and opportunities inherent in change.

2020 has been a year of fast, painful and forced adjustment. In January, few of us knew that we would face a global pandemic that would lay bare the worse inequities in our society. Our American economic and political systems suffer from a fairness and equity deficit. This deficit affects the most vulnerable: communities of color, especially Black Americans; folks struggling with poverty to make ends meet; and immigrants and those living in rural America, to name a few.

If the world is to change for the better, we must change with it. That goes for all of us - individuals and organizations like the Community Foundation. And we must work together to effect change. In my new role, I will focus on bringing together our donors and fellow foundations to align how together we can better address this fairness and equity deficit that plagues our community.

In the pages of this issue of *The Giving Life*, you'll read stories of change, big and small, and the ways that working together makes us stronger - even when we are apart. Change is not easy, but it is necessary. I look forward to working with each one of you to build on the good work that you and the Community Foundation have done.

Together, we can create real, lasting change.

In service,

Frank Fernandez  
President & CEO

Inside:

**Trinitee Richards goes to college** with help of the Jim Kennedy Scholarship Fund **p4**

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Our events for 2020 have gone virtual!

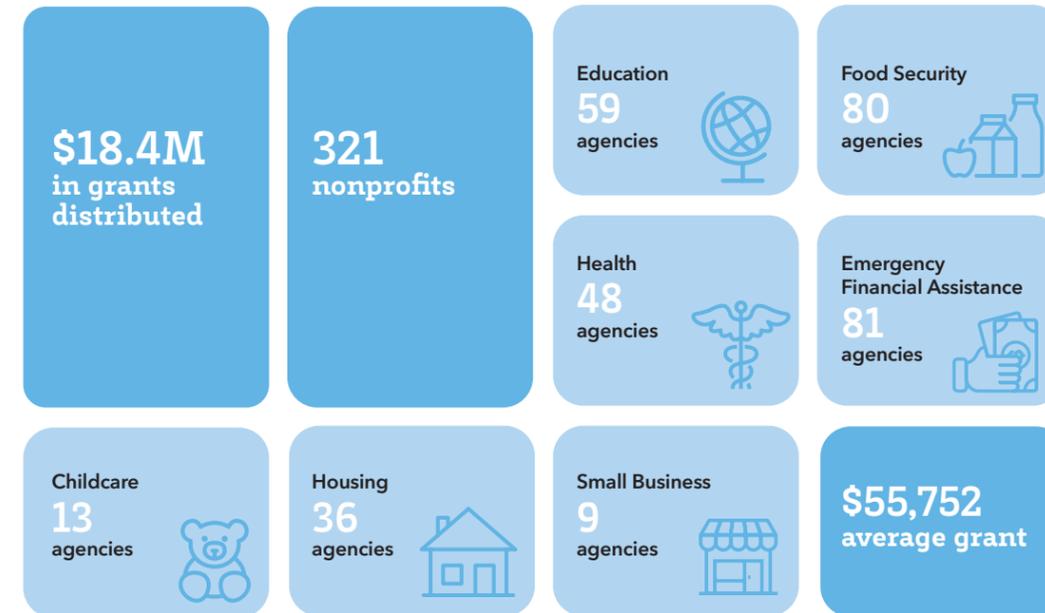
To learn more, visit [cfgreateratlanta.org/digitalevents](http://cfgreateratlanta.org/digitalevents). Included is information about upcoming events, a guide to Zoom and other platforms the Foundation uses to broadcast digital events, and recordings of our previous digital events!

The Community Foundation's response to COVID-19 and the real difference you are making

The COVID-19 pandemic continues to hit our community hard. In the midst of the pandemic, the needs in our region have never been greater. We are thankful for the many individual donors, corporations and foundations that have supported pandemic recovery efforts in the Atlanta region. Here's a glimpse of the impact you have made so far\*:

Greater Atlanta COVID-19 Response and Recovery Fund

In March, the Community Foundation for Greater Atlanta and United Way of Greater Atlanta partnered to create a joint fund to help frontline nonprofit organizations deliver desperately needed food and housing, childcare and healthcare, education and emergency funds.



"Thank you with all our hearts for helping our youth during this difficult time. This support has ensured that students in our program have access to nutritious meals and virtual learning support. It has helped us provide 233 hours of academic support, 115 hours of social and emotional support and distribute over 1,000 meals." -Future Foundation



VITAL MATCH

Unlike natural disasters where relief efforts quickly turn to recovery and rebuilding, the COVID-19 pandemic continues to devastate the lives and livelihoods of our fellow residents. Our region's nonprofits pivoted rapidly to help, but they needed resources to do so. In response, we introduced Vital Match providing you - our donors - with a docket of vetted grant requests from qualified, impactful organizations. Vital Match gives you the power to make funding recommendations. Thank you for your amazing grants thus far!

**\$1,228,600**  
given  
**61**  
grants  
**27**  
nonprofit organizations

To learn more about Vital Match, contact your philanthropic officer.



WANT TO LEARN MORE ABOUT OUR COVID-19 RESPONSE AND RECOVERY FUND? Visit [cfgreateratlanta.org/COVID19](http://cfgreateratlanta.org/COVID19).

\*funds noted of August 2020

## Kennedy Scholarship gives big dreams a chance

In high school, Trinitee Richards had an unusual hobby - one that she admits is a little nerdy. She built spreadsheets with lots of bells and whistles, including a checklist for her college applications. Her dream school, North Carolina A&T State University, felt unattainable, but thanks to the Jim Kennedy Scholarship Fund, she is starting there as a freshman this fall.

"Everyone in my family was so excited about the scholarship," said Trinitee. "I called my mom and she ran back and forth across the house five times. My dad was quieter, but he showed it in his own way. We are really appreciative of the scholarship. It's giving so many young kids a chance to go to schools they would not have been able to go to otherwise."

The Jim Kennedy Scholarship Fund was established and personally funded by Cox Enterprises Chairman, Jim Kennedy, in 2008 for children of Cox employees and is administered by the Community Foundation. Trinitee's mom is a member of the Cox

Communications team. The scholarship provides \$10,000 to high school graduates entering their first year of college, which is renewable for three more years, provided students meet eligibility need criteria.

Last year, the Fund celebrated its 10th anniversary with a special celebration that brought alumni from across the country together in Atlanta. It was a moving commemoration of big dreams, big accomplishments and an opportunity for the scholars and Kennedy to meet. After the event, Kennedy made an exciting change - increasing the program from 10 scholarships a year to 15.

It's an investment in the future of more students like Trinitee, who will be studying computer science. "I am a person who really likes to learn new things. I think that's what I am most excited about for college! I can take it in a new direction, learning things I will use in life."

Learn more about the scholarship funds that the Community Foundation administers at [cfgreateratlanta.org/scholarships](http://cfgreateratlanta.org/scholarships). ♦

"This scholarship means trust in me - trust that I will do the things I say I will do and give back the way I say I will. It was important to me because without it, I would not have been able to go to my dream school." -Trinitee Richards



In this photo from last spring, Trinitee Richards wears her graduation attire from Drew Charter School.

To commemorate the 10th anniversary milestone, all current and past scholars and their Cox employee parent were invited to an all-expenses paid trip to Cox Enterprises' hometown of Atlanta in June of 2019 for a three-day series of events. The itinerary included a visit to the Atlanta BeltLine, dinner on the rooftop of Ponce City Market, a Braves game, a visit to the National Center for Civil and Human Rights and a day at the Cox Campus for guest speakers, tours and career workshops.



## Vote Your Voice: Partnership with Southern Poverty Law Center ensures every voice is heard

SPLC and Community Foundation voting-related co-investments focus on Black- and brown-led organizations often ignored by traditional funders

In an equitable society, it's imperative that every individual have a voice and the freedom to use that voice. Announced this summer, the Vote Your Voice initiative is a partnership between the Southern Poverty Law Center (SPLC) and the Community Foundation for Greater Atlanta. It will invest up to \$30 million in voter outreach organizations through 2022 to engage voters and increase nonpartisan voter registration, education and participation in five targeted states – Alabama, Georgia, Florida, Louisiana and Mississippi. The focus of the initiative is on funding Black- and brown-led organizations that are often ignored by traditional funders.

The Georgia grant recipients thus far – including Georgia's Black Voters Matter, the Georgia Coalition for the People's Agenda, New Georgia Project and ProGeorgia – have long histories and proven track records empowering voters of color. These organizations submitted innovative proposals to boost voter registration, education and mobilization. This work is particularly important in 2020, during the midst of the COVID-19 pandemic, when many underrepresented communities will face voting barriers.

## Achievement unlocked: New Georgia Project uses video games to register young voters

The New Georgia Project is part of a movement – not a moment – to meet the changing demographics of Georgia. It focuses on voter registration, engagement and empowerment for the large and growing population of African Americans, Latinos and Asian Americans in Georgia. Its communication tactics include videos, songs, social listening and tech tools that demystify the political process and move families and their neighbors to action, which is particularly appealing to young voters.

Its most cutting-edge tactic? Encouraging young people to vote through video games. In July, New Georgia Project partnered with Gamers.Vote and Ghost Gaming and Skillshot Media to produce InvitationATL, a virtual event focused on voter registration that included an online invitational Fortnite tournament with a \$10,000 prize. The aim was to get as many gamers registered as new voters as possible. New Georgia Project supported socially distant onsite voter registration on the Atlanta BeltLine and Twitch.tv streamed the event.

Learn more at [newgeorgiaproject.org](http://newgeorgiaproject.org)

**“We should take a lesson from gamers right now. We are honored to be a part of the gaming community’s connection—a bold example for uniting through civic engagement and voting.”**

*–Nse’ Ufot, CEO, New Georgia Project*



On July 21, gamers logged in to InvitationATL, a virtual event focused on voter registration that included a \$10,000 online invitational Fortnite tournament.

**“Vote Your Voice ensures more eligible voters of color in the Deep South will have a say in the direction of our country as we deal with the pandemic fall-out and reckon with lasting injustices.”**

*– SPLC President and Chief Executive Officer Margaret Huang*



## School-based health centers struggle in wake of COVID

The shift to virtual school because of COVID-19 has caused a myriad of accessibility issues for students and their families. Schools are more than learning centers - they are hubs for food, technology and mental and physical health.

Georgia currently has 52 comprehensive school-based health centers - 22 in the Foundation's 23-county service area - that have increased access to physical, mental and oral health for over 30,000 students and an equal number of family members and school staff.

The coronavirus pandemic has presented these centers with crippling challenges. 85% of centers report having some or all locations closed due to school building closures and 66% predict a revenue loss over 50%. While 94% have shifted to telehealth, that requires patients to have access to a device and connectivity, which is difficult for many of the most vulnerable patients that need the services the most. As schools reopen, 100% predict the need to expand mental health services to students in the face of stressors and trauma associated with the pandemic and civil unrest.\*

PARTNERS for Equity in Child and Adolescent Health has launched the Georgia School Based Health Center

**WHITEFOORD  
THANK YOU  
HEALTHCARE  
WORKERS!**

(SBHC) COVID-19 Reopening Fund, which will provide payroll support to restore, maintain or expand center staffing. The Fund will support critical services throughout the pandemic and ensure that when schools are ready to open their doors, the centers are ready and available to focus on student well-being.

**Whitefoord is a nonprofit organization that helped to originate the school-based health center concept. It operates locations in partnership with Atlanta Public Schools and DeKalb County Schools. These centers provide comprehensive medical care, behavioral health and dental care with a focus on the uninsured, under-insured and low-income populations. During the pandemic, Whitefoord has also conducted COVID-19 testing. Learn more at [whitefoord.org](http://whitefoord.org).**



*\*Data gleaned from focus groups and surveys of center administrators conducted by PARTNERS.*



**WANT TO CONTRIBUTE TO THIS WORK OR LEARN MORE?** Contact your philanthropic officer!



## Innovative collaboration with MedShare provides Disney cloth face coverings for kids in underserved communities

By *Errika Moore, senior program officer, Prosperous People, Community Foundation for Greater Atlanta*

For the past few months the Community Foundation has worked directly with multiple school districts to understand the changing needs of students and teachers in real time during the COVID-19 pandemic. Our diverse 26 districts across the region are different, but we've discovered in our monthly calls that they share common needs and areas of interest. Throughout the summer these districts have diligently continued to support their students, families and entire communities through food distribution, distributing learning kits for early learners, providing internet connectivity and providing stability for homeless families in their respective communities.

Some shared their concerns about how best to continue to support and protect children as they returned to school. Since the pandemic and the state budget cuts were unexpected and created unforeseen challenges, we wanted to see if we could do more. How could we serve as a community

partner and/or champion beyond grants on behalf of our constituents? "We truly appreciate the connection to Atlanta-based MedShare that serves countries around the world and the way the organization has been supporting local communities during COVID-19," says Lita Pardi, vice president of community at the Community Foundation.

MedShare has made a commitment to distribute one million cloth face coverings donated by Disney to children and families in underserved and vulnerable communities across the U.S. "We're pleased to be able to provide cloth face coverings to kids and families that need them as we all work together to limit the spread of COVID-19 in our communities," says Charles Redding, CEO and president of MedShare.

Today, through a partnership with MedShare, we're energized that we'll be able to distribute Disney cloth face coverings to underserved children in

our partner districts - free of charge. While COVID-19 has brought many challenges, it has also shown us the power of partnerships when we want to find new ways "to do more" to support our community or to promote safer experiences for our students, teachers and district administrators.



"We understand that wearing masks, handwashing and social distancing are critical to slowing the spread of COVID-19. This donation of 18,000 cloth masks will encourage our young people to do their part in protecting themselves and others during this pandemic."

- *Dr. Terry Oatts, Superintendent of Rockdale County Public Schools*

## Robin Collins and Annie Griffin: Family legacy benefits education

"I want to know that my contributions are making a difference. I lean on the Community Foundation to give me access to information that I wouldn't otherwise have, such as private tours of nonprofits and meetings with staff and board members. Kathleen Wagner and the Community Foundation team have really rolled out the red carpet for us and made it easy to keep up with giving at this busy time in our lives."

- Robin Collins

To right: Annie Griffin and Robin Collins

Sisters Robin Collins and Annie Griffin learned at a young age the importance of giving back. Their father was a founder of the Promise Academy, a charter school in Memphis, and the sisters saw first-hand the power of philanthropy. They volunteered during school breaks and participated in door-to-door advocacy efforts with their parents to help people learn about the school.

Today, both with young children and busy careers, their community service still thrives. Some of their giving is coordinated together and they also use their donor-advised funds to provide grants to individual organizations with a focus on children. Griffin supports the Atlanta Youth Academy mentoring program and Collins is a strong advocate for the Atlanta Children's Shelter. Collins, a realtor, also gives a portion of every sales commission to Children's Healthcare of Atlanta.



In 2020 Collins has focused giving on the Foundation's COVID-19 Response and Recovery Fund and on the Foundation's Spark Opportunity effort in Thomasville Heights, a gift made specifically toward racial inequity in that neighborhood.

Griffin added that Atlanta's spirit for giving is strong. "So many people want to help, we have such a strong culture for volunteerism and generosity," she said. "Throughout my life I have recognized that giving benefits the giver more than the receiver."

## We are all here for you, in all new ways!

By Barrett Coker Krise, senior philanthropic officer, Community Foundation for Greater Atlanta

When we began 2020, we had no idea that several months later we would all be engaging in a mostly virtual world. That hasn't stopped us! In this unprecedented time, our commitment to enhance your philanthropic experience and serve you, our donors, is unwavering. We provide:

- Seamless and stellar service, working remotely - just an email or phone call away
- Several exciting virtual events scheduled for fall
- Virtual site visits with nonprofit partners
- Transitioning our traditional tools, values and issue area exercises to a virtual experience

We would love to schedule a call or a virtual coffee and talk through the ways we can support you and your family to amplify your philanthropy at this time when our community needs it most.



### PHILANTHROPIC OFFICERS

**Erin Drury Boorn** eboorn@cfgreateratlanta.org  
**Barrett Coker Krise** bkrise@cfgreateratlanta.org  
**Kathleen Wagner** kwagner@cfgreateratlanta.org

### PHILANTHROPIC ASSOCIATES

**Jill Clark** jclark@cfgreateratlanta.org  
**Jarrod Fleming** jfleming@cfgreateratlanta.org  
**Sidney Wise** swise@cfgreateratlanta.org

## Get to know your philanthropic associates

As the Community Foundation grows and changes, we are committed to helping donors achieve their philanthropic goals. With that commitment comes the new role of philanthropic associate, an in-office point of contact to help answer grant-related questions and provide fund-related information. You may begin to see our philanthropic associates reaching out to schedule meetings with your philanthropic officer or work with them to make grants to the nonprofits you're passionate about. • For more information, contact your philanthropic officer or associate.

"As a native of Atlanta - Smyrna, along with Julia Roberts, to be exact - one of my favorite things about this region is the nature. The dogwoods, magnolias and Georgia pines are just some of the beautiful nature that our city and state have to offer. I'm passionate about children's health, education, equality and our environment. Working in philanthropy allows me to see such incredible generosity every day!" - Jill Clark



"Originally a transplant from Orlando, Florida, I have called Atlanta home for the last two years. By assisting donors with their philanthropic goals, I have connected people's time and resources to others in need, allowing people to learn about their neighborhood and love all of their neighbors the same. Building these connections throughout the community is what I love most about philanthropy and what I enjoy doing at the Community Foundation." - Jarrod Fleming



"Minus the four years I spent in North Carolina working on my undergraduate degree, I've lived in Atlanta my whole life. Right now, I'm most passionate about voting rights and working to ensure fair elections. Systems of voter suppression are well-rooted in our society, and this intersects with many other issues we see in our communities. You can learn more at fairfight.com!" - Sidney Wise

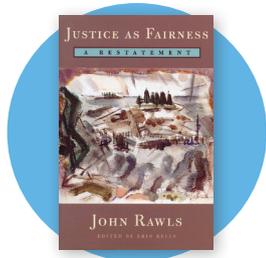


# Frank on Frank

To help you get to know Frank Fernandez, our new president and CEO, we asked him about his reading.

**Book that gave you a big a-ha in college or grad school?**

*Justice as Fairness*  
by John Rawls  
(also my professor)



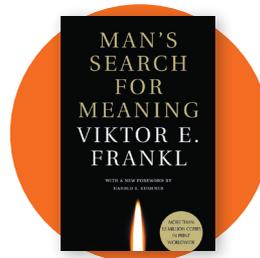
**First book you argued over with someone you love?**

*Dare to Lead*  
by Brené Brown



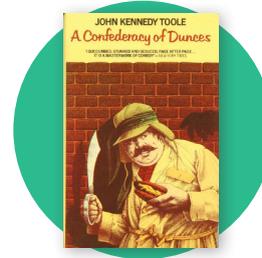
**Book that shaped your decision to pursue the heart of equity?**

*Man's Search for Meaning*  
by Viktor Frankl



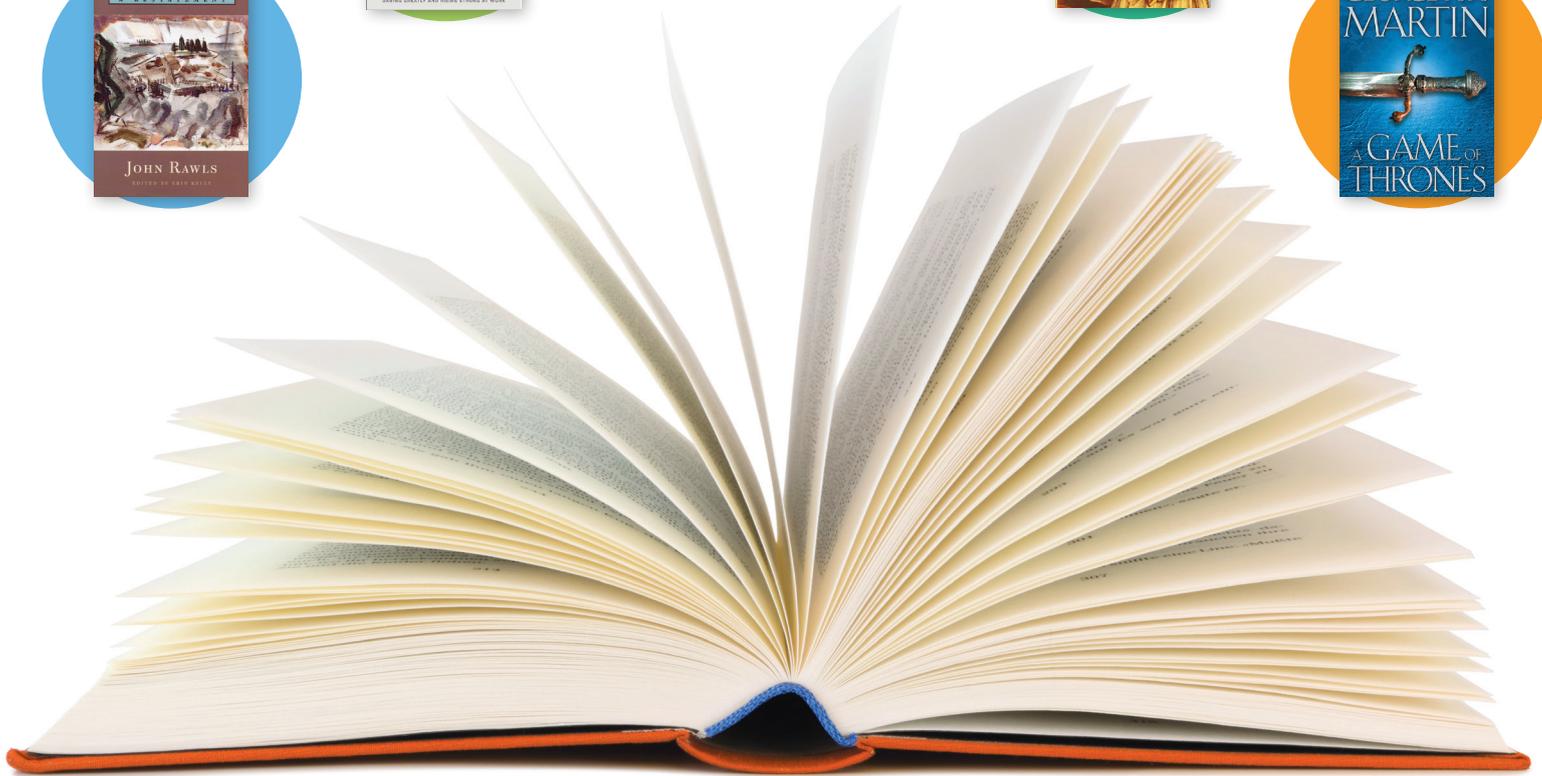
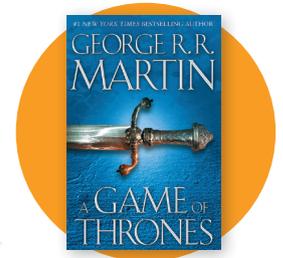
**Book that made you laugh out loud?**

*Confederacy of Dunces*  
by John Kennedy Toole



**Book series that you found addictive?**

*Game of Thrones*  
by George R.R. Martin



In addition, to know Frank is to know that he does at least one crossword daily. The *New York Times* and *LA Times* are his go-to sources, plus *Delta Sky* when he travels.

