

Foundation Focus



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President and CEO's Message:

As a result of its adoption of a Comprehensive Investment Plan, The Greater Kanawha Valley Foundation is implementing a wealth creation framework as outlined in the Ford Foundation's Wealth Creation in Rural America Project.

The wealth creation framework includes the use of "value chains" as a tool for developing and promoting local wealth. The wealth creation value chain is a systems approach which works with producers to consumers and everyone in between. It is a business model based on shared economic, social, and environmental values, in which buyers, processors, producers and others work together for mutual benefit to create value in response to market demand. The Greater Kanawha Valley Foundation is undertaking the construction of a value chain in its six county service region.

The value chain is in the health sector. The Greater Kanawha Valley Foundation is partnering with the Charleston Area Medical Center to explore avenues through which CAMC and its health system can impact the seven forms of wealth (individual, intellectual, social, political, natural, built, and financial) in the region including relevant wealth creation value chains for further exploration.

Over the past several months the team has looked at many options for development.

They have considered such questions as: is there a gap that needs to be filled in the local health sector?: what obstacles stand in the way of an effective value chain (such as policy barriers, consumer education, access to resources)?



They have looked at what would help grow more and better jobs for people here in our community and how can we generate more locally owned and controlled resources. All of these concerns are focused on building a value chain that builds greater local wealth.

The team has narrowed the selection down to three viable options:

- 1) Use of local foods, starting with herbs
- 2) Telehealth
- 3) Healthy Kids

The Foundation is proud to be leading the way in wealth creation in rural communities. The Greater Kanawha Valley Foundation is one of the first foundations in the nation to use the wealth creation framework for its distributions process as well as creating a health sector value chain.



One of the top

100 community foundations

in the nation.



Agency Spotlight

FestivALL



FestivALL is a multi-arts festival, a focal point for collaborative efforts among local artists and art organizations, a major attraction to locals and visitors alike and an economic development tool that showcases the charms and benefits of West Virginia's capitol city.

The ten days of arts and entertainment have grown from an initial conversation with Mayor Danny Jones in early 2004 to now featuring 130 music, visual art, dance, theater and family entertainment events with more than 360 individual performances by local, national and international artists. In 2012 more than 53,000 people enjoyed the performances, exhibitions and presentations of FestivALL, making it truly a festival for all.

June 21-30, 2013 www.festivallcharleston.com

Welcome to Kisstaman Epps, TGKVF's newest employee. Joining the Foundation in January, Kisstaman is our Program Assistant and often the first person you meet when visiting our office. Kiss is originally from Pittsburgh but fell in love with the Mountain State when she was recruited by Enterprise Rent-a-Car in 1998. She spent 11 years working in management at Enterprise Rent-a-car in WV where she established life-long friendships. Most recently she was with WV State University. She is active in her church and an avid long-distance runner. If you have a chance, ask her about the marathon training or the trail runs she loves to do on the weekends. Kiss and her husband Greg have 2 adult daughters, an 11 year old daughter and an 8 year old son. She is also the author of her own book, "A Kiss From God."

TGKVF Outstanding Grantwriting Award

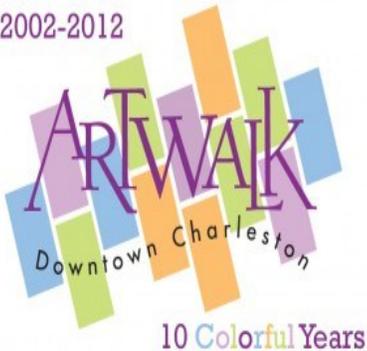
All of the grant requests the Foundation receives describe interesting projects that aim to improve the quality of life in our communities. Still, each cycle there is one grant proposal that stands apart from the rest for its mastery, compliance, and originality. In an effort to recognize those grant requests that meet and often surpass the Foundation's requirements, TGKVF will award one grantwriter each cycle (three per year) with a TGKVF Gift Card of \$100. The winning grantwriter may redeem the gift card at the Foundation as a contribution to the nonprofit organization of his/her choice.

The winning grant proposal will demonstrate that the writer has read the web-based grant application instructions carefully and, if needed, discussed any questions with TGKVF staff well before the application's deadline. The winning request writer will also answer all questions clearly and completely, document the project budget and accompanying narrative plainly according to the budget format, and submit the application in a timely manner according to written guidelines.

TGKVF's Outstanding Grantwriting Award goes to **Bill Jeffries and The Clay Center.**

The Greater Kanawha Valley Foundation is proud to participate in Charleston's 2013 ArtWalk in conjunction with our initiative "A New Charleston". One of the initiative's primary goals is to promote entrepreneurship. The Foundation hosted eight ArtWalk events in 2012 with an average of 40 attendees. **Please join us on the third Thursday of each month beginning March 21, 2013 from 5 pm to 8 pm.** Support your local artisans!!

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Yes, TGKVF is on youtube!

www.youtube.com/user/TGKVF

See our latest video productions including monthly Community Connections interviews with nonprofits and local leaders.