



PHILANTHROPY  
**FOCUS**

A PUBLICATION OF  
FOUNDATION FOR  
THE CAROLINAS

FALL 2019

## Addressing The Affordable Housing Crisis

Campaign Exceeds  
Fundraising Goal

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Foundation News  
and Updates

**SAVE THE DATE: MARCH 25, 2020 | FFTC ANNUAL MEETING**

## THRIVE FUND HELPS LOCAL ARTS NONPROFITS GROW

Arts nonprofits are always seeking new and innovative ways to engage their communities more effectively. A new program funded by the THRIVE Fund for the Arts is helping local arts groups achieve that goal.

THRIVE – which was founded by Hugh McColl Jr. and administered by FFTC – recently introduced New Pathways, a three-year program geared to strengthen some of Charlotte’s most distinctive cultural organizations, including Discovery Place, Children’s Theatre of Charlotte, Levine Museum of the New South, Charlotte Ballet and Charlotte Symphony Orchestra.

The program, facilitated by EmcArts, provides action learning and financial investments as activities grow from micro to macro-level experimentation. Each organization received \$40,000 to prototype an innovation designed to test new strategies.

For example, Levine Museum of the New South launched a multi-layered exhibit called “#HomeCLT: People, Places, Promises.” Using a data visualization application, the exhibit explores Charlotte’s neighborhoods as they have grown and changed.

Visitors can experience changes in demographics, income and building density over time. Museum attendance is up 51% since the exhibit opened earlier this year.

“It’s amazing to see a community that is so invested in the continuation of our region’s arts culture,” said EmcArts Program Coordinator Ainsley Quizon. “They understand they have to adapt and change in 2019 and have been coming up with great results.”

Visit [www.emcart.org](http://www.emcart.org) to learn more about this program



At the #HomeCLT exhibit located at the Levine Museum of the New South, photographs of neighborhood residents come alive, enabling visitors to meet their neighbors and hear their stories

## FFTC'S CENTERS FOR GIVING OFFER EDUCATIONAL EVENTS

As part of its commitment to educational programming, Foundation For The Carolinas recently hosted a variety of workshops and events, including:

- ▶ Rich Maiore of Rocket Social Impact advised corporate fundholders and Charlotte Community Affairs Professionals members on how social responsibility efforts can address diversity and inclusion issues.
- ▶ The Lee Institute facilitated Greater Good board training workshops for nonprofits and corporate clients. These sessions taught board members and staff about the roles and responsibilities of nonprofit board service.
- ▶ Ken Garfield, the former religion editor of *The Charlotte Observer*, offered tools and insights to help individuals and families tell their life stories through obituaries.

Stay up-to-date on the latest offerings at [www.ffc.org/UpcomingEvents](http://www.ffc.org/UpcomingEvents)

## IREDELL COUNTY FAMILY CONTINUES GIVING LEGACY

After immigrating from Lebanon to Statesville in 1950, Dr. Hanna Constantine Kutteh became the first OB-GYN in his town. He and his wife, Ann, raised their family in Statesville and supported many local causes, such as Iredell Memorial Hospital, Mitchell Community College and Boys and Girls Club of the Piedmont.



The Kutteh family has made a lasting impact in Iredell County.

Their son, Costi, continued this legacy of civic involvement, serving on the city council for 16 years and currently as mayor. He partnered with FFTC over several decades, opening a donor advised fund, joining the Professional Advisor Cabinet and serving as vice chair of the Foundation’s Iredell County regional affiliate board.

Most recently, after his father’s passing, Costi and his siblings – Billy, Bobby and Elaine – created a new FFTC Donor Advised Fund in their father’s honor from the proceeds of Dr. Kutteh’s IRA. The fund will benefit organizations in Iredell County, continuing their father’s legacy of giving.

Learn how to plan your unique legacy at [www.ffc.org/PlannedGiving](http://www.ffc.org/PlannedGiving)

## 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. Contact our Philanthropic Advancement team at 704.998.6412 or [philanthropy@fftc.org](mailto:philanthropy@fftc.org) for more information.

### Important Year-End Deadlines

Please note: For a cash or check gift to be credited in calendar year 2019, it must be received or postmarked by Dec. 31. Gifts of stock must be received into the Foundation's brokerage account on or before Dec. 31.

To ensure a grant is mailed to the designated nonprofit organization before the New Year, please submit your recommendation by Dec. 20, 2019, for organizations already deemed eligible to receive grants, and Dec. 13, 2019, for new organizations. For assistance, contact our Donor Relations team at 704.973.4529 or [donorrelations@fftc.org](mailto:donorrelations@fftc.org).

## GUIDELINES FOR IRA CHARITABLE ROLLOVERS

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

Distributions to FFTC Donor Advised Funds or Supporting Organizations do not qualify, but distributions can be made to single-beneficiary FFTC Designated Funds, Scholarship Funds and Field of Interest Funds, as well as FFTC Community Impact Funds that support FFTC's community grantmaking.

For assistance, please contact our Philanthropic Advancement team at 704.998.6412 or [philanthropy@fftc.org](mailto:philanthropy@fftc.org).

*\* The material contained herein should not be construed as tax or legal advice.*

## FOUNDATION TEAM NEWS

### Introducing Theresa Stroisch

Theresa Stroisch has joined FFTC as the Vice President & Director of Operations. In this newly created role, Theresa manages special assignments supporting FFTC operations, as well as strategic projects related to the Carolina Theatre.



Theresa Stroisch

### Promotions

Whitney Feld has been promoted to Vice President, Family Office Partners. She will continue managing client relationships while leading projects related to marketing, planned giving and next generation engagement.



Whitney Feld

Nancy Kipnis has been promoted to Vice President at Foundation for the Charlotte Jewish Community. In addition to coordinating the Create Your Jewish Legacy initiative, she will build relationships with FCJC donors and prospects.



Nancy Kipnis

### Industry Recognizes Alyssa Federico's Expertise

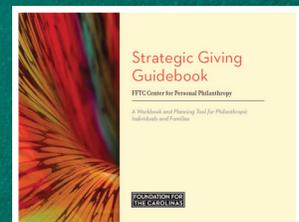
With more than 22 years of auditing and nonprofit experience, Alyssa Federico, Vice President & Director of Finance, has become a prominent leader in her field. She currently serves as a member of the Accounting Practices Committee and as Chair for the Fiscal and Administrative Officers Group, as a member of the AICPA Not-For-Profit Advisory Council and as a member of the Financial Accounting Standards Board (FASB) Not-For-Profit Advisory Committee.



Alyssa Federico

## REQUEST YOUR STRATEGIC GIVING GUIDEBOOK

FFTC's new Strategic Giving Guidebook offers a roadmap for aligning your charitable giving with personal values and long-term goals.



Email [philanthropy@fftc.org](mailto:philanthropy@fftc.org) to request a copy.

## AFFORDABLE HOUSING FUND REACHES \$53 MILLION

Mecklenburg County faces a deficit of more than 36,000 affordable housing units. Thanks to more than \$15 million in new commitments, Foundation For The Carolinas recently exceeded its goals on two major initiatives to increase access to affordable housing.

The Howard R. Levine Foundation granted \$1 million and Duke Energy committed \$2 million to the Charlotte Housing Opportunity Investment Fund – aimed at increasing access to affordable housing in Mecklenburg County. But it was Novant Health’s \$6 million pledge that pushed the private-sector fund past its \$50 million goal to \$53 million.

The Charlotte Housing Opportunity Investment Fund was jumpstarted in May 2018 with a \$5 million program-related investment by Foundation For The Carolinas. FFTC’s campaign matches the \$50 million bond referendum voters approved in November 2018 to increase the City of Charlotte’s Housing Trust Fund. An additional \$104 million was committed to efforts outside the fund, such as land donations and reduced-lending rates.

Other contributors to the private-sector fund included Ally, Atrium Health, BB&T, Bank of America, Barings, Crescent Communities, Fifth Third Bank, SunTrust and Wells Fargo.

### Rental Subsidy Endowment Soars to \$26 Million

These results were announced in September along with the completion of fundraising for a separate initiative – A Way Home.

This public-private partnership between FFTC and the City of Charlotte completed its \$20 million endowment campaign thanks to a \$250,000 gift from Moore & Van Allen. In addition, The Leon Levine Foundation made a grant of \$5 million, and the Howard R. Levine Foundation committed \$1 million, for a total of \$26 million.



*A local elementary school teacher (center) and her family are among many participants in the A Way Home program.*

A Way Home addresses family homelessness through rental subsidies and complementary wraparound services provided by Mecklenburg County. During its pilot phase, A Way Home helped 114 families, and more than 75 percent of those who completed the program achieved housing stability.



*"A Way Home provides a hand up for homeless families," said Leon Levine. "The fact that 75 percent of those families that complete the program remain in stable housing on their own shows real success."*



*Novant Health EVP and Chief Consumer Officer Jesse Cureton announced Novant's \$6 million commitment to the Charlotte Housing Opportunity Investment Fund, which brought the fund past its \$50 million goal.*



*Mayor Vi Lyles and the City of Charlotte helped celebrate the completion of funding of the private sector affordable housing campaign and the A Way Home endowment.*

The cost of a family completing A Way Home’s two-year program is less than half of that same family living in a homeless shelter for two years.

### Total giving exceeds \$270 million

In total – including the City’s \$50 million housing trust fund; the \$53 million for the private-sector fund and the \$104 million committed outside the fund; \$15 million from Mecklenburg County primarily for rental subsidies; a \$25 million pledge from LISC; and the \$26 million committed to A Way Home endowment – more than \$270 million in public and private sector funds have been committed to support affordable housing and neighborhood development in the last year.

**For more information visit [fftc.org/CHOIF](http://fftc.org/CHOIF)**

## FUNDRAISING EFFORTS HONORED

Charlotte-Mecklenburg Housing Partnership President Julie Porter (left) congratulates FFTC President and CEO Michael Marsicano after he was honored by the organization as its 2019 Affordable Housing Champion for spearheading affordable housing fundraising efforts.



## RCCL 2019: ADVANCING MENTAL HEALTH, OPPORTUNITY AND SOCIAL CAPITAL

by Brian Collier, Executive Vice President



Brian Collier

While our work on affordable housing, early care and education has received much attention this year, the Robinson Center for Civic Leadership is also focusing on three additional initiatives that are connected to the Leading on Opportunity report's recommendations.

The first, launched in September, is a student mental health initiative called "Ask Me What's Up!" Statistics tell us students from all income levels and geographies deal with more stress, anxiety and depression than previous generations.



In last year's student risk assessment, 23% of CMS middle schoolers and 17% of high school students reported they seriously considered suicide. Twelve percent of middle schoolers said they had attempted suicide at some point during their lives, and 10% of high school students attempted suicide in the last 12 months. These are astonishing numbers.

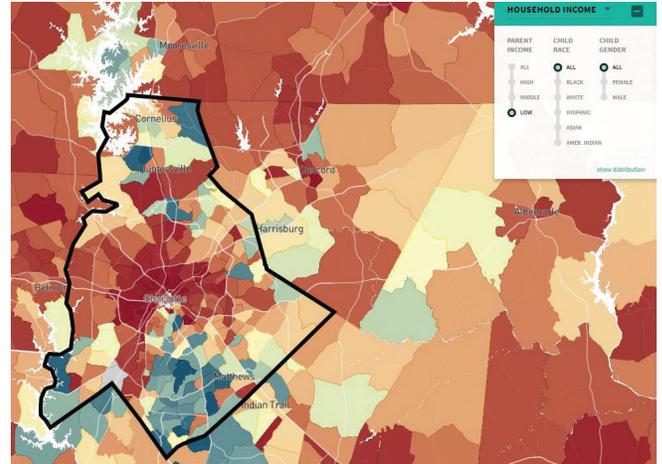
The first phase of the initiative will engage diverse students, parents and teachers in nine middle and high schools to decipher their awareness, challenges and ideas about student mental health and wellness. This work is made possible by the Howard R. Levine Foundation and the Culbertson Family Foundation.

Insights will be included in a report to be released in early 2020. These findings will inform the design of the next action phase in 2020. RCCL is partnering with Mental Health America, Teen Health Connection, BYE Consultants and Perry Counseling on the project.

### Harvard Opportunity Insights

Our continued work with Harvard's Opportunity Insights team is another major initiative. Opportunity Insights is focusing on ways to use its rich data to inform policy changes to improve economic opportunity in Charlotte-Mecklenburg.

To date, the team has centered its Charlotte policy work on housing strategies that model similar work in



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. Explore for yourself at [opportunityatlas.org](http://opportunityatlas.org).

Seattle. They're also working on strategies to increase the number of low-income students who access and complete post-secondary education. UNC Charlotte's Urban Institute is serving as a local data partner thanks to a grant from the Gambrell Foundation.

In 2020, we'll pilot several initiatives through the Opportunity Insight team's work and the Gambrell Foundation's support.

### Social Capital

Social capital may prove to be the biggest game-changer on the opportunity front.

Commonly considered a person's networks and connections, social capital was deemed by the Opportunity Task Force as the potential "secret sauce" for economic mobility. We are exploring development of a new life-navigation model aimed at helping all young people move through adolescence with the knowledge and agency to make good decisions for their future.

Thanks again to the Gambrell Foundation's support, we are working in partnership with Brookings Institute scholars. The team is providing research and guidance on what a life navigation/social capital model could look like and how we might define and measure social capital in new ways.

For more information visit [ffc.org/CivicLeadership](http://ffc.org/CivicLeadership)



AACF honored founding members (pictured above) and grantees at its recent celebration. From left: Harvey B. Gantt, Judge Yvonne Evans, Jeanne Brayboy, Gayle Crawford, John T. Crawford and Mayor Vi Lyles (not pictured).

## AFRICAN AMERICAN COMMUNITY FOUNDATION CELEBRATES 25 YEARS

With 25 years under its belt, FFTC's African American Community Foundation is looking ahead and looking back. During a recent luncheon to honor its 25th anniversary, keynote speaker Rep. Alma Adams lauded the African American community's long history of charitable giving.



Rep. Alma Adams

AACF puts individual contributions and endowed funds to work by distributing grants to organizations that are making a positive impact on the region's African American community. To date, more than \$500,000 has been awarded to 85 local nonprofits.

The fund is supported by the Lethia Jones Henderson Endowment and the Elizabeth S. Randolph African American Endowment Fund, which were created by planned gifts from two prominent African American leaders in the Charlotte community.

"AACF is unique for our community in that it has always been led by an African American board and solely funds grants to programs that address issues in the African American community," said AACF Board Chair Keysha Walker Taylor. "It's especially important to have this organization in the South, where the highest population of African Americans reside and face the least opportunity for upward mobility."

Recent grantees include S.T.A.R.S. Math & English Academy to allow students to attend reading and math boot camps, as well as to Hope Vibes to help purchase a mobile laundry/shower vehicle for homeless residents, among others. AACF increased its annual grantmaking from \$10,000 to \$25,000 in 2019 in honor of its anniversary.

Learn more and give at [www.fttc.org/AACF](http://www.fttc.org/AACF)

## CMCF AWARDS \$800,000 IN GRANTS TO LOCAL NONPROFITS

From increasing the pipeline of male educators of color to supporting a leadership academy for high school girls, the Charlotte Mecklenburg Community Foundation's recent round of grants aim to make an impact on the community's next generation.

CMCF is a regional affiliate and grantmaking arm of Foundation For The Carolinas. In total, more than \$800,000 was awarded to 37 local nonprofits through CMCF's Family & Child Stability and Children, Youth and Young Adults grantmaking programs.

Both programs align with Leading on Opportunity report recommendations, which provides a roadmap for boosting economic mobility.

Highlights include:

- ▶ \$25,000 to the West Boulevard Neighborhood Coalition for its Seed for Change project, which teaches life skills to young people by hiring them to work on an urban farm and at a weekly farmer's market
- ▶ \$28,250 to the Camino Community Development Corporation for its Familias Fuertes Comunidades Unidas program that provides health and mental wellness services to Latino parents
- ▶ \$10,000 to Foundation for Girls to take 65 teen moms through a life-skills program



\$9,000 was awarded to Charlotte Rescue Mission - Dove's Nest for the Strengthening Families Program, providing counseling services and other support to families impacted by addiction.

To date, the Charlotte Mecklenburg Community Foundation has awarded more than \$56 million to local nonprofits. The grantmaking program is made possible thanks to a \$35 million bequest to FFTC received in 1995 from Lucille Puette Giles, which established a permanent endowment to support her community.

Visit [www.charmeck-cf.org](http://www.charmeck-cf.org) for a complete list of grants and recipients

## READY TO READ INITIATIVE SHOWS PROMISING RESULTS

Early childhood education plays a vital role in helping children develop the foundational literacy skills they need to become strong readers by third grade. As Read Charlotte leads the community-wide effort to double the percentage of third graders reading on grade level to 80% by 2025, part of its work includes focusing on what happens before kindergarten.

One promising initiative is Ready to Read, formed in partnership with Child Care Resources Inc. Ready to Read combines data, literacy coaching and an evidence-based literacy curriculum.

Results from the first full school-year of implementation showed positive outcomes for both students and adults:



- ▶ Three-year-old participants outperformed their peers in each literacy skill: picture naming, rhyming and sound identification
- ▶ Four-year-olds outperformed their peers in sound identification
- ▶ Teachers improved their book reading practices



“I can’t emphasize how incredibly rare it is to find positive outcomes for both students and adults,” said Munro Richardson, executive director of Read Charlotte. “It just knocked my socks off.”

*Ready to Read strategically aligns with Read Charlotte’s other initiatives by focusing on child care centers in the same 18 ZIP codes that feed the highest-priority elementary schools for increasing literacy in Charlotte.*

The project is funded in part by Charlotte Mecklenburg Community

Foundation, a regional affiliate and grantmaking arm of FFTC. Read Charlotte is an initiative of the Robinson Center for Civic Leadership at FFTC.

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

## AROUND OUR REGION

### Cherokee County Celebrates 25 Years

The Cherokee County Community Foundation recently celebrated its 25th anniversary with several announcements.



*Cherokee County Board Chair Ben Kochenower (center) and his wife, Cheri, with Trustee Emeritus John Travers and his wife, Ruby, at a recent celebration of the affiliate foundation’s 2019 grant recipients.*

The regional affiliate of FFTC saw record-breaking annual grants of more than \$50,000 in 2019 to local nonprofits such as Boys & Girls Club of the Upstate and Senior Centers of Cherokee County. In addition, the foundation received a \$100,000 investment from the Timken Foundation, a \$25,000 matching challenge from the Fullerton Foundation and a \$25,000 gift from First Piedmont Federal Savings & Loan.

“The record grantmaking is impressive, but the endowment growth is the key,” said Cherokee Board Chair Ben Kochenower. “It means our board will be able to award more each year from now until our 50th anniversary.”

### Cleveland County Awards Record Grants

The Cleveland County Community Foundation set a record in 2019. The \$30,000 in grants to 13 local nonprofits was the largest total in its 34 years.



*\$3,000 was awarded to Washington Outreach Ministry in Cleveland County to establish a mobile food pantry that will serve Title I schools.*

“Our board strives to serve as good stewards of the grant funds made available by our endowment,” said Cleveland Board Chair Cindy Teddy.

### Cabarrus County Meets Another Match in 2019

For the second year in a row, the Cabarrus County Community Foundation met a donor match aimed at growing both its grantmaking and endowed principal – which provides annual grantmaking for local nonprofits in perpetuity. This was thanks to the generosity of an anonymous Cabarrus County native and the community’s enthusiastic response.

Combined over the past two years, the community has raised over \$75,000 from more than 80 gifts, resulting in match contributions of \$175,000. To give, visit [www.fftc.org/CabarrusGives](http://www.fftc.org/CabarrusGives).

For information, visit [www.fftc.org/RegionalAffiliates](http://www.fftc.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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*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.

Our art gallery, sculpture garden and solarium overlooking expansive city views will help make your event one to remember. Dates are still available for 2020. Make your plans today.  
Contact [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 building with the community.*



at Foundation For The Carolinas

Visit [www.fftc.org/weddings](http://www.fftc.org/weddings) for more information

## SAVE THE DATE: 2020 ANNUAL MEETING

Save the date for the 2020 Foundation For The Carolinas Annual Meeting luncheon that is set for Wednesday, March 25, from noon to 1:30 p.m. at the Charlotte Convention Center.

The keynote speaker is internationally recognized multimedia artist, author and innovator Phil Hansen, who is widely known for his viral art videos and his inspirational message. After developing a tremor in his drawing hand, Hansen “embraced the shake” and began exploring how to create art while accepting limitations.



*Phil Hansen*

Hansen has been featured on the Discovery Channel, Good Morning America and CNN, among others.

Seats will be available for purchase in January at [www.fftc.org](http://www.fftc.org). For sponsorship information, contact Susan Gray at 704.973.4588 or [sgray@fftc.org](mailto:sgray@fftc.org).

