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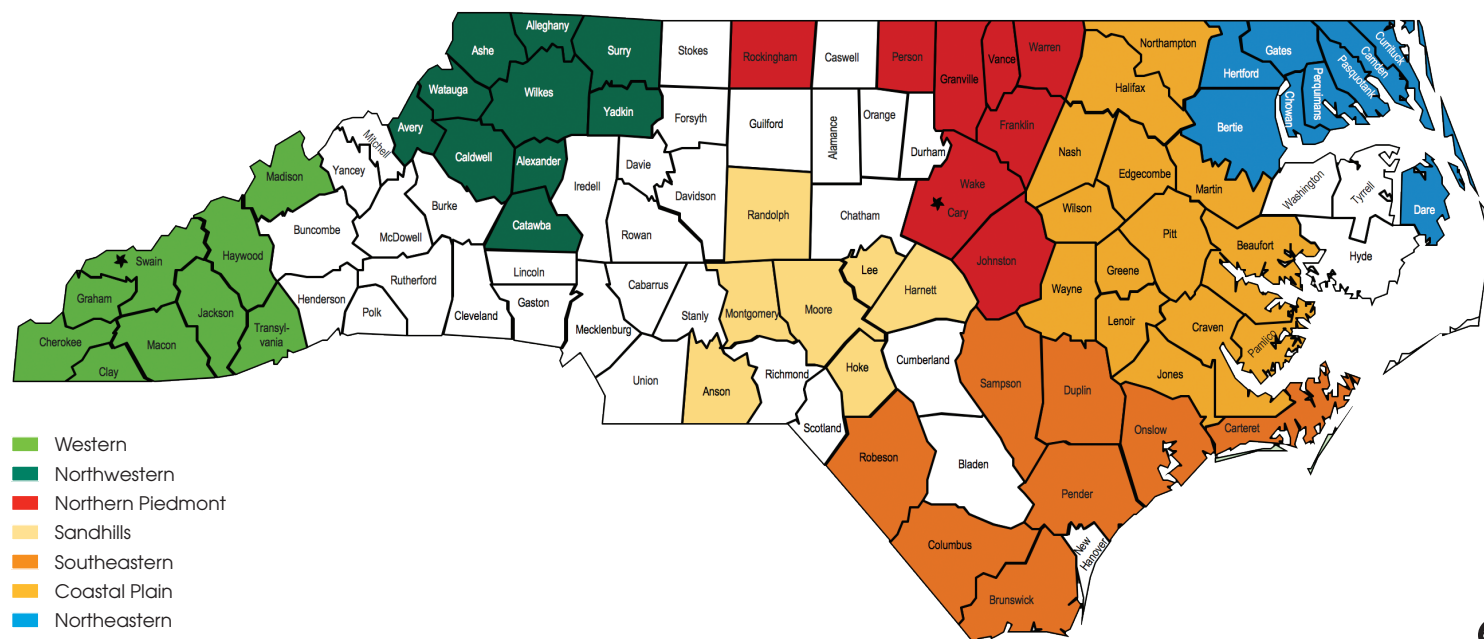
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FoundationNews



2009 SPECIAL EDITION

A *message* from the NCCF's CEO

I am proud to bring you this “special edition” of the North Carolina Community Foundation’s newsletter because it’s designed to communicate both a firm recommitment to our roots as well as a strategic plan for our future.

This is perhaps best symbolized by our updated logo, incorporated in the masthead above. Still central to our visual brand is the iconic pinecone formed of hands intertwined in partnership. This is particularly appropriate since partnerships guide everything from our organizational structure to how we work in communities across the state. A fresh take on the imagery and colors also illustrates a contemporary organization poised for future opportunities. Now into our 21st year, we believe the NCCF is beginning to come into its own, like a young adult with a strong foundation and a promising future.

Positioning our organization for the future was also the goal of the eight-month process that resulted in our strategic plan, outlined on page two. A dedicated committee comprised of members of the statewide board and staff oversaw the effort to produce a three-to-five year plan designed to guide our work. Central to the result was valuable input from affiliate foundation board members, volunteers, professional partners and staff at every level. I’d like to particularly



President & CEO Jennifer Tolle Whiteside and Chair Ronald Scheeler.

“... We believe the value and strengths of the North Carolina Community Foundation have never been more apparent ...”

thank statewide board members James Black, Keith Crisco and Brian Crutchfield for their leadership in this effort.

You won’t find any major departures in our work plan. These are times for embracing our considerable strengths and nurturing what we have. We are very clear on continuing to build the NCCF’s affiliate network structure, as well as our focus on rural areas not served by other community foundations. And while we won’t veer from our core principles, we did update the language of our mission statement, published on page two.

Of course no one could have predicted the recent events that have played havoc with financial markets. While the economy continues to limp along, we believe the value and strengths of the North Carolina Community Foundation have never been more apparent. Our statewide presence fuels our knowledge of local community issues and needs. Our track-record of helping to meet these needs spans two decades. Our affiliate structure ensures that local dollars stay local. And the very structure of a community foundation that leverages the power of pooled resources is particularly valuable during these uncertain times.

What makes us the valuable, strong organization that works for communities throughout our state are all of you, our affiliate foundation partners, staff, board members, donors, fund-holders and volunteers.

I also want to pay special tribute to Ron Scheeler, who has so effectively served as chair of the statewide board. We would not be the organization we are today without his steady, insightful leadership, and we’ll continue to benefit from his advice and counsel as a member of the statewide board.

Board member James Narron assumes chairmanship this spring, and we look forward to his leadership. He’s been involved with the Foundation in many ways and for

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North Carolina Community Foundation Mission and 2009–2012 Strategic Plan

Mission Statement

Our mission is to: Inspire North Carolinians to make lasting and meaningful contributions to their communities.

We succeed through a unique statewide network of affiliates that leverages the collective power of local leadership to effect meaningful change throughout North Carolina.

We build partnerships to strengthen our state through measurable, sustainable strategies that benefit all citizens.

Our commitment to excellence supports stewardship through our transparency, integrity and accountability.

Strategic Plan

GOAL ONE:

Ensure a strong and engaged statewide affiliate network

GOAL TWO:

Build the charitable resources to strengthen North Carolina communities

GOAL THREE:

Serve as an innovative, accessible and effective partner for our donors

GOAL FOUR:

Encourage philanthropy throughout North Carolina

GOAL FIVE:

Model organizational excellence

What our leaders say about the Strategic Plan

“Our new strategic plan provides the focus necessary for the entire NCCF system to grow and thrive. The plan encompasses the Foundation’s work in all of our seven regions and every corner of the state.”

– C. Ron Scheeler, NCCF Chairman of the Board

“The strategic plan reaffirms our focus on our affiliate partners, which along with our continued pledge to serve rural areas, is the heart and soul of our work.”

– James W. Narron, NCCF Board Member and 2009 Chairman-Elect

“The time is now for the North Carolina Community Foundation to seize the opportunities we have to serve communities throughout our state and leverage the power of philanthropy.”

– James B. Black III, NCCF Board Member

“The plan directs us to deepen our work with donors and professional advisors, to increase our visibility and the impact of our grant-making and to ensure our affiliates have the resources that they need to best serve their communities.”

– J. Keith Crisco, NCCF Board Member

“One of the most compelling aspects of the plan is that it takes into account our core competencies and combines them with areas of great potential and need.”

– Jennifer Tolle Whiteside, NCCF CEO and President

News Briefs

NCCF receives four stars for fiscal integrity – again!

The Foundation has received Charity Navigator's highest rating for sound fiscal management for the second consecutive year. The four-star rating is based on operational quality, financial efficiency and integrity, accountability and growth of programs and services.

"This recognition comes at a time when donors are taking an especially close look at accountability, transparency and quantifiable results," said NCCF CEO Jennifer Tolle Whiteside. "We appreciate the concerted efforts of our staff and statewide and affiliate boards and volunteers who have allowed us to receive this honor again."

Only 18 percent of the nonprofits evaluated by Charity Navigator have received at least two consecutive four-star rankings. The independent evaluator examines the financial health of more than 5,300 of the largest non-profit organizations in the United States. For more information, visit charitynavigator.org.



Tell us what you think; return our survey, and you can win!

A simple, direct survey is enclosed with this newsletter, and we'll make it worth your while if you fill it out and send it back in the enclosed envelope!

All respondents will be entered into a drawing to receive a \$100 contribution in their name to the NCCF fund of their choice.

"We really want to hear what's on the minds of our partners throughout the state," said Carrie Gray, director of donor engagement. Another important reason for the survey is to gather as many email addresses as possible so that the Foundation can begin communicating with you more often – and save trees and money in the process.



The NCCF hosted several receptions throughout the state last year to honor scholarship fund-holders and recipients. This particular student group represents 12 different scholarship funds held by the NCCF. They attend NC State University, Shaw University and Wake Technical Community College.

Scholarships awarded in '08

The NCCF awarded nearly \$650,000 in scholarships and educational grants in 2008.

Awarded were 237 direct scholarships to 226 students totaling \$340,920. The Foundation also contributed another \$309,000 in grant money to educational institutions for the purpose of awarding scholarships to students attending these schools.

Direct scholarships were awarded to recent

high school graduates and other qualified adults seeking higher education at public and private universities and community colleges throughout North Carolina.

Scholarship endowments are held by the NCCF for most of its 59 affiliate foundations statewide. The scholarships are among about 1,400 grants totaling more than \$6 million that the NCCF awarded to nonprofits across North Carolina last year.

Message from CEO

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many years, both on the statewide board and as an active member of the Johnston County Community Foundation. His experience with affiliate foundation leadership, as well as his national reputation as an attorney will serve our organization well.

Despite these uncertain times, I am extremely optimistic about the North Carolina Community Foundation. We have the leadership, partnerships and all of you to execute a sound and inspiring plan to support communities throughout our state now – and into the future.

I wish each of you a happy, healthy 2009. Thank you for everything you do for the NCCF and our state.

We always welcome your ideas, thoughts and questions. Please feel free to contact me directly at jtwhiteside@nccommunityfoundation.org or 919-828-4387. Also be sure to take a few minutes to answer our enclosed survey and return it in the enclosed envelope. Your input is important to us!

Jennifer Tolle Whiteside