

FALL 2020 | FOUNDATION FOR THE CAROLINAS

PHILANTHROPY

# FOCUS

## COVID-19: A Community Responds

Delivering hope to our  
neighbors and nonprofits  
during this pandemic

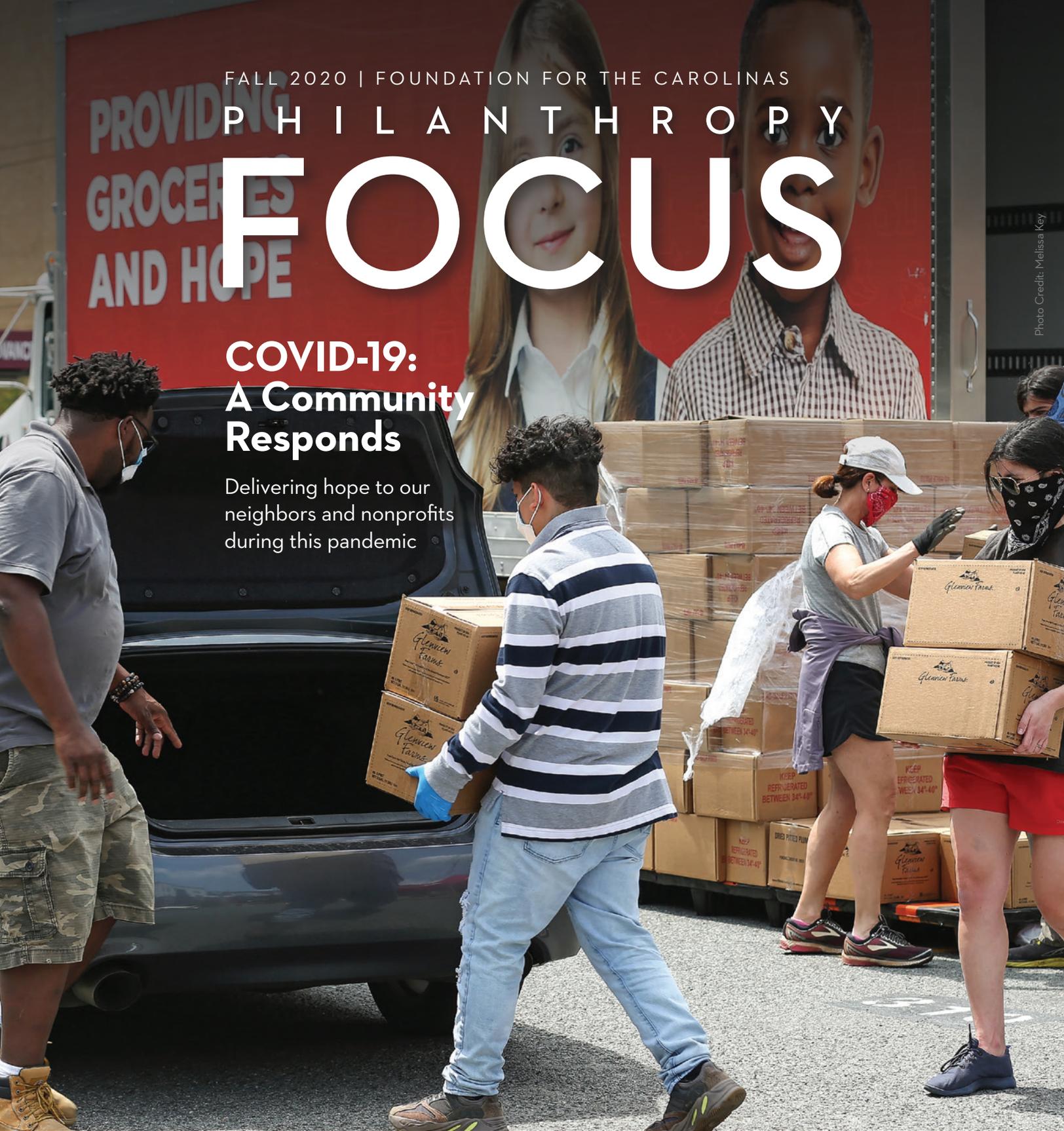


Photo Credit: Melissa Key

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Grant recipients include (from left): the Humane Society of Charlotte to support companion animals and their families; the North End Community Coalition to create a library for residents; and the Matthews Free Medical Clinic to provide healthcare. (Far right) The Cabarrus Cooperative Christian Ministry also received a grant from its local response fund to provide groceries for families.



(From left): A Burmese family helps ourBRIDGE for KIDS deliver groceries; families wait in line for food; ourBRIDGE volunteers shop at Zola International Market; an ourBRIDGE volunteer unpacks bananas. Local nonprofit ourBRIDGE for KIDS, an afterschool program for Charlotte's immigrant community, changed its organizational focus to food delivery after the pandemic hit.

## COVID-19: A Community Responds

Response funds throughout our region help those who need it the most

Sil Ganzó, the founder and executive director of ourBRIDGE for KIDS, tells the story of a family her nonprofit recently helped via its meal delivery service. When COVID-19 hit and schools closed, a single mom of three elementary school kids was forced to quit her job as a housekeeper so that her children wouldn't be at home during the day by themselves. The mother told Ganzó that the daily dinners ourBRIDGE delivered helped her family survive through the pandemic.

The fact that Ganzó tells the story is not surprising – the 2020 Nish Jamgotch Jr. Humanitarian Award winner (see sidebar) could share hundreds of stories of families her organization has helped through the years. What is surprising is that the story involves food delivery, a service that, just a few months ago, was not part of the mission of ourBRIDGE for KIDS, an afterschool educational program for Charlotte's immigrant and refugee children.

Ganzó was able to change her organization's mission and focus (so far, they've distributed nearly 134,000 meals) thanks to the dedication and hard work of her staff, as well as \$190,000 in grants from the COVID-19 Response Fund that the Foundation and United Way of Central Carolinas helped launch in March. **In total, the fund has raised \$23.5 million for coronavirus relief.** So far, nearly \$18 million has been granted to more than 200 nonprofits assisting those hit

hardest by the pandemic.

Grants from the fund have helped local nonprofits provide childcare, housing, food, emergency financial assistance, healthcare and support for remote learning, among other essential needs.

### Sending Hope to the Homeless

Adrienne Threatt lives by a simple motto: "Do what we can with what we have until we can do more." That optimism is one of the reasons she named her nonprofit Hope Vibes, which she co-founded alongside her husband, Emmanuel Threatt.

Hope Vibes develops creative exit strategies to end homelessness through direct relief, research, innovation, advocacy and systemic disruption. Recently, Hope Vibes debuted its "Hope Tank," a box truck converted into a mobile shower center and laundromat to help the homeless community. The initial truck was bought in 2017 thanks to a \$10,000 grant from FFTC's African American Community Foundation, and the project was completed with a



The "Hope Tank" will provide mobile shower and laundromat services to Charlotte's homeless community.

\$50,000 grant from the COVID-19 Response Fund.

The debut of the Hope Tank was a bright spot in a tough year for a segment of the local population hit hard by the COVID-19 pandemic.

"Because of the strong relational culture we've built with the people we serve, (when the coronavirus outbreak started) we began going out and just having conversations with our homeless neighbors," Threatt said. "We wanted to hear from them directly concerning the impact and their need. We found that the outbreak affected our homeless neighbors very deeply on an emotional and social level. They felt overlooked, unvalued and forgotten."

### Helping Those Most Vulnerable

When the COVID-19 Response Fund launched on March 16, remembering the community's most vulnerable was one of its key goals. In the early days of the pandemic, local agencies and nonprofits were among the first to feel the strain as the economy tightened, workers were asked to stay home and school cancellations caused disruptions.

"When we launched the fund, our approach was to look at the crisis from multiple angles, because the most important thing – especially in the early days of the pandemic – was to act quickly and get the money flowing," said FFTC President and CEO Michael Marsicano. "We knew nonprofits were being hit hard with requests to help, and thankfully when we asked the community to donate, they responded. The generosity that was shown was a bright spot during an otherwise uncertain time."

Lending Tree was the first to give, helping to start the fund with a \$1 million gift. The City of Charlotte and Mecklenburg County followed, alongside donations from corporations, foundations and individuals. Gifts to the fund ranged from the millions to a \$2 commitment from an anonymous online donor.

In addition to the Charlotte-Mecklenburg COVID-19 Response Fund, several of the Foundation's regional affiliates helped launch relief efforts in their communities. **More than \$1.7 million has been distributed collectively in Cabarrus, Iredell, Lincoln, Stanly, Union and York Counties.**

For more information: [fft.org/COVID-19](https://fft.org/COVID-19)

### Record Grantmaking

Although 2020 is not over, the Foundation is already setting record grantmaking numbers, thanks to the generosity of FFTC's fundholders, robust COVID-19 response efforts and the extraordinary work of our subsidiary E4E Relief (see page 9).

In September, the Foundation passed the 100,000 mark for grants issued. To put that in perspective, the Foundation issued 20,000 grants in all of 2019. Our previous record high was nearly 29,000 grants in 2017.



(From left): Charlotte City Council members Renee' Johnson and Larken Egleston, alongside FFTC President & CEO Michael Marsicano, Mayor Vi Lyles and Lending Tree CEO Doug Lebda at the announcement of the COVID-19 Response Fund in March.



Photo Credit: Piper Warlick

**The 2020 Nish Jamgotch Jr. Humanitarian Award** was recently awarded to Sil Ganzó – the founder and executive director of ourBRIDGE for KIDS, an after-school program for Charlotte's immigrant and refugee children. When the pandemic hit, Ganzó helped transition her organization from its after-school mission to helping distribute thousands of meals per week to the community.

"Receiving this award for the work done through a global pandemic brings me an incredible sense of reassurance," Ganzó said. "I am thankful for our team's selflessness, for their commitment to our work and for their trust in me to lead us through it."

Named for the retired UNC Charlotte professor who established the program, the award is presented annually to an individual or group that demonstrates exceptional community service. It is facilitated by FFTC, which also holds the charitable fund that supports the award.



Longtime FFTC volunteer leader and fundholder Bill Williamson has entrusted the Foundation with a planned gift to address future needs in his community.

their estate to the Education and Youth Development Fund. After their lifetime, that donor's gift will be used to permanently support nonprofits addressing the most pressing needs in this space.

By leveraging the Foundation's grantmaking expertise and volunteer advisory committees, FFTC Community Impact Funds ensure future grantmaking will address timely issues to make the most impact.

"None of us can fully predict what future challenges our community will face – the pandemic is a great example," said Catherine Warfield, senior vice president of Philanthropic Advancement. "By giving to a Community Impact Fund that aligns with their interests, donors can ensure that our community will be ready to respond to future, unexpected needs."

### Customizing a Planned Gift

Each donor is unique, with their own charitable vision. When retired media executive Bob Horner needed charitable giving advice, he came to Foundation For The Carolinas. He began his journey into philanthropy by opening a donor advised fund and supporting the Robinson Center for Civic Leadership, FFTC's flagship program, to address critical community needs.

When the time came to consider his future legacy, he wanted to involve his son in grantmaking while also giving FFTC the flexibility to address unexpected needs. So he mixed-and-matched FFTC fund options to craft a custom plan using his retirement fund assets.

Half of his charitable estate will fund an FFTC Donor Advised Fund from which his son will recommend grants. The other half is entrusted to two FFTC Community Impact Funds that will provide permanent discretionary dollars to support the community's future needs, as well as ongoing Foundation operations.

"I know I can trust FFTC to make the right decisions with the resources I leave behind," Horner said.

**For information on planned giving:**  
[fftc.org/PlannedGiving](https://fftc.org/PlannedGiving)

**Learn more about Community Impact Funds:**  
[fftc.org/CommunityImpactFunds](https://fftc.org/CommunityImpactFunds)

### Did You Know?

A planned gift can be established at FFTC with a variety of assets:

- Retirement plan assets
- Life insurance policies
- Charitable remainder trusts
- Charitable lead trusts
- Publicly traded securities
- Privately held stock
- Cash
- Real property

## Donor Advised Funds Support Community During Challenging Times

Even during times of uncertainty – whether the economic downturn of 2008 or today's pandemic – giving from donor advised funds has historically remained strong. Donor advised funds are an effective tool for addressing urgent and unexpected challenges, ensuring critical support for local nonprofits as they see unprecedented demand for services.

**As of October, FFTC fundholders distributed grants for COVID-19 support totaling more than \$13 million.**

As part of this grantmaking, fundholders contributed nearly \$7 million to COVID-19 Response Funds throughout our region. The funds were launched and managed in partnership by FFTC and United Way of Central Carolinas. Through these efforts, local grantmaking boards awarded support to nonprofits responding to the pandemic.

Fundholders also directly supported hundreds of nonprofits working on the front lines by making grants from their FFTC funds. A few highlights:

The Springsteen Foundation, an FFTC Donor Advised Fund, contributed \$100,000 to the Charlotte-Mecklenburg COVID-19 Response Fund and also gave directly to nonprofits for pandemic relief. This included \$400,000 awarded through their competitive grant process, as well as an additional \$100,000 to Crisis Assistance Ministry to provide emergency aid to those in need.



Volunteers at Crisis Assistance Ministry provide support to local residents in need through a curbside assistance program.

In addition to its regular grantmaking cycle, the Longleaf Fund's grantmaking committee elected to award \$600,000 to support educational access during the pandemic. These grants spanned multiple counties in North and South Carolina.

The Alpha & Omega Foundation, another FFTC Donor Advised Fund, responded quickly at the beginning of the crisis to award \$5,000 to the CMS Foundation to provide hotspots to students without internet access. As schools remained virtual this fall, the Foundation followed up with a second grant to help more students pivot to remote learning.

These are just a few examples of the generosity shown by the FFTC family of fundholders.

**Learn more about Donor Advised Funds:**  
[fftc.org/GivingFunds](https://fftc.org/GivingFunds)

## The Season of Giving

Now is an excellent time to support the causes you value while leveraging charitable tax benefits before the end of the year. Many have generously donated to pandemic response efforts, and continued support is critical for our nonprofit community during this time.

Please consider making a gift to your fund or establishing a new gift fund today, and be ready to make grants to your favorite organizations. FFTC offers a variety of fund options to meet your philanthropic needs. We also accept a wide array of assets, such as stock, closely held business interests and real property.

### Important Year-End Deadlines

**Please note:** For a cash or check gift to be credited in calendar year 2020, it must be received or postmarked by **Dec. 31, 2020**. Gifts of stock must be received into FFTC's brokerage account on or before **Dec. 31, 2020**.

To ensure grants from your charitable fund are processed before the New Year, please submit your recommendations by **Dec. 18, 2020** for nonprofits currently on FFTC's eligible organization list (searchable at [MyFFTC.org](https://MyFFTC.org)), and **Dec. 4, 2020** for new organizations. For assistance, contact Donor Relations at 704.973.4529 or [donorrelations@fftc.org](mailto:donorrelations@fftc.org).

### Making the Most of Year-End Giving

Whether you are a fundholder making plans to give – or a nonprofit seeking support from generous donors – you may be able to take advantage of federal tax provisions at year end.

Note: The following provisions apply to gifts to public charities – including FFTC Scholarship Funds and Community Impact Funds – but not to donor advised funds or supporting organizations.

### The CARES Act and 2020 Charitable Giving

Under the CARES Act, taxpayers who itemize may deduct cash contributions to public charities up to 100 percent of their adjusted gross income in 2020, an increase from the 60 percent limit that usually applies.

Taxpayers who do not itemize their deductions can claim a tax benefit up to \$300 for cash gifts made to public charities beginning in 2020.

### Guidelines for IRA Qualified Distributions

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.

*\* The material contained herein should not be construed as tax or legal advice. Donors should consult with their tax advisors.*



Giovy Buyers (left), owner of Southern Blossom, a local small business, received a \$10,000 grant from the Access to Capital Small Business Recovery Program. The grant helped the floral business survive during the COVID-19 economic downturn as weddings and other events were canceled.



### Verge Innovation

Before the pandemic hit, Karen Johnson, founder of Verge Innovation, had an optimistic outlook for her IT services platform. In fact, she was on the “verge” of contracting with prominent clients when business dried up. A grant helped her pay for office rent and business insurance so her start-up could survive the downturn.



### Dogon Market

West End residents count on Dogon Market for groceries, clothing and other essentials. However, the pandemic resulted in shorter operating hours, less foot traffic and expired inventory. A small business grant helped Dogon Market owner Tidiani Karambe pay bills and replenish inventory.



The Elder Gallery of Contemporary Art received a Center City Small Business Innovation Fund grant, designed to help small businesses adapt to challenges posed by the pandemic.

## Helping Local Small Businesses Survive and Thrive

Giovy Buyers was raised in Ecuador by rose farmers, so it’s no surprise she became a successful florist as the owner of Southern Blossom in Charlotte. When the shelter-in-place order took effect in March, Giovy was forced to close her doors. Soon after, her supply chain broke down and all upcoming events canceled, resulting in the threat of permanent closure.

But thanks to a \$10,000 grant from the City of Charlotte’s Access to Capital program, Giovy was able to keep her small business alive by paying rent as well as her vendors. Her story is just one of the 2,500 diverse small businesses that received financial help from the City’s grant program, which was administered by Foundation For The Carolinas, to distribute CARES Act funding. **Local small businesses affected by the pandemic received grants totaling more than \$30 million from the program.**

Launched in June to help Charlotte-based businesses

with 25 or fewer employees, the Access to Capital Small Business Recovery Program provided grants of either \$10,000 or \$25,000, giving local small businesses a lifeline during this challenging time. While FFTC typically distributes grants to nonprofits, its grantmaking expertise was sought to design and administer this effort to distribute funding rapidly and equitably to the small business community.

Thanks to the success of the initial program, in the fall, FFTC administered Open for Business efforts to distribute more than \$13 million to hundreds of restaurants, caterers, bars and food trucks, as well as local hotels.

FFTC partnered with the YMCA of Greater Charlotte to provide staffing for the program, hiring YMCA employees that had been furloughed due to the pandemic. And YMCA branches throughout Charlotte served as in-person assistance sites for businesses to get help with submitting their applications.



### Gracie Barra Charlotte

Diogo Silva de Souza, a black belt in Brazilian Jiu-Jitsu, and his wife, Thea, own local martial arts academy, Gracie Barra Charlotte. The shelter-in-place order forced the couple to temporarily close the academy’s doors. With 70 percent of their income lost, a small business grant helped them pay overdue rent and relocate to a smaller and more affordable location.



### Flavor Seed

Adam Jenkins opened Flavor Seed to honor his late father’s dream of owning an organic spice company. The pandemic stunted the company’s growth when engaging directly with customers was no longer an option. An Access to Capital grant allowed him to purchase new inventory and shift to online sales.

### Encouraging Innovation in City Center and Beyond

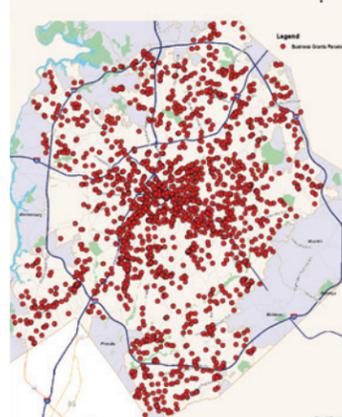
FFTC provided grantmaking support for the Center City Small Business Innovation Fund, launched by Honeywell and Charlotte Center City Partners.

This competitive grant program helped small businesses within Uptown, South End, Historic West End and elsewhere in Center City adapt to new economic realities, such as shifting to e-commerce, investing in mobile delivery or developing new packaging to pursue new distribution channels.

It later expanded to include businesses throughout Charlotte that are innovating, thanks to a partnership with the City of Charlotte to distribute federal CARES Act funding.

The program currently stands at \$4 million in funding. Bank of America, Duke Energy and The John S. and the James L. Knight Foundation also supported this effort.

Small Business Grant Award Map



(Above) In-person assistance was available at various YMCA of Greater Charlotte branches and other sites throughout the city. (Left) Grants were distributed to small businesses located in neighborhoods throughout the city of Charlotte. Each red dot represents a small business that received a grant from the Access to Capital program.



**Nearly 3,000 Charlotte businesses were awarded grants through the City of Charlotte's Access to Capital grants programs for small businesses, restaurants and hotels. Read more stories: [fftc.org/grantees](https://fftc.org/grantees).**

**Visit [charlottecentercity.org](https://charlottecentercity.org) for more information.**

## Foundation Makes Commitment to Racial Equity and Social Justice

Following the movement that arose this summer from the deaths of George Floyd, Breonna Taylor and other Black Americans, FFTC released a commitment statement to the community titled, “Racial Equity, Social Justice and Our Path Forward.” It read, in part, “We recognize the complexity of (systemic racism) and state what is clear: As an organization and as a team, we must hold ourselves accountable.” Commitments include:

- ▶ Publishing a list of nonprofits addressing racial equity for our fundholders to consider supporting, as well as sharing a curated list of educational resources and training, both available via our website.
- ▶ Providing educational programming for the community on race and equity issues. In October, FFTC held a Race Matters for Juvenile Justice workshop for fundholders.
- ▶ Partnering with community organizations whose missions are focused on racial equity and social justice.
- ▶ Reaffirming our commitment to diversity and inclusion in our governance practices and undergoing Foundation-wide diversity and inclusion training.
- ▶ Giving each FFTC full-time employee the opportunity to designate a financial contribution from FFTC to their choice of nonprofits that address racism, inequality or social justice.

A key step outlined in the statement is support of FFTC’s internal Equity & Inclusion Working Group, established last year for employees to examine institutional biases and identify ways to improve.

“As an organization, we are identifying what is needed internally and externally to move us towards transformation, which will help us build a permanent culture of inclusion and equity,” said Keva Womble, senior vice president of community programs and leader of FFTC’s Equity & Inclusion group.

Read more at [fftc.org/RacialEquityStatement](https://fftc.org/RacialEquityStatement)



Local Charlotte artists came together in June to create a popular Black Lives Matter mural on South Tryon Street.



GardHouse, a Charlotte-based nonprofit led by Jonathan Gardner, creates a pipeline of employment for college students of color.

Photo Credit: Kappius Photography

## ACCF Grant Helps Students Gain Employment Opportunities

Thierry Washington, a recent graduate of Appalachian State University, dreams of a career in architecture – a field in which Black professionals, like himself, are historically underrepresented.

Thierry majored in Building Sciences and Architectural Technology and Design, but he needed an internship to graduate. GardHouse, a Charlotte-based nonprofit, helped Thierry land two internships with minority-owned local businesses – F&D Integra and Renz Collaborative – where he is gaining hands-on experience in the field.

While only a year old, GardHouse has already created a pipeline to employment for more than 170 college students of color. The nonprofit has partnered with about 50 local, minority-owned businesses to provide internships and jobs opportunities for these students. GardHouse also supports students through professional development workshops and real-world coaching on practical topics, like how to make business connections via LinkedIn.

To support this work, GardHouse was recently awarded a grant from the African American Community Foundation, a grantmaking program and affiliate of FFTC. Thanks to two endowments and generous donors, the AACF board awards grants each year to support nonprofits – like GardHouse – that promote economic self-reliance, equal opportunity, leadership skills and cultural awareness among the region’s African American community.

FFTC fundholders can also now choose to affiliate their charitable funds with the African American Community Foundation – a way to show the collective impact of Black philanthropy in our region. Donors can also give directly to AACF to support this grantmaking.

View recent grants and support the African American Community Foundation: [fftc.org/AACF](https://fftc.org/AACF)

For information about GardHouse: [gardhouse.org](https://gardhouse.org)



Thierry Washington hopes his internships will help him gain long-term employment in the field. He also aims to earn a master’s degree.

## Brave of Heart Fund Supports Families of Fallen Healthcare Workers

For four decades, Barbara Holmes was a certified nursing assistant at St. Cabrini Nursing Home in New York state. A mother, grandmother and wife of 47 years, Barbara was known for being a passionate advocate for her patients and coworkers.

Tragically, Barbara became ill in May and succumbed to COVID-19. Twelve coworkers at the nursing home also lost their lives during the pandemic.

To honor fallen healthcare heroes like Barbara, the Brave of Heart Fund was established at E4E Relief, FFTC’s subsidiary that provides employee disaster and hardship relief programs to more than 100 companies with 5 million employees globally.

The Brave of Heart Fund provides charitable grants nationwide to surviving families of healthcare workers and volunteers who lost their lives while caring for others during the pandemic. Grants ranging from \$15,000 to \$60,000 help pay for short-term expenses such as funeral costs, as well as longer-term needs such as medical bills and education costs for dependents.

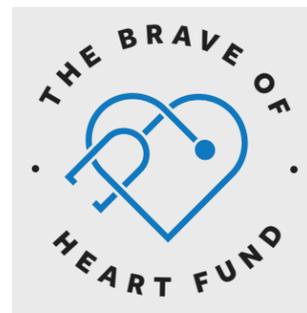
The New York Life and Cigna Foundations started the fund with initial contributions of \$25 million each. New York Life will provide up to another \$25 million in a dollar-for-dollar match for donations from individuals, and Cigna is providing free emotional and behavioral health services for surviving family members. Other companies and more than 1,500 individuals have donated as well. **The fund currently stands at \$65 million in donations.**

Barbara Holmes’ family received a grant from the Brave of Heart Fund to help pay for memorial expenses and childcare costs. “The Brave of Heart Fund helped my family memorialize my mother and carry on without her income,” Barbara’s son Eric said.

Fittingly, St. Cabrini Nursing Home has also named its monthly Values in Action employee award in Barbara’s honor.

For more information and to donate:  
[BraveofHeartFund.com](https://BraveofHeartFund.com)

Learn more about employee disaster and hardship relief funds: [E4ERelief.org](https://E4ERelief.org)



The Brave of Heart Fund was established at E4E Relief to honor fallen healthcare workers and volunteers who lost their lives caring for others during the pandemic. It provides charitable grants nationwide to surviving family members.

## Disaster and Hardship Subsidiary E4E Relief Sees Record Grantmaking, Growth in 2020

FFTC began administering employee relief programs for companies during another season of great uncertainty – following the tragic events of 9/11. In 2015, E4E Relief spun off as a wholly owned subsidiary of FFTC and has emerged as the nation’s leading provider of employee relief funds.

Beyond the Brave of Heart Fund, E4E Relief has seen unprecedented activity in 2020 as the pandemic has created daunting financial hardships for families in many industries across the globe. As of Oct. 1, more than 110,000 employees across the globe have applied for assistance, and emergency relief grants totaling \$87 million have been disbursed so far this year – a 700 percent increase over the entire year of 2019, which was also a robust year of grantmaking.

**\$87 million**

in grants from E4E Relief to clients’ employees for hardship relief in 2020 (as of Oct. 1)

**700%**

increase in E4E Relief grantmaking over 2019, to date

**110,000**

individuals have applied for assistance from E4E Relief programs



## Professional Advisor Spotlight

### Q&A with Jonathan Dry

Jonathan Dry, Managing Director with MBL Advisors in Charlotte, is a valuable FFTC partner. As a professional advisor, he works with high net worth families, business owners and corporate executives. His wealth management practice includes focusing on charitable giving in their current and long-term planning.



Jonathan Dry

#### Q: Describe your relationship with Foundation For The Carolinas.

I've worked with FFTC for several years and joined the cabinet of professional advisors in 2020. I am an advisor to entrepreneurs and business owners, and several of my clients have established donor advised funds and have assessed gifting strategies for private business interests through the assistance of FFTC.

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

The professionals at FFTC are always accessible to discuss any needs our clients or even potential clients may have. They take a long-term view of relationships, which allows us to make introductions and discuss creative strategies with clients showing charitable intent.

We have also found value through the Investment Alliance relationship, which allows us to advise our clients in coordination with FFTC. This brings continuity when advising multi-generational clients.

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

The joy of advising entrepreneurs is that they are constantly wanting to create impact. As they build value in their company and community, the conversation eventually shifts to how this plan can be carried out and how their family can get engaged. Conversations around donor advised funds and private business interests help clients realize how their legacy can continue to be defined well after their death.

#### Q: How has the COVID-19 pandemic affected your clients' giving?

COVID-19 has prompted numerous giving conversations. Many clients, particularly those in smaller communities, have wanted to increase their giving knowing that many small businesses and other charitable organizations are in need. Leveraging resources at FFTC is one way our clients can find opportunities to ensure funds get to where they are needed the most.

## Scholarships Support Local Students

This year has been unlike any other when it comes to schooling. In-person instruction has been limited and graduations were canceled. But that hasn't stopped local students from pursuing their academic goals, thanks in part to scholarships managed by Foundation For The Carolinas.

FFTC manages nearly 150 scholarship funds on behalf of donors. **This year, \$2.4 million in scholarships was awarded to 943**

**students.** Established by generous fundholders, these scholarships provide support for students ranging from kindergarten to graduate school.

Zy'lice Land was recently awarded a scholarship from the African American Network – Carolinas to pursue a biology degree at UNC Charlotte. She has dreamed of being a doctor since she was young, and this scholarship will help her take the next step.



Zy'lice Land



Drew Grantham

Drew Grantham, a graduate student at North Carolina State University, is another recent beneficiary. She received a Carolina Panthers Graduate Scholarship that will help her complete her master's degree in athletic administration loan-free.

**Support a student's educational journey by opening an FFTC Scholarship Fund. Learn more: [Qiana Austin at qaustin@fftc.org](mailto:Qiana.Austin@fftc.org)**

## CCAP Members Make an Impact

Charlotte Community Affairs Professionals is an affinity group managed by FFTC. During the pandemic, CCAP member companies have implemented programs and projects – from distributing masks to providing meals to first responders – to help our community's most vulnerable.



Roof Above's 66-room shelter was furnished with help from CCAP members.

As a group, CCAP members also collaborated to help furnish a new shelter for Roof Above (formerly Urban Ministry Center/Men's Shelter of Charlotte).

CCAP members gain professional development and insight into local issues so they can better serve the communities where they live, work and do business.

**For membership information: [CCAP@fftc.org](mailto:CCAP@fftc.org)**

## Foundation Team News

### New Executive Director

Education and nonprofit strategist Sherri Chisholm has joined Leading on Opportunity as Executive Director, leading its mission to improve economic mobility in Charlotte-Mecklenburg.



Sherri Chisholm

### FFTC Staff Updates

Emily Kennedy recently joined as Vice President, Center for Personal Philanthropy, helping FFTC's personal and family fundholders achieve their philanthropic goals.



Emily Kennedy

Rhonda Dean recently joined as Vice President, Board Management, serving as the relationship manager and board lead for nine of FFTC's 13 affiliate county boards.



Rhonda Dean

Kindl Detar now serves as Vice President, Planned Giving, stewarding FFTC's current planned giving donors and helping new donors plan their giving legacies.



Kindl Detar

### Employees Honored

Catherine Warfield (Senior Vice President, Philanthropic Advancement) was named by The Mecklenburg Times as one of the area's 50 Most Influential Women. Warfield leads FFTC's philanthropic advancement team, overseeing business development and relationship management.



Catherine Warfield

David Rivens (E4E Relief National Sales Director and VP Customer Experience) was named to Charlotte Business Journal's 40 Under 40 list. She leads the Sales and Customer Experience team for E4E Relief, a subsidiary and the leading national provider of employee disaster relief programs.



David Rivens

## Stay Connected with FFTC Programming

FFTC regularly offers complimentary webinars on a variety of giving topics relevant for philanthropic individuals, families and companies, as well as for nonprofits. We also offer Continuing Legal Education opportunities for estate planners and other professional advisors.

**View upcoming events or watch past webinars: [fftc.org/UpcomingEvents](https://fftc.org/UpcomingEvents)**

## Amplify Your Philanthropic Impact With Non-Cash Gifting

Did you know that appreciated investments in illiquid assets – such as private equity, closely held business interests and real property – can be an important part of an overall philanthropic wealth management strategy?

By gifting all or part of a privately held, complex asset prior to its sale, you maximize the philanthropic impact while reaping tax savings. FFTC makes this process easy – and has accepted more than \$250 million in similar gifts over the last eight years, resulting in significant charitable impact.

▶ One donor's angel investment in a financial technology company resulted in an endowed scholarship for a major veterinary school.

▶ Another donor structured their gift so that a portion of the profits provide ongoing operational funding to their favorite nonprofit.

▶ A real estate developer used a portion of their commercial real estate asset to fund hands-on learning programs for two major business schools.

### Getting Started

Initiate conversations with FFTC well before an anticipated liquidity event. The Foundation's staff has deep experience with customizing each opportunity to meet the donor's needs.

**Learn more about how to give business interests: [fftc.org/BusinessInterests](https://fftc.org/BusinessInterests)**

Non-Cash Assets



Closely Held Business Interests



Private Equity



Real Estate



Community Investments Foundation



Liquidation



Your FFTC Gift Fund



Community groups helped get the word out by distributing Reading Checkup flyers, including at a drive-through back to school event.

## Families Benefit From Reading Tool

This past summer, Read Charlotte, an initiative housed under the FFTC umbrella, launched the Reading Checkup program. This innovative tool helped families evaluate their children's reading level and provided activities to target individualized learning needs.

By the end of the program, more than 2,500 Charlotte-Mecklenburg children used this tool to prevent summer learning loss – which was even more important during the uncertainty of the pandemic.



**Learn more about the Reading Checkup tool:**  
[ReadingCheckup.org](http://ReadingCheckup.org)

## New Report Updates Local Economic Mobility Data and Policy Strategies

Starting in 2014, the Robinson Center for Civic Leadership – the flagship program of FFTC – led a community-wide effort to analyze the state of the “American Dream” in Charlotte and Mecklenburg County. Harvard University Professor Raj Chetty’s “Land of Opportunity” research, which measured the likelihood of a child moving up the income ladder – and ranked Charlotte last among large U.S. cities in terms of mobility – provided momentum. The effort culminated in 2017 with the release of the Leading on Opportunity Task Force Report.

Although the original research effort concluded with the task force report, Chetty’s new initiative, Opportunity Insights, chose Charlotte as its first location to further explore the data and work with local partners to develop research-based solutions.

This latest effort resulted in a report released in November that provides updated findings on the state of economic mobility in Charlotte/Mecklenburg and highlights potential policy strategies to improve mobility rates.

“Although the findings are based upon Charlotte data, we’re pleased that Opportunity Insights will use the report to inform efforts across our greater region, state and country,” said Brian Collier, FFTC executive vice president.

**To read the report: [ffc.org/Publications](http://ffc.org/Publications)**

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