

## Community Foundation Awards \$50,000 to Local Nonprofits



Ten local charities in our Glynn, McIntosh and Camden service area received grants in June from the Communities of Coastal Georgia Foundation through its 2013 competitive grant cycle.

**STAR Foundation Inc.** challenge match 2/1 up to \$10,000

30 classroom computers (partial funding)

**YMCA of Coastal Georgia – McIntosh County** \$3,875  
 Pryme Tyme Mobile Computer Lab

Forty initial request letters were received. A committee composed of board members vetted the requests, and twenty nonprofits were asked to submit full proposals. "The total requests exceeded \$125,000. We had \$50,000 to give away so the completion was steep," said Lee Owen, Executive Director.

Grant requests were limited by current community foundation guidelines to those that help build a nonprofit's infrastructure and increase its capacity to serve – areas including strategic planning, certification, board development, consultants, and computer hardware/software. A second focus area concentrates on programs that promote education and literacy.

The Communities of Coastal Georgia Foundation is one of over 700 community foundations in the United States. With a mission to increase the quality of life in coastal Georgia by attracting named funds and making philanthropic grants to the area's nonprofit charities and schools, this eight year old public charity has already granted over \$ 3.3 million dollars through funds held by donors at the community foundation as well as the foundation's own community impact fund from which the above grants were made.

### Focus on a Local Nonprofit:

Each newsletter edition features a profile of a nonprofit in the region. We offer this feature to educate our readers on the great work of our local nonprofits and to encourage them to support such local efforts philanthropically.

## The Golden Isles Family YMCA



In 2011, the YWCA of Brunswick merged with the YMCA of Coastal Georgia to benefit and strengthen services to our area. The YW had served Brunswick and the Glynn County area for nearly a century, providing programs, services, and leadership development to women and girls. Their board embraced the idea of introducing YMCA programs and services while at the same time benefitting from the financial strength and management expertise that the YMCA/Savannah office offered. All agreed that this would be the best option for ensuring long-term viability while remaining true to mission, since both nonprofit organizations have similar values and social commitments. The Communities of Coastal Georgia Foundation, through its competitive grant program, has funded the YMCA's work in McIntosh County for the past three years. In 2011, \$5,000 was

granted for the implementation of a Health Management Lab and Activate America Program that was designed to assess health and fitness and provide a plan tailored to each individual. In 2012, \$3,000 was granted for the Teen Achievers program geared to guide teens in positive sense of self and aspirations for their future as well as to build character and positive self-esteem. This year a grant of \$3,875 will be used to purchase computers and software for the Pryme Tyme Mobile Computer lab and "Fly to Learn" program created by Gulfstream Aerospace.

### COMMUNITIES OF COASTAL GEORGIA 2013 GRANT AWARDS

<b>Camden Community Crisis Center</b> Board development and training	<b>\$4,000</b>
<b>Camden County CASA Program</b> Educational tools – workshops, books and DVDs	<b>\$5,000</b>
<b>CASA Glynn, Inc.</b> Technology upgrade, computers/server	<b>\$7,000</b>
<b>Glynn Community Crisis Center Inc.</b> Consultant - to address programmatic state/federal shifts	<b>\$3,000</b>
<b>Golden Isles Arts &amp; Humanities Association (GIAHA)</b> The Big Read 2014	<b>\$5,000</b>
<b>Grace House of Brunswick Inc.</b> Website upgrade and redesign, training and counseling	<b>\$4,000</b>
<b>Remedy Project</b> Infrastructure expansion	<b>\$3,836</b>
<b>Southeast Youth Development Academies</b> "Beyond the Horizon" Literacy program implementation and books	<b>\$4,250</b>

## Our Mission

To improve the quality of life in Coastal Georgia by promoting and increasing responsible, effective philanthropy – now and for future generations.

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## “Baby Steps” Creates Literacy Center at Head Start

The African saying, “It takes a village to raise a child,” was clearly in the minds of the Glynn County volunteers, educators, businesses, and local philanthropists who gave so generously to transform a drab, grey cinderblock room at the Glynn County Head Start School into an “under-the-sea” themed literacy center that opened April 26th.



The room was another effort in the “Baby Steps” Early Literacy Initiative of the Communities of Coastal Georgia Foundation to offer age-appropriate literature in a “print-rich” and visually stimulating environment. The community foundation plans to open several more literacy centers, accessible to children in areas where there are low income families. Plans also call for trained community volunteer readers to staff the rooms for regular readings.

A giant octopus, smiling shark, schools of fish, crabs, hot pink coral, a submarine, and blue waves, are among the images that brighten the walls and bear print labels, thanks to

the amazing artistic talent of early education teacher Amy Kramer and renowned local artist Nancy Muldowney, both of whom also directed the volunteers helping to transform the room. Face-front book case displays and over 300 books that were purchased or “gently used” completed the project. Head Start installed two “smart board” type computers.

The room was a ‘perfect storm’ of talent and generosity – from Kramer’s creative genius and passion, to the sweat equity of teachers and parents, to the guidance from the College of Coastal Georgia’s education department.



The goal of Baby Steps is to help ensure that every child in the community, no matter what socio-economic level, is ready to read and ready to succeed when they reach kindergarten. Providing better access to books and print-rich environments is just one of several ways that Baby Steps is accomplishing this goal!

### “Like” Us and Join the Conversation on Facebook

Staff member Ellen Post continues to expand our social marketing efforts. We have a totally redesigned website, and just launched our Facebook page! Keep current on happenings in the nonprofit sector – from local to national, follow our initiatives and musings, share photos, and help us enjoy a better relationship with you! Share your questions, concerns, and thoughts about our community, the foundation, and our local charities. Please take a moment to “like” us and then “share” us with your friends and colleagues.



The community foundation’s early literacy initiative has once again been selected to compete in this year’s McGladrey Classic “Birdies fore Love” contest benefitting charities that work to benefit children. Donors, friends, and their families and colleagues can register to guess the total number of birdies to be carded by the field at this year’s tournament, November 4-10, 2013. 100% of the donation is tax-deductible and 100% of the pledge will go to the designated charity

Guess the Birdies and WIN a 2013 Buick ENCORE donated by Nalley. Anyone across the U.S. and even around the world is eligible to play, so tell your friends! All participants who make a minimum pledge per birdie of a penny or a one-time donation of \$10 are eligible to win by simply filling out a pledge form online at [www.mcgladreyclassic.com/charities/birdiesforelove](http://www.mcgladreyclassic.com/charities/birdiesforelove), or contacting our office for a pledge form. You can also log on to our website at [www.coastalgeorgiafoundation.org](http://www.coastalgeorgiafoundation.org), go to “what’s new,” and download a pledge card. Last year, 1,478 birdies were scored, so for \$14.78, the lucky winner got a new car! (2011 birdies totaled 1,321; 2010 – 1,459).

Each month between July and October, the nonprofit with the most pledge forms sent in will also benefit from an added donation from the Davis Love Foundation.

Guess now and Guess Often!!!

## College & Community Foundation Take a Giant Leap for “Baby Steps”

“We needed literacy kits to place at Head Start and FACES pre-K as part of our commitment to early literacy and kindergarten readiness in this community; The college’s education department needed a service learning opportunity that would excite the students and provide a hands-on, relevant product; it was a match made in heaven,” explained foundation director Lee Owen. Twenty-eight teacher candidates worked in teams of two for months to develop research-based, “professional” kits. The community foundation provided a \$7,000 grant to the college from its “Baby Steps” early literacy initiative budget; the students provided the knowledge, manpower, and enthusiasm.

Associate professor of education, Dr. Claire Hughes, had this to say about the project and the kit demonstration day: *Today was one of my proudest moments as a teacher- as I watched my students and colleagues create something of worth and value, and then pass it on for others to value and to use. Truly, this is “service learning” as our teacher candidates learned how they can make a difference in the lives of children.*



## Don’t Decide Charitable Donations Based on a Charity’s Overhead!

It is a message that the nonprofit community has tried to send to donors for years – judge us by what we accomplish, our transparency, our leadership and governance ... not just our administrative overhead and fundraising expenses.

Recently three titan watchdog agencies – the BBB Wise Giving Alliance, GuideStar and Charity Navigator – issued a joint public appeal for donors to consider whether demanding low administrative costs of nonprofits compromises high performance, and whether a fixation with the percentage spent on fundraising and administration is causing “nonprofit starvation cycle.”

While an overhead ratio can offer some insight – and may be symptomatic of potential fraud and shoddy financial management, many factors have to be considered in rating a charity. We don’t blink at for-profit businesses pouring profits back into infrastructure, professional development and technology – why should it be different in the nonprofit world? Underinvestment in these areas can lead to high employee turnover and staff incompetence, insufficient recording of gifts and donor information, and inability to track outcome measurements.

Your community foundation would be pleased to help provide “the whole story” on several local nonprofits from our extensive research and relationships.