



a special initiative of
The Community Foundation of Greenville
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2017 ANNUAL REPORT | MAY 2017

A SPECIAL INITIATIVE OF THE
COMMUNITY FOUNDATION OF GREENVILLE

Giving... and Granting... and Growing a Greater Greenville

Just when we thought we reached the summit, we discovered that it was really only a plateau. We had more climbing to do!

At our 10th anniversary celebration last year, we set a new record for giving – \$577,250 to 12 agencies. Those grants have already begun to leave an imprint on the Greenville community.

Our membership continues to grow and give. On May 9 our 2017 contributions, combined with the generous support of other donors, allowed us to distribute \$613,485 to 10 organizations, six of which are first-time recipients of GWG funding.

This year's grants will help to guide youth away from crime, and former offenders to get jobs. They will help foster children graduate from college and help many others reach their creative potential. They will facilitate transporting the homeless to community resources, and steer teens from going down the road to suicide. They will provide new resources for food security, and sustain and expand already successful programs.

THE 2017 GRANT AWARDEES ARE:

Alston Wilkes Society – \$45,756 over 2 years to provide additional staff and direct client assistance, aiding former offenders' transitions back into the community

Feed & Seed – \$34,854 to hire a field coordinator who will add efficiency to the process of providing access to affordable local produce

Fostering Great Ideas – \$47,000 to develop a Greenville Tech student/staff mentoring program for assisting foster children with college applications and help them toward college success

Mental Health America of Greenville – \$49,875 to fund an AmeriCorps volunteer effort to create an online training and scheduling program for mental health volunteers

Project Host – \$100,000 over 2 years to expand soup kitchen space and buy equipment for a specialized bakery

Rebuild Upstate – \$52,000 to provide critical home repairs for 125 low income residents, and add staff to assist with homeowner education

South Carolina Children's Theatre – \$80,000 over 2 years to purchase state-of-the-art theatrical equipment for its future Theatre Arts Center

United Ministries – \$54,000 to purchase a van for transporting its homeless and underserved clients to essential community resources

Upstate Forever – \$80,000 over 2 years to establish conservation easements for protecting signature property along the Reedy River downtown (Camperdown Way) and throughout Greenville County

Urban League of the Upstate – \$70,000 over 2 years to expand the capacity of a highly successful program which keeps at-risk youth from acquiring a criminal record due to minor offenses

GWG BOARD 2017-2018

CO-CHAIRS

Maggie Glasgow
Diane Perlmutter
Emelia Stephenson
Janet Sumner

SECRETARY

Helen Smart

TREASURER

Kathy McKinney

COMMUNICATIONS

Jamie Prince

SOCIAL MEDIA

René Hutchisson

EDUCATION

Susan Robbins, *Chair*
Ginny Mitchell, *Vice-Chair*

ENDOWMENT

Diane Perlmutter

GRANTS ASSESSMENT

Marie Wolf, *Chair*
Kathleen Wall, *Vice-Chair*

GRANTS REVIEW

Karyl Woldum, *Chair*
Beverly Ward, *Vice-Chair*
Emmy Holt, *Vice-Chair*

LEADERSHIP DEVELOPMENT

Debbie Stuckey, *Chair*
Susan Cinquemani, *Vice-Chair*

MEMBERSHIP

Magaly Penn, *Chair*
Sue Fisher, *Vice-Chair*

SPECIAL EVENTS

Jennifer Howe, *Chair*
MK Kester, *Vice-Chair*

MEMBERS-AT-LARGE

Lil Glenn
Deshia Leonhirth
Laura Moore
Tiby Weinstein

CHAIRS EMERITAE

Frances Ellison
Harriet Goldsmith
Sue Priester

COMMUNITY FOUNDATION LIAISON

Gina Blohm



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Meet Your Co-Chairs



From left: Maggie Glasgow, Janet Sumner, Emelia Stephenson and Diane Perlmutter.

Photo courtesy of William Crooks.

Founders Frances Ellison and Sue Priester are stepping back as Co-Chairs this spring and will join founder Harriet Goldsmith as Chairs Emeritae on the GWG board. While our founding mothers will continue to lend their vision and direction to GWG, the organization's day-to-day operations will be led by four Co-Chairs.

Janet Sumner is currently in her third year of serving as a Co-Chair and Maggie Glasgow is in her second year. Diane Perlmutter and Emelia Stephenson have been "shadowing" the Co-Chairs for the past year and now are officially stepping up to the plate. Take a moment to learn more about them.

MAGGIE GLASGOW

mglasgow47@hotmail.com
Maggie grew up in western North Dakota, the oldest of six children. She attended and graduated from the University of North Dakota (Journalism/English major) and later did graduate work at Duke University (MA and PhD in sociology).

Maggie taught sociology at Bluefield College in Bluefield, VA and retired as Chair of the Social Sciences Division. She moved to Greenville in 2006 and joined GWG in 2008. Maggie has chaired the Education Committee and Strategic Planning Committee, and served as Leadership Development Chair on the board prior to becoming a Co-Chair.

She is married to Dr. Lowrie Glasgow (retired gastroenterologist) and they have three children (Heather Brooker, Andy and Sam Glasgow) and five grandchildren

(Maggie and Jack Brooker, Isabelle Glasgow, Cole and Will Brand). Maggie loves reading, travel, natural history, gardening, and anything to do with family, friends and Greenville Women Giving!

DIANE PERLMUTTER

dperlmutter@aol.com
In 2006, Diane moved to the Cliffs at Glassy from New York City where she lived and worked for nearly forty years. Diane's career included being VP of marketing and advertising at Avon Products, Inc., COO of communications giant Burson-Marsteller, and CEO of Gilda's Club Worldwide, the cancer charity inspired by Gilda Radner. She served on the Boards of Directors of YMCA of Greater New York, Columbia-Greene Hospital Foundation, Hudson Opera House Community Center, Women's Forum Inc. and Cancer Support Community. A graduate of Miami University (Ohio), Diane is in her first term as a National Trustee on the Miami Board of Trustees.

Since moving to SC, Diane has continued her community engagement by serving on the Cliffs at Glassy Property Owners Association board; GHS Capital Campaign Steering Committee and the Cancer Institute Advancement Council; as secretary of The Warehouse Theatre board; and as a member of GWG's Class of 2012, Co-Chair of the Tenth Anniversary and Chair of the Endowment Committee.

EMELIA STEPHENSON

emeliastephenson@gmail.com
A Virginia native, Emelia has lived in Greenville since 1980. She was a speech-language pathologist working with children

and adults until retiring to devote time to her family, volunteer projects and garden. A founding member of GWG, she has served on the board as Grants Review Chair and as Grants Assessment Chair.

Emelia was one of the first women to graduate from Davidson College and has a Masters Degree from the University of Virginia.

She has been married to her husband, Jim, for 39 years and they have a daughter, Sally, currently living in England.

JANET SUMNER

jsumner@hotmail.com
Janet grew up in Greenville and graduated from Rhodes College in 1982. She worked as a copywriter and account executive for several Greenville firms including Liberty Life's marketing department, Henderson Advertising and The Eison Goot Group (now Brains on Fire). She served as VP of Marketing for the Peace Center for eight years before opening Benetz, a store in downtown Greenville.

After leaving Benetz, Janet began directing marketing efforts for her husband, local attorney Steve Sumner, and joined GWG in 2009. She has served on the Grants Committee; as Membership Chair for four years; and Co-Chair for three years.

Janet and her husband love to travel, fly fish, read and hang out at the lake!

Feel free to email any of your Co-Chairs if you have questions, thoughts, concerns or fresh ideas! We look forward to working with you this coming year.

The GWG Endowment

At the Members Luncheon in February, Diane Perlmutter announced the creation of the GWG Endowment and its goal of reaching \$5 million by 2026, GWG's twentieth anniversary. The endowment will be funded through voluntary donations and bequests.

GWG has become an important part of the philanthropic fabric of Greenville and the endowment will help us:

- To ensure that we can continue our current level of engagement in perpetuity; and
- Be opportunistic in contributing to community needs that do not fall into our grant cycle (e.g., natural disasters or an organization with a time-limited matching gift opportunity)

The endowment is structured in the traditional way, with the principal amount kept intact while the investment income (historically four to five percent) will become available for use. The GWG board has determined that no money will be

spent until the principal reaches \$500,000. Until then, any interest will be reinvested in the principal. The Community Foundation of Greenville will hold our endowment and the CFG Investment Committee will manage the monies. A list of those committee members is available at www.cfgreenville.org.

The GWG board also approved specific policies on growing, managing and distributing funds. The policy includes a requirement that any request must be submitted to the Endowment Committee for review and then presented to the board for final approval. It also states that any undesignated gift to GWG will be placed in the endowment. Of course, if a donor specifies how a gift should be used, GWG will always honor the donor's wishes.

The endowment committee includes Frances Ellison, Kathy McKinney, Gina Blohm, Connie Lanzl, Perry Gilreath and Diane Perlmutter (chair). The endowment policies specify that the committee

consists of five to seven people and must include a GWG co-chair, the GWG treasurer and a representative of CFG.

There have already been donations to the endowment. These include individual gifts; donations "in honor of" GWG members; a donation from the Community Foundation of Greenwood as a thanks to GWG co-chairs for speaking at an event; and a gift from WCGN - the national network of Women's Collective Giving Grantmaking organizations - in honor of Sue Priester, who was a WCGN founding board member.

A brochure that answers frequently asked questions will be available at all GWG events and by request. Financial information will be reported annually, beginning with the audited financials from fiscal 2017.

Information is also available at www.greenvillewomensgiving.org or by contacting Melanie Dixon at greenvillewomensgiving@gmail.com.

Introducing GWG's New Website

Click, click! Get on your keypads and visit our brand new, improved website. Same URL (www.greenvillewomensgiving.org), a whole new experience! We owe special thanks to website design firm Beam & Hinge - headed by new member Jean Cecil Frick - which is donating their time and talents on this very important and visible project for Greenville Women Giving.

A few notable things you will see as you explore the new site:

- A modern, fresh feel that is beautiful on any device: desktop, laptop, tablet, and smartphone;

- More great imagery of our members and grantees and less text on each page;
- Homepage driver buttons to focus our website visitors' experience: Our Story, Our Impact, and Our Events;
- Spotlight testimonials throughout the site from our members and grantees;
- A way for non-GWG members to begin receiving news and special announcements and invitations from us; and
- A streamlined Grants section that allows prospective grantees to download

everything they need as an informational packet.

We hope you agree that the investment we've made in our website is one that will pay dividends for the organization moving forward. As always, we enjoy and encourage your feedback. Please reach out to Melanie Dixon, GWG's Administrator, at greenvillewomensgiving@gmail.com with comments, questions, or ideas on the continual improvement of our site.



Annual Members Luncheon: Focus on Finances

Nearly 250 women gathered at the Poinsett Club for the Sixth Annual GWG Members Luncheon. The crowded room was a visual reminder of how our growth has limited the choice of venues that can accommodate our membership. It was an apt situation for the main topic of discussion: finances.

GWG Treasurer Kathy McKinney, with support from Endowment Chair Diane Perlmutter, presented a complete overview of GWG operating and program expenses. While, of course, most of our money is directed towards grant making, this meeting focused on an in-depth explanation of the rest of our finances. Additionally, Kathy explained that the board takes equal care with all spending. The following highlights key points of the presentation.

The decision to increase the non-grant portion of the annual contribution from \$100 to \$200 was made after much review.



It will occur over a three year period and apply to new members and existing members at the time of their three-year renewal. The change was driven in a large part by membership growth which brings increased program costs. In addition, with increasing membership, the need for paid administrative support (thank you Melanie!) has grown in importance and scope. Printing and mailing costs are also a factor. While GWG now uses e-communications wherever possible, there are approximately 200 members (about 40 percent) who still prefer hard copies. Finally, the new fee also reflects the greater number of GWG events each year, including the Members Luncheon, Ballot Showcase, and Class Events.



Kathy went through all of the items on the GWG 2016-2017 budget explaining which items covered operational costs (administrator, membership recruitment, leadership development, events like the luncheon, and certain communications expenses). She contrasted these with program expenses that directly support our mission (educational events, grant-making costs, the Annual Meeting, and related communications expenses). Operating and program expenses each represent about half of the non-grant annual contribution. Our operating and program expenses fall well below best practices for non-profits (i.e., no more than 20% of total revenue being spent on operating/admin expenses).



Following Kathy's presentation, Diane announced the launch of the GWG endowment. Read about the endowment on page 3.

As has been done every year, the luncheon ended with table discussions. Topics were:

- How should we launch the endowment?
- How can we improve our member retention/three-year renewal from its already-high 85 percent level?
- Who should we approach for sponsorships in addition to our current supporters?

Many new and thought-provoking ideas were discussed. These were shared with the Board at their annual retreat and have been incorporated into planning for 2017 - 2018.

Stars of the WCGN Conference

GWG was well represented at the Women's Collective Giving Grantmakers Network (WCGN) conference (March 12-14 in Atlantic Beach, Florida) by our members Jamie Prince, Maggie Glasgow, Diane Perlmutter, Emelia Stephenson, Janet Sumner and Sue Priester. Jamie and Maggie were among the conference presenters who shared their experiences and insights on such topics as membership recruitment, using social media, leadership development and impactful grant making. Members from 31 groups around the country participated.

Not only was GWG well represented, we were also well respected! GWG is the largest group in the WCGN and everyone asked how we did it. We told them it is because we have fabulous and dedicated volunteers at every level, a hard-working board and exceptional pride in and hopes for our community. In short - we have you!

Financial Statement

	Year 6 2012	Year 7 2013	Year 8 2014	Year 9 2015	Year 10+ 2016
Greenville Women Giving Grantmaking					
Contributions (Revenue)					
Memberships (\$1,000 each)	\$ 361,000	\$ 393,000	\$ 420,000	\$ 431,000	\$ 525,000
Additional Gifts - Foundations/Individuals	\$ 105,200	\$ 77,567	\$ 80,271	\$ 110,218	\$ 52,250
Subtotal	\$ 466,200	\$ 470,567	\$ 500,271	\$ 541,218	\$ 577,250
Grants					
Greenville Women Giving Grants	\$ 466,200	\$ 470,567	\$ 500,271	\$ 541,218	\$ 577,250
Greenville Women Giving Operations					
Administrative/Marketing Revenue					
Memberships (\$100 each)	\$ 36,100	\$ 39,300	\$ 42,000	\$ 42,900	\$ 52,500
Interest Income	\$ 2,034	\$ 2,089	\$ 2,101	\$ 1,624	\$ 2,203
Sponsorships	\$ 5,000	\$ 5,000	\$ 5,000	-	\$ 77,500
Educational/Special Events	\$ 6,235	\$ 5,855	\$ 6,043	\$ 6,512	\$ 10,402
Total Revenues	\$ 49,369	\$ 52,244	\$ 55,141	\$ 51,035	\$ 142,605
Expenses (Expenses)					
Administrative/Marketing Expenses	\$ 39,054	\$ 47,056	\$ 63,414	\$ 54,486	\$ 149,321
Total Expenses	\$ 39,054	\$ 47,056	\$ 63,414	\$ 54,486	\$ 149,321
Beginning Balance	\$ 71,650	\$ 81,965	\$ 87,153	\$ 78,880	\$ 75,429
Net Surplus/(Deficit)	\$ 10,315	\$ 5,188	\$ (8,273)	\$ (3,451)	\$ (6,716)
Ending Balance	\$ 81,965	\$ 87,153	\$ 78,880	\$ 75,429	\$ 68,713

+Results include money raised in support of the Tenth Anniversary. These funds covered all costs related to the anniversary celebration; the excess was applied to offset the year's normal operating expenses.



PLEASE JOIN US

We invite you to join Greenville Women Giving in our journey of learning, working and giving together. Membership is open to any woman who commits to contributing \$1,200 per year (tax-deductible) for three years. Your donation is the only requirement to become a member, but the opportunities offered by membership are many.

For more information on how to join, call 864-361-1393 or visit greenvillemomengiving.org.

Welcome, Class of 2017!

- | | | | | | |
|------------------|------------------|------------------|-------------------|-----------------|----------------|
| Linda Albright | Tracie Cain | Allison Fields | Mary Sue Helfrich | Karen Mathers | Ellen Stephen |
| Karen Alexander | Margot Campbell | Jill Fivecoat | Jean Helwing | Jo Maypole | Judy Suggs |
| Marion Atkins | Peach Cearley | Pam Foster | Diane Jenkins | Pam McCurry | Kate Tierney |
| Connie Bachert | Amy Chan Short | Jean Cecil Frick | Anne Johnson | Sue McInerney | Ann Tollison |
| Melissa Bane | Sissy Cullum | Jennifer Fuller | Lynne Jones | Kristen McLean | Joy Wagner |
| Jennie Beaudine | Susan Dauber | Joanne Gabriel | Martha Judd | Nancy Meyers | Pam Walters |
| Mot Boling | Anita Davis | Joye Grabarczyk | Pam Kaplan | Marion Mitchell | Sharon Wheeler |
| Susan Boyd | Elizabeth Davis | Laura Greyson | Kimberly Kegler | Jane Pannier | Bennie Whipple |
| Marcia Brabender | Denise Eidson | Margie Gust | Sarah Kennedy | Brooke Reed | Katie Willett |
| Lauren Briles | Jan English | Jean Hall | Marie Kmonicek | Pam Rider | Sandi Wilson |
| Tricia Brown | Jennifer Everatt | Debbie Hammersla | Darlene Knight | Dana Rush | Kathy Wurth |
| Gayle Butler | Jennifer Farish | Misty Hardaway | Deshia Leonhirth | Cherron Saad | |
| Miriam Butler | Cindy Felice | Suzanne Hardin | Janie Little | Lisa Shusterman | |
| | | Annie Hawthorne | Winston Marosek | Debbie Spear | |
- As of April 15, 2017*

GWG Founders Receive Order of the Silver Crescent

As Governor Nikki Haley prepared to leave office in January, she awarded the Order of the Silver Crescent to three Greenville community leaders - Frances Ellison, Harriet Goldsmith and Sue Priester.

THE ORDER OF THE SILVER CRESCENT is the state's highest civilian award for significant contributions, leadership, volunteerism, and lifelong influence *within a region or community*. The Order of the Silver Crescent is a once in a lifetime achievement.

GWG and the Community Foundation of Greenville hosted a champagne brunch Saturday, January 14th, at the new downtown Embassy Suites to recognize the women. Bruce Bannister, State Representative and House Majority Leader, presented the award on behalf of the Governor.

This incredible accolade received significant press exposure across all major media categories for these three ladies and for GWG, including a photo spread in *TOWN*, a terrific contributed editorial in *The Greenville Journal* by GWG member Helen Smart, and a wonderful Letter to the Editor in *The Greenville News* written by member Betty Jenkins.



Courtesy of Community Journals

Education Events Preview

The Education Committee has been busy planning for 2017-2018. The plans, as of April 15, are as follows:

TUESDAY, SEPTEMBER 19, 2017 • 5:30-7:00 P.M.
 Greenville County Art Museum
What's Happening on the Green: The Museum Scene in Greenville
 Heritage Green is home to a range of educational and entertaining museums and venues. Learn how this important part of our downtown enhances the lives of residents throughout the Upstate.
Speakers: **Ellen Westkaemper**, Head of Education, Greenville County Museum of Art; **Jessica Hayes**, Director of Programming, Children's Museum of the Upstate; **Elizabeth Gunter**, Director of Programs and Marketing, Upcountry History Museum

THURSDAY, NOVEMBER 16, 2017 • 10:00 A.M.-11:30 A.M.
 First Baptist Church, Greenville
Pay for Success: How Innovative Funding Can Create Social Good
 The Institute for Child Success (ICS) has adopted an innovative approach to funding early childhood education: Social Impact Bonds. ICS "Pay for Success" financing can bring new resources, new partners and a new focus on outcomes to early childhood services and other important issues.
Speakers: **Jamie Moon**, President, The Institute for Child Success; **Katy Sides**, VP Operations/Finance, The Institute for Child Success

THURSDAY, OCTOBER 19, 2017 • 11:30 A.M.-1:00 P.M.
 Kroc Center
Greenville's Gentrification Dilemma: Where Do I Live Now?
 Despite tremendous housing growth in our vibrant city, there is now a shortage of 2,500 affordable rental units (less than \$500/month). The City of Greenville has created a public/private partnership to mobilize and apply solutions.
Speakers: **Susan McLarty**, Affordable Housing Steering Committee Member; **Michael Williamson**, Project Manager, Community Development Department, City of Greenville; **Deborah McKetty**, President and CEO, CommunityWorks, Inc.

TUESDAY, JANUARY 23, 2018 • 11:30 A.M.-1:00 P.M.
 Kroc Center
Life in Limbo: Foster Care
 During lunch, "ReMoved" - a 12-minute video - will show through the eyes of a young girl how it feels to be taken from home and placed into foster care.
Speakers: **David White**, CEO of Fostering Great Ideas; **Rhonda Littleton**, Baptist minister and founder of A Home for Me

TUESDAY, MARCH 13, 2018 • 11:30 A.M.-1:00 P.M.
 Younts Conference Center, Furman University
My Recyclables: Where Do They Go?
Speakers: **Allison Brockman**, Recycling Coordinator, City of Greenville; **Wendy McNatt**, Recycling Coordinator, County of Greenville; **Mandi Barnett**, Pratt Industries

