



inside


**Leave Your Money
Shame at the Door**

our work

Food Justice

GreenWorks
Traps Trash

News + Voices



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A \$41,000 Food and Farming grant to Macon County Public Health for MountainWise continues support for the Double Up Food Bucks (DUFb) program in Buncombe, Jackson, Haywood, Transylvania, Madison and Rutherford counties. DUFb is a nationally proven model, supported by the Fair Food Network and largely funded by the USDA, that provides a match for SNAP/EBT. Photo by Michael Oppenheim

I was not surprised to learn that many community foundations had record breaking years in terms of gifts in and grants out. Such an outpouring invites us to consider the role of philanthropy in recovery and to understand how we can (or must) adapt to maintain this momentum.

CFWNC participates in an annual survey, published recently, that found giving from community foundations increased 53% last year. This increase is attributable to grants made for COVID relief and those made directly from donor advised funds to support nonprofits. Generous people across the nation stepped up, and many chose to do so through their community foundation.

While supporting this wave of individual giving, CFWNC employed our experience, regional knowledge and established networks to make nimble and responsive discretionary grants. Deep relationships with our donors and partnerships with other funders meant that we were uniquely positioned to bring together a coalition of givers to bridge gaps and address emergency needs. In many ways, we operated at our best - leveraging connections that we have built over more than four decades.

Among so many other critical issues, the pandemic highlighted the necessity of open communication and the power of collaboration to address shared priorities, for all of us. North Carolina's first philanthropy liaison, Joy Vermillion-Heinsohn, recently met with several funders in the West. Her focus on improving the interaction

between state government and our sector is just the kind of cooperation and partnership we seek.

Our region, along with the rest of the country, is at an inflection point. As federal and state relief funds flow into our communities, it is essential that we work collectively to ensure that a common agenda is developed and supported. This moment requires us to grapple with issues of transparency and equity and to ensure that this work embraces more voices and less bureaucracy. We

moved quickly to address immediate needs and gaps, but it is going to take a sustained, united and informed effort to invest in longer-term solutions that lift us all.

Over the past 18 months, we advocated much more broadly than we have in the past. Now is not a time for us to pull back on pandemic-era activities that hold people in power responsible and support a more equitable future. Using both our position and platform to help shape

public policy is another avenue for advancing opportunity for everyone. There is promise and potential in this effort; there is potency in sharing the stage.

We know that people want to give, and nonprofits need support. Numbers are a measure, and they represent potential; but I believe that our greatest opportunity lies in our willingness to build collective will and take united action.

Count us in.



Joy Vermillion-Heinsohn and Elizabeth Brazas. Photo courtesy of CFWNC

PARTNERSHIPS OFFER PANDEMIC “POSITIVES”



Photos courtesy of CFWNC



The COVID-19 pandemic continues to pervade our lives and take its toll on many people and communities. It is unfortunate that we are still having debate over masks, vaccines and a host of issues that might have been resolved by this point. Within these moments, however, I have found hope in newfound partnerships and collaboration.

One of those opportunities occurred as counties began mobilizing to vaccinate hundreds of thousands of WNC residents, an undertaking of enormous scale. Local government, first responders, nonprofits, grassroots organizations, funders, healthcare providers, health career colleges, community colleges and many others came together to tackle this monumental task. As a pharmacist and educator of future pharmacists, I was able to offer my skills and those of my students to support local efforts. It was inspiring to witness the eagerness and willingness with which the students stepped up.

The early phases of vaccination were often overwhelming, with many older adults ready to be free of the isolation COVID imposed. We now find ourselves in a difficult phase with vaccination rates and the spread of the Delta variant. It is my hope we will put our partnerships, connections and local voices to work to make a difference now.

We cannot predict what the pandemic has in store; I feel confident that our region has the resiliency, collaborative spirit and funders to support achieving the best possible outcome. I am heartened by the generosity of CFWNC donors and by the Foundation’s ability to create synergy and rapidly respond to the changing funding needs across the region.

Stephanie Kiser, RPH
Professor, UNC Eshelman School of Pharmacy
CFWNC Board Member

Irene Wortham Center was awarded an Early Childhood Development grant of \$28,800 to establish a hands-on garden and sustainability program in collaboration with Asheville Farmstead for its Early Learning Center. The Center is a NC 5-Star rated Developmental Day program that serves 100 students, ages 6 weeks to 5 years, with and without developmental disabilities, in a hands-on learning environment. Ninety percent of the students are from low-income families, enrolled on vouchers, and 40% have developmental disabilities. The Center provides a high-quality foundation for children in its care so they can succeed in kindergarten and beyond.



Photo courtesy of Irene Wortham Center



Recently, the **Cashiers Community Fund** awarded \$151,780 in grants. The Hampton School received \$12,500 to provide high-quality childcare for children ages twelve months to twelve years. This facility is the only early childcare program that cares for children as young as twelve months in southern Jackson County and its immediate vicinity.

CFWNC
is pleased to
welcome new **Board Members Himanshu Karvir, Heather Norton, Yolanda Fair and Sharon Taylor.** Thank you very much for your **service.**

VACCINATION EQUITY

In late June, BeLoved Asheville staged a vaccination equity event at the Asheville Regional Transit station that reached 71 people in 5 hours, the largest public vaccination event in recent months with turnout much bigger than expected. A \$9,220 Janirve Sudden and Urgent Needs grant, funded by CFWNC and Dogwood Health Trust, supported the effort to provide vaccine access to people at higher risk of COVID-19, including essential workers surviving on low wages, families living in poverty, BIPOC community members, people experiencing homelessness, elders and people with disabilities. BeLoved's Street Medic team recruited and coordinated logistics with MAHEC and volunteer nurses administering the vaccines. A second clinic exceeded the reach of this one with vaccines administered to 78 more people.



Photos courtesy of BeLoved Asheville

P U P P E T S F O R T H E P E O P L E



Advanced theatre students at Mitchell High School began their semester with a unit on outreach theatre, productions that not only entertain but also serve a purpose and fill a community need. A Learning Links grant purchased puppets for a performance addressing prejudice and racism. Students scripted and storyboarded the show, designed and created sets, and took part in creating marketing and outreach. Originally conceived to tour local schools, plans changed due to COVID, and community-wide performances were staged in the high school auditorium.

“Audience members learned firsthand how theatre entertains, educates and fosters empathy,” said Chelsea Wilson Thayer, K-12 Theatre Educator at Mitchell County Schools. “Providing a free performing arts experience allowed us to reach families that might not otherwise have the opportunity. My students’ enthusiasm for theatre arts and desire to have a meaningful impact on their community grew through this program.”

Learning Links grants are offered to public schools to support hands-on creative projects and experiences. Grants are made possible by the Ben W. and Dixie Glenn Farthing Charitable Endowment Fund, the Cherokee County Schools Foundation Endowment Fund and the Fund for Education.

Photo courtesy of Puppets for People

Biltmore Lake and Ramble Charitable Funds Award Grants

The Biltmore Lake Charitable Fund makes grants supporting education, economic development, health care and development projects in the Enka-Candler community. Total grantmaking since 2005 is \$1,157,710.

2021 grants are:

- \$5,000 to Big Brothers Big Sisters of Western North Carolina**
- \$10,000 to Candler Elementary School**
- \$7,598 to Enka High School**
- \$5,000 to Enka Intermediate School**
- \$5,000 to Guardian ad Litem Association of Buncombe County**
- \$7,500 to Helpmate**
- \$10,000 to Hominy Valley Elementary School**
- \$10,000 to Pisgah Elementary School**
- \$5,888 to Sand Hill - Venable Elementary School**

The Ramble Charitable Fund makes grants to support education, economic development, health care and community development in Shiloh and South Buncombe County. Total grantmaking since 2008 is \$584,906.

Recent grants are:

- \$10,000 to Asheville Area Habitat for Humanity**
- \$5,000 to Big Brothers Big Sisters of Western North Carolina**
- \$10,000 to Horizons at Carolina Day**
- \$7,500 to Children First/Communities In Schools of Buncombe County**
- \$10,000 to Getting Back To The Basics**
- \$5,000 to Guardian ad Litem Association of Buncombe County**
- \$10,000 to Helpmate**
- \$7,500 to North Carolina Arboretum Society**

Horizons at Carolina Day helps students bridge the opportunity gap through year-round academic programs and support. Photo courtesy of Horizons at CDS.

Scholarships Awarded

CFWNC awarded \$410,250 in scholarships to 91 WNC students in 60 schools in 19 counties. More than 60 volunteers from the community worked to review applications and select recipients, some through Zoom meetings and online interviews.

Top recipients are:

Sophia Fairbairn - Asheville High School
Dominique Gant - Asheville High School
Owen Koppe - NC School of Science and Math
Marley Cloer - Mitchell High School
Aubrie Pressley - East Henderson High School
Aliya Conner - Polk County Early College High School
Maya Cruz - Cherokee High School
Skye Spinner - Polk County High School
Willow Trantham - Robbinsville High School
Ruby Dyer - Swain County High School
Delaney Rodriguez - Smoky Mountain High School
Makayla West - Nantahala High School

Scholarship endowments can have broad eligibility criteria or can be focused on a particular school or county, offered to students pursuing a degree in a stated field or available to those who will attend a designated college or university.

**\$29
MILLION**
7/1/20 to 6/30/21
**TOTAL
GRANTS**



Athlete and musician **Sophia Fairbairn** is an accomplished violinist who volunteered to play violin music for residents at the Black Mountain Neuro-Medical Treatment Center while in high school. “I explored an interest in the impact of music on the brain and emotions. This led me to want to do interdisciplinary research about the brain and emotions, connecting music with psychology. I now join UNC-Chapel Hill’s Class of 2025 with a potential major in psychology and minor in music. I plan to join the UNC Symphony and explore social justice issues and community service. These scholarships help to open doors. I look forward to finding ways to pay it forward.”

Photo courtesy of Sophia Fairbairn



Enter OnTrack and Leave Your Money Shame at the Door

In 2016, OnTrack Financial Education and Counseling piloted a matched savings program, with support from CFWNC, to assist people in building emergency savings. Through the SECURE program, people access a 3:1 savings match while learning how to manage money.

Christina Marko came to OnTrack with her partner Ally Willner. “I heard about OnTrack from my therapist,” she explained. “Money issues were so much a part of me, and I had so much money shame that I would not even consider discussing it with other people.”

They signed up for the Manage Your Money class taught by Pete Wrublewski, who begins each class by telling participants to leave that shame at the door. “Many of our clients feel guilt around their money issues. I start by acknowledging that factors outside of our control dictate our financial futures - medical bills, your zip code, gender inequality – countless things that have an enormous impact

on our money lives that we don’t control. We are not here judging or blaming; we are here to look for solutions.”

“I grew up very differently from Christina, but I still didn’t get tools or skills that helped me talk about and manage money,” said Ally. “We’ve always been a team, and it was frustrating that we couldn’t get ahead. Everything we made went to relieving debt. OnTrack helped us figure out how we could do this another way.”

Christina and Ally signed up for other classes and enrolled in the SECURE program. In November 2019, Christina started saving through SECURE, and then 2020 happened. “Being in lockdown allowed us to save and shifted our perspective on many things. We learned a lot about our community through Black Lives Matter, and it changed us for the better. We realized what is important to spend our money on,” continued Christina.



SECURE program participants gain more than a 3:1 match and a savings account; they gain life-long habits that help move them from constant crisis to stability and a sense of control in their lives. This helps people build a foundation from which to make plans and choices that improve their lives. Over time, CFWNC has awarded \$553,000 to support and grow the program. Buncombe County awarded a grant to support early childcare education professionals in building savings and skills. Local employers, including Avl Technologies, are partnering with OnTrack to expand the SECURE program. To get started with any of the SECURE programs offered through OnTrack, email Program Coordinator Pete Wrublewski at petew@ontrackwnc.org.

“Participants who experienced financial hardships during the pandemic were better equipped to deal with them,” said Pete. “Even those who didn’t were really happy to have the peace of mind that the savings gave them. More than 100 people completed the program during COVID, and we’re looking forward to enrolling more participants who are recovering from financial hardship. Online classes open opportunities to work with clients in rural counties, making the program more accessible.”

“I had not realized how much my financial health was linked to the rest of my wellness,” said Christina. “Debt is just so

heavy and hard. I accepted the fact that I needed to do something. I didn’t know what I needed to do, but OnTrack did.”

“SECURE has been so successful and has such an impact on people’s lives,” said Pete. “We’re evolving and improving, but the fundamentals of empowering people to learn money management skills, to take the lead and save their own money, and to be celebrated for this work with a savings match once they meet their goals - that is foundational.”

Photos by Michael Oppenheim



Communities of color and low-income people in WNC who historically experience high rates of food insecurity were deeply affected by the pandemic. To meet their needs, MANNA collaborated with community leaders—social workers, priests, nonprofits, and legal services—to identify areas in crisis and establish rapid response plans. Mobile units were sent directly to communities without an established pantry, delivering staples and fresh local produce. We collaborated with other organizations to provide goods and services, including bilingual vaccine information, laundry detergent, cloth masks and prepared meals. Neighborhood leadership provided volunteer assistance at distribution points and coordinated home deliveries.

The financial support of CFWNC was pivotal to our ability to serve more than 100,000 people per month seeking vital food assistance. CFWNC has been one of our most steadfast and strategic partners in our mission to involve, educate and unite people in the work of ending hunger today, tomorrow, and for a lifetime.

Hannah Randall

Chief Executive Officer
MANNA FoodBank

mannafoodbank.org

Developing a Road Map to Food Justice

WNC Food Justice Planning Initiative (FJPI) views access to fresh, healthy, affordable food as a human rights issue and a basic need. It acknowledges structural barriers and systemic inequities and is leveraging collaboration to increase access for all people, particularly under-resourced populations.

More than three dozen stakeholder organizations came together to create tangible steps for collectively improving our food system. During the first year, FJPI developed a Regional Strategic Action Plan with solutions determined by participating organizations AND people most directly affected by food insecurity.

A \$20,000 Food and Farming grant to Organic Growers School is supporting FJPI's second phase. It includes addressing transportation barriers, increasing nutritional content of donated food, increasing access to fresh foods grown near where people live, and redirecting food away from the food waste stream and toward people who need it.

The FJPI is working toward community-powered models based in renewable and regenerative practices supported by the expertise of committed organizations. With the plan in place, the FJPI will seek to fund partnering organizations to implement the strategies for years to come.

Contact: rosenblum.jesse@gmail.com



Photos by Michael Oppenheim

Training and Support for Farmers

While the pandemic impacted WNC in countless ways, it did not reveal anything new about the problems local farmers face. Rather, it exacerbated existing problems and amplified cracks in the food system that make it difficult for new and beginning farmers to succeed.

The Organic Growers School (OGS) received a \$25,000 grant to help farmers address barriers and increase adaptability. The program serves 150+ beginning and established farmers in WNC and the Southern Appalachians, supporting small farm entrepreneurs that bolster rural development through job creation, the circulation of local dollars in local economies, and the provision of fresh food to communities.

“We know that if a farmer has a customized plan and receives ongoing support, they are more resilient and able to pivot quickly to environmental, social and economic changes, such as we just experienced,” explained OGS Executive Director Cameron Farlow. “Successful farmers fortify communities and contribute to the overall health and economic development of sustainable, vibrant and viable rural communities.”

organicgrowersschool.org

Double Up Food Bucks (DUFb)

DUFb is a national proven model, supported by the Fair Food Network and largely funded by the USDA, that provides a \$1:\$1 match for SNAP/EBT customers to spend on fresh, frozen or canned fruits and vegetables.

Over the last two years, DUFb expanded from four to 13 sites across nine counties, largely due to a federal grant that does not adequately support administrative costs and requires matching funds. With CFWNC’s \$41,000 grant, MountainWise is able to help leverage outside support and build the capacity to address food insecurity in rural counties. An additional 1,000 new SNAP customers are expected to receive up to \$60,000 in matching DUFb by January 2022.

DUFb increases SNAP participants’ spending power and access to fruits and vegetables while generating income for farmers and small food retailers, investing in the local economy, and strengthening the local food system.

mountainwise.org



The Buncombe Community Remembrance Project has continued its work during the pandemic. The Project consists of an Essay Contest, a Soil Collection program and the Historical Marker Project Installations, organized in partnership with the Equal Justice Initiative (EJI) in Montgomery, AL.

The Martin Luther King, Jr. Association of Asheville and Buncombe County has organized workgroups led by volunteers who are pivoting from the essays and soil collection to focusing on community healing through truth telling, educational programming, reconciliation events, and transforming narratives. While the general call for volunteers has ended, there is still a need for individuals to assist with these activities.

Historical Marker Project Installations are scheduled for mid-September. The Steering Committee is monitoring the uptick in COVID-19 cases but hopes to plan a trip to Montgomery in late fall. Tax-deductible donations will support those who need financial support to participate.

Learn More and Volunteer

mlkasheville.org/activities/remembrance-project.

Donate Online

cfwnc.org

Photo courtesy of Buncombe Community Remembrance Project



Women for Women Broadens Grant Focus

CFWNC's *Women for Women* (WFW) giving circle awarded seven grants in May totaling \$310,000; \$61,500 came from The Women's Fund. In its 16th year of making grants, WFW has invested more than \$4.4 million in WNC women and girls.

Like so many, WFW members were profoundly influenced by the pandemic and calls for racial justice. Steering Committee member Carrie Coward and member Lyndi Hewitt agreed to co-chair a task force to educate members about DEI issues related to philanthropy and to craft a diversity statement to inform grantmaking, advocacy, operations and membership.

This year, WFW adopted the following representing their collective values and aspirations:

In our efforts to support and enhance the lives of women and girls, we consider the intersecting negative impacts of poverty, violence, racism, sexism, ableism, and other systemic sources of injustice. We commit to continual listening and critical reflection on our grantmaking, advocacy, and communication, and strive toward purposeful action to ensure alignment between our values and practices.

“Beginning in 2021, we broadened our focus and employed our values to further define what we are



Photo courtesy of Planned Parenthood

willing to fund,” explained Lisa Sousa, WFW Program Administrator. “As a result, we reached a more diverse pool of applicants.”

“It is never easy to turn down a request from a deserving organization,” she continued. “We understand how vital funding is, and we take seriously our responsibility to distribute it through a fair process.”

The 2021 grants are:

\$50,000 to Buncombe Partnership for Children for Early Childhood Education Workforce Development to address the extreme shortage of qualified early teachers.

\$20,000 to High Country Caregivers to expand its Kinship Navigation Program that assists grandmothers caring for their grandchildren in Yancey County.

\$50,000 to Jewish Family Services to expand its mental health counseling services into Henderson, Haywood and Madison counties.

\$50,000 to Planned Parenthood South Atlantic to provide essential reproductive and sexual health services and comprehensive sexuality education programming in WNC.

\$50,000 to Smart Start of Transylvania County to expand its Family Connects program that provides medical and parenting support to families of newborns.

\$40,000 to Thompson Child & Family Focus to expand its foster care program in WNC through the addition of 40 new foster homes to support 60 hard-to-place youth.

\$50,000 to YWCA of Asheville to support “Getting Ahead in a Just-Gettin’-By World,” an evidence-based program that builds economic independence and self-sufficiency.

WFW always welcomes new members. Information at: cfwnc.org/initiatives/women-for-women or contact Lisa Sousa at sousa@cfwnc.org or 828-367-9919.



Photo by Natural Craft Photography, courtesy of High Country Caregivers

Early Childhood Development



- \$54,496 to **MAHEC** for **SistasCaring4Sistas (SC4S)** to support the salary of a community-based doula to provide education and services to families who face adverse maternal health outcomes before, during and after pregnancy and to address additional health needs. *The Bahnon-Armitage Fund, Rick and Bridget Eckerd Charitable Fund, Oliver Family Fund and two anonymous funds provided co-investment for this grant. Photo courtesy of SC4S*
- \$45,621 to **Appalachian Sustainable Agriculture Project's Growing Minds** program to expand farm-to-preschool programming through Head Start centers in rural counties where an increase in resources and support can positively affect the educational and developmental outcomes for children. *The WNC Resolve Fund, Dogwood Charitable Endowment Fund, Biltmore Estate Charitable Fund, Little Acorn Fund-W, Dr. Robert J and Kimberly S. Reynolds Fund and an anonymous fund provided co-investment for this grant.*
- \$50,000 to **Mount Zion Community Development** to provide case management, support, and advocacy services to pregnant and postpartum African American women and their children in order to reduce minority infant mortality and improve the quality of early childhood experiences. *The Dogwood Charitable Endowment Fund, Dr. Robert J. and Kimberly S. Reynolds Fund and the Oliver Family Fund provided co-investment for this grant.*

Food and Farming



- \$50,000 to **MANNA FoodBank** to cover program, operational and food purchase costs of its mobile food programs. MANNA Community Markets and Community Engagement Markets are distribution events designed to reach underserved, high-need communities with little or no access to traditional food pantries. They are organized in partnership with local community leaders and stakeholders who have direct connections to the neighborhoods. *The Riverbend Fund, Biltmore Estate Charitable Fund, Dr. Robert J. and Kimberly S. Reynolds Fund and the Oliver Family Fund provided co-investment for this grant. Photo courtesy of MANNA*

Asheville Merchants Fund Awards \$350,000

Seven Buncombe County nonprofit organizations each received \$50,000 over two years for projects designed to strengthen community and stimulate economic growth. The Fund makes grants to support community asset development and entrepreneurship; quality jobs and workforce development, including living wage work and job training; social infrastructure encompassing family success and affordable housing; and youth success in school.

Human Services



- In partnership with Dogwood Health Trust, CFWNC continues to support regional vaccine efforts through the Sudden and Urgent Needs (SUN) program including successful events in partnership with **BeLoved Asheville** (see page 4). *Photo courtesy of CFWNC*
- Additional recent SUN grants include grants to the **Campaign for Southern Equality** for emergency assistance for low-income LGBTQ clients; **Pardee Memorial Hospital Foundation** to replace a blood bank refrigerator; and to **Aura Home Women Vets** to support female vets facing homelessness.
- CFWNC reactivated and devoted resources to its **Emergency and Disaster Response Fund (EDRF)** to help nonprofits respond to communities affected by flooding from Tropical Depression Fred. **Dogwood Health Trust** made a lead gift, and other funders include **Mission Health, Wicked Weed Brewing** and **WNC Bridge Foundation**.

Natural and Cultural Resources



- \$49,742 to **Local Cloth** to develop the region's fiber-arts economy by developing a supply network that links fiber farmers, processors, dyers, and weavers to produce Blue Ridge Blankets. *An anonymous fund partnered with CFWNC to fund this grant. Photo courtesy of Local Cloth*
- \$15,000 to **Brevard Music Center** to create a safe learning and living environment for students and faculty during the 2021 Summer Music Institute and Festival.
- \$20,000 will help the **Center for Craft** construct a Cherokee Basketry Public Art Parklet to be located at 67 Broadway Street, Asheville. *The Riverbend Fund and Biltmore Estate Charitable Fund provided co-investment for this grant.*

The grantees are:

Appalachian Sustainable Agriculture Project

Asheville Museum of Science

Asheville-Buncombe Community Christian Ministry

My Daddy Taught Me That

Mountain BizWorks

United Way of Asheville and Buncombe County

Working Wheels



Photo courtesy of Working Wheels

Funds Created between January 1 and June 30, 2021

Charitable Gift Annuities and Charitable Remainder Trusts allow donors to make a future gift and receive income and tax advantages now.

Jerry Cole Charitable Remainder Unitrust
Carol Greenspan Charitable Gift Annuity
Delphia Lamberson Charitable Gift Annuity 1

Designated Funds support specific nonprofits named when the fund is established.

Brame-Mattox Designated Charitable Fund 2021
Burgin 2021 Charitable Fund
First Presbyterian Church Bear Fund
Hembree Designated Fund 2021
Hibbard Philanthropic Fund #5
Sciara Designated Fund 2021

Donor Advised Funds allow donors to make a charitable contribution, receive an immediate tax benefit and recommend grants over time.

Aydlett Family Fund
Badenoch Fund
Cannady-Ford Family Fund
Dysart Oliphant Family Fund
Ero Fund
Fund Day Fund
Glendale PSSE Fund
Hunt Mallett Do Good Fund
Jeffrey and Juli Dave Donor Advised Fund
Proverbs 3:9 Fund
Rachel Helen Silver Sunshine Fund
Two Unsweets Fund

Expectancy Funds are established to receive assets at a later time, typically through an estate plan, charitable gift annuity or charitable trust.

Cole Scholarship Fund
Fred W. Meyer Fund
Gail Jolley Charitable Fund
HeyK Fund

Field of Interest Funds support a broadly-defined area such as the arts, the environment or health.

Coleman and Bretney Smith Fund

Memorial Funds are a simple, meaningful way to honor a life.

Eliza Faris Ward Fund for Single Moms

Nonprofit Funds are created to invest and steward a nonprofit's long-term or endowed assets.

CooperRiis Charitable Fund
Haywood Habitat for Humanity Fund
MVC Operational Fund
Trails and Views Fund
YWCA of Asheville - Operations Fund #1
YWCA of Asheville - Operations Fund #2

Scholarship Funds support educational opportunities for students.

Celo Health Education Corporation / Dr. Elpenor Ohle
Scholarship Fund

What is a nonprofit fund?

Placing endowment funds at CFWNC ensures the long-term stewardship and objective fiscal management of a nonprofit's funds and frees their staff from the burdens of endowment management and reporting.

CFWNC offers expertise in administration and investment management. Nonprofit fundholders complement their development efforts with charitable products including gift annuities and remainder trusts.

As of June 30, we steward 209 nonprofit funds for 127 organizations, comprising 24% of CFWNC's total assets. We value this opportunity to serve our nonprofit partners.



Protecting Trails & Views Forever

The Blue Ridge Parkway Foundation (BRPF) opened its first CFWNC endowment fund in 2001. It proceeded to create six more funds over the next two decades to support growth and financial sustainability. The BRPF is also the beneficiary of two designated funds, established in partnership with donors. Its most recent one, the Trails & Views Fund, established in May 2021, was created to address the specific issue of deferred maintenance along the Parkway.

Budget deficits have led to an \$11 billion problem for national parks. With no entry fees, the Blue Ridge Parkway is especially vulnerable and has one of the highest deferred maintenance backlogs in the entire system. While this is a major issue affecting natural, historical and cultural resources, it also threatens neighboring communities dependent on a tourism-based economy. The Parkway draws more than fifteen million recreational visitors each year—exceeding visitation to Yellowstone, Yosemite and Grand Canyon National Parks combined.

“We are over a third of the way to our \$3-million goal for Trails & Views Forever,” said Jordan Calaway, BRPF Chief Development Officer. “These funds will provide resources for eight to ten years of planned projects, including campgrounds, trails, picnic areas and overlooks.”

“Outdoor spaces are at the very heart of a Parkway experience,” continued Calaway. “Through the generosity of donors and with the guidance of the CFWNC team, this fund will provide a lasting benefit to literally millions of people.”

“We are confident in our decision to partner again with CFWNC,” she said. “The staff guided us through the establishment of the Trails & Views Fund. We are thrilled to continue our working relationship and to have the opportunity to access their expertise and investment strategies for this effort. With continued support, we know we can reach the overall goal of \$3 million.”

Do you want to help? TrailsandViews.org

If you think a nonprofit fund might be right for your organization, reach out to Senior Development Officer Becky Davis at bdavis@cfwnc.org.



Trapping Trash to Protect Waterways



In 2015, Asheville GreenWorks (AGW) began testing and installing litter traps in WNC streams and creeks. The original device evolved into the Trash Trout. In 2022, 15 Trash Trout Juniors will be installed on streams across the state in partnership with the Waterkeeper Alliance. Municipalities, such as Madison and Henderson counties, have already installed Trash Trouts to protect their waterways.

Trash Trouts are purpose-built stormwater litter traps that sit in urban creeks and streams, keeping trash from entering main waterways. When it rains, roadside litter travels through storm drain systems, eventually emptying into streams that flow into river basins where petroleum-based plastics begin to break into microplastics.

You may have seen a Trash Trout in Hominy Creek as you drive on I-26. As you pass it, you might consider that roadside littering accounts for 75% of the trash in the nation's waterways. AGW and its nearly 3,500 volunteers collect tons of trash (37.43 tons in 2019, an increase of nearly 10 tons from 2018) from rivers and roadsides annually.

The Trash Trouts and Trash Trout Juniors are one piece of a coordinated, multi-faceted approach to address water quality. AGW now manufactures and sells Trash Trouts and works with municipalities and nonprofits to integrate them into stormwater management plans. The Trash Trouts come with programmatic support, technical assistance and consultation on the community engagement required to maintain the devices.

In addition to the immediate effect of improving water quality, the project has the broader impact of raising awareness of water quality issues. The devices are highly visible, and signage on each informs passersby about the purpose of the device.

“We are different from other litter-capturing device manufacturers in that our primary concern is improving water quality, not making money,” explained AGW Executive Director Dawn Chávez. “We insist that any installation include the development of a maintenance plan from the outset. For a Trash Trout to become an eyesore or a hazard would have the opposite effect of what we hope to achieve.”

CFWNC's Pigeon River Fund has been funding AGW since 2013, including a recent \$28,000 grant supporting modifications to the Trash Trout design. In 2021, a Natural and Cultural Resources Capacity grant is supporting fund development planning.

www.ashevillegreenworks.org



AGW Director of Operations Eric Bradford (left in the top photo) is both the brains and the muscle behind the Trash Trout program. He is also developing the Streamkeepers program as part of AGW's most recent grant from the Pigeon River Fund. This cadre of volunteers will lead river cleanups and maintain the growing number of Trash Trouts and Trash Trout Juniors on local waterways. Photos courtesy of AGW

When you partner with CFWNC, you join thousands of like-minded people committed to the region and to giving back.

Give Now

CFWNC builds endowments to address needs as they change over time. You can make a tax-deductible contribution of any amount to these funds, knowing that your support helps WNC forever.

Fund for Western North Carolina

Fund for Animal Welfare

Fund for the Arts

Fund for Education

Fund for the Environment

Fund for Health

Fund for People in Need

Fund for Scholarships

Fund for Strong Communities

Women for Women Endowment Fund

The Women's Fund

Create a Fund

CFWNC offers customized giving solutions. We can help you develop a plan that is personal, thorough and effective.

Become a Fundholder

A donor advised fund, named or anonymous, may provide tax benefits and a convenient way to consolidate your giving. You can open a fund that benefits a favorite nonprofit or supports students or a particular cause. CFWNC can help you determine what fund type is the best fit for your situation and goals.

What to Give

You can give cash, marketable securities and mutual fund shares, closely held stock, retirement accounts, interest in a limited liability partnership, life insurance, real estate or private foundation assets. Your professional advisors are partners in this process, ensuring coordination across your charitable, financial and estate planning.

Give Later

A bequest is the simplest way to leave a legacy of caring for the issues, organizations or community most important to you. Other planned giving options include Charitable Gift Annuities or Charitable Remainder Trusts. As you plan, CFWNC can provide advice on a range of giving options, centered on your charitable priorities.

We can help. Please call or email us to discuss ways to meet your charitable goals.



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I GOT MY VACCINE BECAUSE

I got the vaccine to protect me, protect my family and protect the community.

Billy Clarke
CFWNC Board Member



#MyReasonWNC

Cover photo: courtesy of the John C. Campbell Folk School in Clay County that received a \$17,000 Natural and Cultural Resources grant.

Above: CFWNC is participating in the My Reason WNC campaign coordinated by the WNC Health Network.



Confirmed in compliance with national standards for US Community Foundations