WHEN WILL WE WAKE?

HOW WILL WE RISE?

2020 YEAR END REPORT

THE COMMUNITY FOUNDATION OF WESTERN NORTH CAROLINA
Every year, we prepare a report of CFWNC’s work. This year’s report includes familiar content but also reflects the reality of a world changed by a pandemic and rocked by calls for racial justice.

In the wake of COVID-19, the questions posed by Mel Chin’s WAKE installation – When will we wake? How will we rise? – take on a different and expanded meaning. It is no longer possible to think about climate change and commercialism without also reflecting on interconnectedness and inequality. How will we rise?

The answer must be together.

In talking about WAKE, Chin said, “we have to be reactive to the now and to think about how we will rise to the issues that face us. We can learn from our past but we need to put individualism aside and consider how we can work together.”

The now makes demands of us. Nonprofits were reactive as they shifted priorities to respond to immediate and basic needs and worked to fill public health gaps as quarantines shut down communities. Regional funders, CFWNC donors and community members pooled funds at CFWNC that were quickly distributed to support this response.

As we wound down our initial pandemic response effort in June, we knew recovery would not be quick. Here we are, in this new normal, facing surges in infections, challenges to educating children, parents out of work and continuing needs across the region.

In our community foundation, we acknowledge the complexity of the problems we face and pledge to hold ourselves accountable as an organization and as a team. Working within the limitations of our resources and the scope of need, we will do our very best to respond to our collective and to support nonprofits that transform shared beliefs and hopes into action.

Together, we wake. Together, we rise.

Elizabeth Brazas
President
Sarah Sparboe Thornburg
Chair, Board of Directors
A coalition of regional funders came together to support the Emergency and Disaster Response Fund (EDRF) activated and administered at CFWNC that awarded more than $1.3 million in grants over a nine-week period to nonprofits in 18 WNC counties including the Qualla Boundary. Initial funding partners included Dogwood Health Trust and WNC Bridge Foundation. Other funders quickly came on board and were joined by CFWNC fundholders and community members who wanted to help. The Fund provided flexible resources to organizations with deep roots in communities and experience addressing basic needs and filling public health gaps. Pandemic relief also came in the form of donor advised grants directly from fundholders, which increased significantly over the same period last year.

We expanded lobbying activities to support our grantees. We added our voice to others requesting additional food assistance for MANNA FoodBank, advocating for the Anti-Hunger coalition and supporting SNAP benefits for families at both the state and federal level. We signed on to appeals for job recovery bills, aid for independent restaurants and their workers, increased funding for arts organizations, and expanded Medicaid for North Carolina.

**FUNDING SOURCES**

- **CFWNC Discretionary Funds**: $250,040 (19%)
- **Foundations**: $420,000 (32%)
- **Gifts from CFWNC Funds**: $383,880 (29%)
- **Gifts from Individuals**: $136,728 (10%)
- **Corporate Gifts**: $137,000 (10%)

**TOTAL**: $1,327,648

**FUNDING PARTNERS**

- Dogwood Health Trust
- WNC Bridge Foundation
- AMY Wellness Foundation
- Biltmore Lake Charitable Fund
- Facebook
- The Glass Foundation
- Lipscomb Family Foundation
- Mission Health HCA Healthcare, North Carolina Division
- Nantahala Health Foundation
- Pisgah Health Foundation
- Ramble Charitable Fund
- Sutherland Foundation
- Wells Fargo

“This experience highlights how interconnected and interdependent we are. My father was an infectious disease doctor. I grew up hearing about the possibility of a pandemic like COVID-19 and the devastating effect it would have, especially on vulnerable members of society. When I saw that CFWNC was activating an emergency relief fund, I felt called to contribute to these efforts to provide immediate support and aid to affected members of the community I love.”

*Matt Lee was the first individual to contribute to the EDRF effort.*
“In the time of the COVID-19 crisis, grants from the Emergency and Disaster Response Fund have been vital to MANNA’s partner agency network. I am grateful that regional funders have come together to be responsive in distributing funds that make the biggest impact at a time when it is most needed. In some cases, these grants were pivotal in our partners’ ability to continue operations at all, and, in other situations, they have been a lifeline for people suddenly experiencing an emergency food crisis.”

Hannah Randall, Chief Executive Officer, MANNA FoodBank
FOCUS AREA GRANTMAKING

CFWNC awards grants in areas of identified need. These focus areas guide our strategy for unrestricted funds in a landscape of activities that includes other competitive grant programs, donor advised grants, broad support for the nonprofit sector, partnership with regional affiliates and collaborations with other funders. Program staff work closely with nonprofits to identify promising projects and collaborations. Fundholder and donor co-investment accounted for 39% of total Focus Area grants in 2020.

NATURAL & CULTURAL RESOURCES

2011 – 2020 Grants $1,560,222 • 2020 Grants $184,490 • Co-investment $10,000 (1%)

$45,000 was awarded to RiverLink, as fiscal sponsor for the French Broad River Partnership, to engage consultants to create an economic impact study quantifying the value of clean water to the local economy. The study will cover the eight counties of the French Broad River Watershed from its headwaters near Rosman, NC, until it enters Tennessee (Transylvania, Henderson, Buncombe, Madison, Yancey, Haywood, Mitchell and Avery). The partnership is a consortium of more than 70 nonprofits, conservation groups, businesses, community organizations, local governments, and state and federal agencies.

EARLY CHILDHOOD DEVELOPMENT

2011 – 2020 Grants $1,631,550
2020 Grants $226,478
Co-investment $115,000 (51%)

$72,000 over two years was awarded to Blue Ridge Partnership for Children/Alliance for Young Children of the Blue Ridge to extend the benefits of the initiative to Avery and Mitchell counties. Since 2014, CFWNC has supported the Alliance in coordinating the efforts of agencies and citizens across Yancey County to achieve the systemic changes needed to prepare the region’s children for school and life success. The project ensures the availability and affordability of health, education and parent support services. Photo courtesy of Blue Ridge Partnership for Children.

PEOPLE IN NEED

2011-2020 Grants $9,859,128
2020 Competitive Grants $1,173,782
OnTrack SECURE Program $200,000
Janirve SUN Grants $52,938
Co-investment $690,431 (49%)

Unlike the other three focus areas, People in Need offers a competitive program awarding grants to nonprofits that support underserved people. Grants are funded by the Janirve Legacy Fund, co-investment from CFWNC fundholders, discretionary funds, and private foundations that partner with us. In November 2019, CFWNC awarded $1,173,782 through sixty-nine grants with $617,431 in co-investment. A $200,000 grant to OnTrack Financial Education and Counseling expanded the successful SECURE matched savings program (read more in Year in Review).

Delta House Life Development of Asheville was awarded $20,000 to provide academic and enrichment services to 50 students in grades 3 to 8. Photo courtesy of Delta House.

Complete lists of grants and additional information is available at cfwnc.org.
The Pigeon River Fund (PRF) was established in 1994 when Carolina Power & Light (CP&L), subsequently Progress Energy and, now, Duke Energy, sought a new 40-year Federal license to continue to operate and maintain the Walters Hydroelectric Project on the Pigeon River. The license was granted, with conditions; significantly, the creation of a grant program dedicated to water quality and the health of aquatic invertebrates and fish.

For 25 years, the PRF has been administered by CFWNC. The Fund has distributed nearly $8 million to nonprofits addressing water quality issues in the former CP&L service area encompassing Buncombe, Madison and Haywood counties, as well as the Town of Fletcher in Henderson County. Projects must meet at least one of the program's four objectives: improving surface water quality, enhancing fish and wildlife management habitats, expanding public use and access to waterways, and increasing citizens' awareness about their roles in protecting their resources.

"RiverLink has appreciated support from the Pigeon River Fund over the years," said Garrett Arzt, Executive Director. "While we've been able to purchase equipment and provide educational experiences, of equal importance has been the ability to apply the fund as a match to leverage larger grants for stream restoration or stormwater control on a large scale. A dollar from PRF can often attract two or three or four more from the larger funders."

OUTREACH
Bobby Soule, Vice President and Territory Manager, Lamar Advertising, quickly and generously responded to CFWNC’s request to utilize electronic billboard space to guide NC residents to COVID-19 resources and assistance via the United Way’s 211 system.

Regional United Way organizations and the statewide United Way network coordinated the effort.

FISCAL YEAR 2020

- $22 million Grants Awarded
- 74 New Funds Established
- $22.3 million New Gifts
- $331 million Total Assets
- Total Distributions $276 million since 1978

SOURCES OF GRANTMAKING FUNDS

Between July 1, 2019, and June 30, 2020, in partnership with fundholders, donors and affiliates, CFWNC awarded $22 million in grants and scholarships.

25 YEARS OF WATER QUALITY GRANTS

The Pigeon River Fund (PRF) was established in 1994 when Carolina Power & Light (CP&L), subsequently Progress Energy and, now, Duke Energy, sought a new 40-year Federal license to continue to operate and maintain the Walters Hydroelectric Project on the Pigeon River. The license was granted, with conditions; significantly, the creation of a grant program dedicated to water quality and the health of aquatic invertebrates and fish.

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CFWNC recently approved scholarships totaling $510,250 to 94 WNC students in 57 schools in 21 counties. More than 60 volunteers from the community worked to review applications and select recipients, some through Zoom meetings and online interviews.

Jameson Wolfe from Asheville High School received the Marilyn Lester and William Lester Scholarship valued at $40,000 over four years. She attends NC State University where she plans to study aerospace engineering. “I love problem-solving and design. However, I am also greatly concerned with the urgent necessity of taking significant action against climate change. I plan to enter the workforce as an engineer and work toward decreasing environmental destruction and developing renewable energy source technology into air and space travel.”

Prior to the pandemic, 61 grants totaling $88,228 were awarded to teachers across the region for projects to enhance student learning. School closures impacted Learning Links projects in ways that were unavoidable. Earlier this year, CFWNC released project restrictions to allow teachers to use the grant funds to support their students in any way they deemed most beneficial.

The grants were awarded to Delta House Life Development of Asheville, Helpmate, Light A Path, Options, Pisgah Legal Services, Safelight and Western North Carolina Workers’ Center.
Jane Tara Cicchetti is an Asheville-based practitioner of classical homeopathy for 35 years as well as a teacher, author and researcher. She helps clients across the U.S. and in several countries work toward transformational healing, and shares her decades of experience and training with colleagues.

Jane brings that same sense of generosity and care for others to her charitable giving. “I learned about CFWNC through MANNA FoodBank,” she said. “MANNA is efficient and creative, and I wanted to support their work.”

Jane knew that a charitable gift annuity was the right vehicle for her and opened one benefitting MANNA earlier this year. “I love the idea of charitable gift annuities,” she explained. “They combine support for a favorite charity and the creation of reliable retirement income. I think they are underutilized in financial planning.”

“The first experience I had with CFWNC was extremely positive,” she continued. “The staff is informative, respectful and transparent. There was never any pressure and there is much gratitude.”

“When I needed another annuity, I created one that benefits CFWNC’s Fund for Western North Carolina. The idea of directing remaining assets to a nonprofit that benefits so many in our region appeals to me. I’m certain they know who needs assistance.”

When asked about the causes she cares most about, Jane said there are many, including access to food and medical care and a new interest in providing students with computers and internet connections necessary for remote learning.

“I believe that the capacity for generosity is part of the human spirit that is continually evolving,” said Jane. “It is a gift to have the opportunity to express it. The Community Foundation provides opportunities for community members to be part of the process of helping others. This makes for a vital and abundant community.”
Big Brothers Big Sisters of Western North Carolina (BBBSSWNC) was awarded an $8,500 capacity grant to plan for executive staff transition as well as $12,380 to implement the High School Bigs program in Burke, Graham and Swain counties. When the pandemic hit, BBBSSWNC transitioned to emergency services and was awarded an Emergency and Disaster Response Fund grant of $5,700 to purchase food for distribution to families.

Before he left, retiring Executive Director Robin Myer wrote, “With my pending retirement, I realize that these are my last grant requests to the Foundation. This leads me to a moment of reflection and gratitude. I do believe, over my 27 years, that every grant application I have submitted to CFWNC has been funded. The Foundation’s support has made it possible for us to expand to several new counties, to implement numerous new programs and to grow the program to serving more than 3,000 children annually. Thank you for this remarkable partnership. Together, we are igniting the potential of the children in the program.”

“With CFWNC’s support, BBBSSWNC continues to support socially distanced and virtual contact between Bigs and Littles that is especially meaningful during a time when our youth are struggling to connect with other adults,” said Paul Clark, communications coordinator.

**Partnership with Professional Advisors**

Professional advisors are CFWNC’s partners in building philanthropy. CFWNC helps advisors develop customized charitable plans that integrate clients’ business, personal and financial decisions and tax-planning needs. We provide advice and guide the charitable conversation, confidentially and without a fee.

CFWNC serves as a trusted philanthropic advisor, connecting clients with effective nonprofits, strategic giving opportunities and others who share their interests. CFWNC is a resource when clients want to give now or define a legacy for future giving.

Regional advisors are CFWNC’s most frequent source of referrals. We could not be more grateful for the partnership and trust.

**Grant Funding**

Competitive grant programs and deadlines are in the grants directory at cfwnc.org.

**Nonprofit Pathways**

Pathways is a funders’ collaborative that helps organizations become stronger and more sustainable. In 2020, CFWNC made eleven Capacity Grants totaling $85,900 in alignment with the focus areas.

**2020 Funders**

CFWNC
Cherokee Preservation Foundation
United Way of Asheville and Buncombe County
The Duke Endowment
Duke Energy Foundation
Blue Cross and Blue Shield of North Carolina Foundation nonprofitpathways.org.

**Nonprofit Funds**

Nonprofit assets under management account for nearly 24% of total funds or $78 million. Nonprofits choose to invest with CFWNC to gain access to institutional-caliber strategies in a cost-effective manner and because they know and trust CFWNC.

CFWNC offers expertise in administration and investment management. We can help negotiate complex gifts and provide solutions.

Contact Senior Development Officer Becky Davis at 828-367-9905 to open a nonprofit fund.

**Professional Advisory Committee**

Sarah Sparboe Thornburg, McGuire, Wood & Bissette Law Firm, Chair
L. Daniel Aker, Jr., Altavista Wealth Management, Inc.
James W. Boley, Dixon Hughes Goodman LLP
Mike Bagley, Bagley Law Firm, P.A.
Vincent O. Childress, Jr., Roberts & Stevens P.A.
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Evan Gilreath, Gilreath Shealy Law PLLC
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Shan Norris, Gould Killian CPA Group, P.A.
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Townsend Tanner, Wells Fargo Advisors LLC, CFP®
Carter Webb, Strauss & Associates, PA

CFWNC offers advisors opportunities to stay informed and connected through informal “lunch and learns” and a newsletter highlighting important tax and estate planning news. Subscribe or learn more by emailing info@cfwnc.org.

“When CFWNC is involved, my job usually gets easier. It happened recently when a client asked for help designating a large IRA at death to a number of charities. She wanted each nonprofit’s share to be held in a permanent fund that pays income annually. It looked complicated. Then we called The Community Foundation. It agreed to administer the gift, when the time comes, as my client desired. I prepared the form, and CFWNC did the rest. Becky Davis worked with my client to prepare the fund agreement identifying the nonprofits and detailing the shares of the income and any applicable restrictions. A difficult legal project became easy. I like easy!”

R. Walton Davis, III, P.A.
CFWNC partners with our regional affiliates by learning from local leaders, managing endowments and facilitating community-based grantmaking. You can support the communities, causes and nonprofits you care most about by giving to an affiliate fund. In 2020, CFWNC’s nine affiliates awarded $597,350 in grants guided by local knowledge and with the flexibility to do the most good. Examples of these grants include:

**Black Mountain – Swannanoa Valley Endowment Fund**
- Awarded $10,000 to Meals on Wheels of Asheville and Buncombe County for meals for homebound seniors. The Buckner Family Endowment Fund, the Helen S. and Jerry M. Newbold, Jr. Endowment Fund and the Forbes Fund for Black Mountain–Swannanoa Valley also support grantmaking in Black Mountain and the Swannanoa Valley. Photo courtesy of Meals on Wheels.

**Cashiers Community Fund**
- Awarded $10,000 to Friends of Panthertown for forest stewardship and conservation and to promote and coordinate volunteer work days. The Lyn K. Holloway Memorial Fund also supports grantmaking in Cashiers. Photo courtesy of Friends of Panthertown.

**Highlands Community Fund**
- Awarded $8,500 to Blue Ridge Mountains Health Project to increase access to free preventive dental services and dental health education to underserved residents of the Highlands area. The Mildred Miller Fort Charitable Fund also supports grantmaking in Highlands. Photo courtesy of Blue Ridge Mountains Health Project.

**The Fund for Haywood County**
- Awarded $7,000 to Vecinos Farmworker Health Program to provide medical supplies for indigent and uninsured farmworkers as part of an integrated healthcare model. The J. Aaron and Adora H. Prevost Endowment Fund and the Mib and Phil Medford Endowment Fund also support grantmaking in Haywood County. Photo courtesy of Vecinos.

**The McDowell Endowment Fund**
- Awarded $3,000 to Babies Need Bottoms to provide diapers to low-income families. The Margaret Westmoreland Gibson Memorial Fund, Greenlee Family Fund, A.C. Hogan Family Fund and the Daniel I. and Joy Q. Shuford Fund also support grantmaking in McDowell County. Photo by Sara Montiel, courtesy of Babies Need Bottoms.

**The Fund for Mitchell County**
- Awarded $5,000 to Pisgah Legal Services (PLS) to support free civil legal assistance and advocacy to low-income residents. Photo of PLS Attorney Chlara Williams by Michael Oppenheim, courtesy of PLS.

**Rutherford County Endowment**
- Awarded $2,500 to Carolina Cross Connection to purchase building supplies to make necessary repairs for low-income households. Photo courtesy of Carolina Cross Connection.

**Transylvania Endowment Fund**
- Awarded $8,500 to the Boys & Girls Club of Transylvania County to support its teen programming for youth in 7th-12th grades. The Richard G. Adamson Memorial Fund, Duncan-Bicknell Endowment Fund, Burlingame Charitable Fund, Lake Toxaway Charities Endowment Fund, My Brother’s Keeper Fund, Bobby Orr Memorial Fund for Transylvania County Sheriff’s Department, Karen Wilde Memorial Fund for Brevard Police Department, Transylvania Directors’ Fund and Holbrook-Nichols Transylvania Housing Assistance Fund also support grantmaking in Transylvania County. Photo courtesy of Boys & Girls Club.

**The Yancey Fund**
- Awarded $10,000 to Toe River Aggregation Center Training Organization Regional (TRACTOR) to provide low-income people access to fresh fruit and vegetables. The Bailey-Hilliard Fund also supports grantmaking in Yancey County. Photo courtesy of TRACTOR.
2020 FINANCIALS

$22 MILLION
Total Grants and Scholarships

$22 MILLION
Total Gifts

$331 MILLION
Total Assets As of 6/30/2020

STATEMENT OF FINANCIAL POSITION

2020               2019
Assets
Cash & cash equivalents 6,909,761 5,229,510
Prepaid expenses 43,962 56,033
Accounts receivable 157,789 183,582
Investments without donor restrictions 77,518,084 78,195,728
Property and equipment, net 2,172,842 2,234,849
Investments with donor restrictions 244,333,530 245,295,291
Total assets 331,135,968 331,194,633

Liabilities and Net Assets
Liabilities
Grants and scholarships payable 552,293 515,955
Accounts payable and accrued liabilities 20,887 8,856
Long-term debt 354,600 309,321
Liabilities under split-interest agreements 4,322,950 4,923,832
Funds held as agency endowments 77,452,844 76,368,135
Total liabilities 82,703,574 82,126,099
Net assets
Without donor restrictions 4,098,864 3,773,243
With donor restrictions 244,333,530 245,295,291
Total net assets 248,432,394 249,068,534
Total liabilities and net assets 331,135,968 331,194,633

STATEMENT OF ACTIVITIES

Revenues and other support:
Contributions 17,212,327 18,846,586
Investment Income 2,998,639 2,879,787
Realized and unrealized losses - net 527,949 6,107,300
Change in value of split-interest agreements (129,112) (510,233)
Management fee income 513,104 498,764
Grant income 129,637 146,925
Other income 1,053,388 334,414
Total revenues and other support 21,357,882 28,303,543

Expenses
Grants & Program services 20,339,916 18,506,244
Supporting services 1,654,106 1,782,076
Total Expenses 21,994,022 20,288,320

Total revenues and other support 21,357,882 28,303,543
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Change in net assets (636,140) 8,065,223
Net assets, beginning of year 249,068,534 241,003,311
Net assets, end of year 248,432,394 249,068,534

Note: Standards of financial accounting for nonprofit organizations affect the reporting of charitable remainder trusts and certain endowment funds managed by CFWNC for other nonprofit organizations. On the statement of activities, among the categories of revenue and expense impacted by these reporting requirements are Contributions and Program Services, which includes grant distributions. References to Contributions and Grants in other parts of this report reflect total contributions received and total grants disbursed.

A DIVERSIFIED PORTFOLIO
The goal of CFWNC’s investment program is to preserve and enhance the real value of assets over time. To accomplish this goal, CFWNC pursues diversified asset allocations and utilizes an Investment Committee, comprised of local professionals with investment and financial expertise.

INVESTMENT PERFORMANCE
Effective stewardship of philanthropic assets is the key to building permanent charitable funds that can strengthen communities. CFWNC has a sound record of risk-adjusted returns that has served the Foundation and its donors well over the long term. The performance objective for CFWNC’s investment activities is to achieve a total return of CPI + 4.5% over a full market cycle.

ANNUALIZED INVESTMENT RETURNS through 6/30/20:

CFWNC BENCHMARK

1 YR 3 YRS 5 YRS 10 YRS

5.6% 4.1% 4.3% 6.7% 6.4%

1.3% - Global Asset Allocation
11.9% - Balanced Mgr
17.1% - Fixed Income/Cash
5.4% - Real Assets
22.0% - Alternative Investments
41.7% - Global Equity

ASSET ALLOCATION as of 6/30/20:

1.3% - Global Asset Allocation
11.9% - Balanced Mgr
17.1% - Fixed Income/Cash
5.4% - Real Assets
22.0% - Alternative Investments
41.7% - Global Equity

$22 MILLION
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$331 MILLION
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$22 MILLION
Total Gifts

STATEMENT OF ACTIVITIES

2020               2019
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2020 FINANCIALS
Year End Report 2019-2020 / cfwn.org

2020 FINANCIALS
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CFWNC is on a journey to embed diversity, equity and inclusion throughout our organization. This requires questioning, listening, learning and unlearning. As we move forward, we will integrate new knowledge into our internal systems, policies, practices and grant processes.

Dr. Maya Angelou said, “Do the best you can until you know better, then when you know better, do better.” We understand that we can do better, and we pledge to continue to evolve and pursue deeper understanding and continued improvement.

Here is how we have started:

Last year, we engaged Lyndi Hewitt, Associate Professor of Sociology at UNC Asheville, and students from her Applied Social Research class to review and assess CFWNC’s grant documents and processes to look for unintended bias and barriers for regional nonprofits.

After an internal assessment of work we had done, and coaching from a board member with experience in this work, we created a Diversity, Equity, and Inclusion Working Group focused on internal policies and practices.

Our DEI workgroup is participating in Whiteness at Work, a training program to develop shared language and skills to address white dominant culture, institutional racism and racial equity.

We are engaged in learning with our foundation peers in North Carolina and throughout the country. Across the philanthropic field, work is taking place to identify and define best practices to respond to today’s realities and longer-term issues caused by discriminatory practices.

We are in discussion with other funders about how best to collaborate and include our nonprofit partners in a process that allows for greater accountability for how and where our funds are distributed. Our service area across 18 counties, including the Qualla Boundary, is diverse in many ways. As we move forward, we will take a holistic approach toward diversity, in all its forms and complexities, as it exists throughout Western North Carolina.

We know that we have much to learn, and we are committed to this journey. We approach this work with hope and determination. There is always more that we can do. We know it, and we embrace learning and change.
Mel Chin, a WNC based conceptual artist, created WAKE as part of Mel Chin: All Over the Place, a multi-site survey of his works from across many decades that took place in several New York City locations, including Times Square. Chin was named a MacArthur Fellow in September 2019.

WAKE was conceived and designed by the artist and engineered, sculpted and fabricated by an interdisciplinary team of UNC Asheville students, faculty, staff and community artists led by Chin. A collaborative group, led by UNC Asheville’s Steam Studio and CFWNC, planned and raised funds for the sculpture to be seen locally. It remains on view in Asheville through March 15, 2021.

Information at ashevillearts.com.