



Foundation Focus

Forward thinking and fearlessly working together to promote the prosperity of all

September 2015



Guest Columnist: Brenda Grant,
Chief Strategy Officer, Charleston
Area Medical Center

Local Wealth Creation Value Chain

The Greater Kanawha Valley Foundation **changes mental models!** So what is a mental model? *It is an explanation of someone's thought process about how something works in the real world. It is a representation of the surrounding world, the relationships between its various parts and a person's intuitive perception about his or her own acts and their consequences (Wikipedia).*

But let's start at the beginning. Becky Ceperley asked if Charleston Area Medical Center would like to partner with The Greater Kanawha Valley Foundation to learn more about Health Care Value Chains and Local Wealth Creation. This journey began with learning about the "Seven Forms of Community Wealth" and how they can be applied to our community in alignment with our mission.

CAMC's mission is "striving to provide the best health care to every patient, every day." We are focused on health care and improving health! We know that heart disease is the leading cause of death in West Virginia and that 32% of Kanawha County residents are obese and physically inactive. We also know that healthy diets improve health and that we can decrease sodium and fat in diets through the use of fresh vegetables and herbs.

These discussions helped us identify an opportunity to support local growers and improve our rural economics by substituting "imports" from the outside economy with herbs and vegetables that can be grown locally for the same or lower cost and for the same or higher quality. This market opportunity had good potential to generate wealth-building results.

Working with the GKVF, we brought many partners and stakeholders to the table to establish the value chain for getting locally grown fresh vegetables to CAMC. The list included the Department of Agriculture, West Virginia State University Agricultural and Environmental Research, Corey Brothers, local growers and many others. Through the efforts of this group we were able to address certification, liability and other issues. As a result, in our first year (fall of 2014) CAMC purchased over 400 cases of local produce for our cafeterias totaling \$4,975. In 2015 this increased to 7% of CAMC's purchases and 8.2% of our purchase dollars and we are just beginning as more local growers become GHP/GAP certified by the Department of Agriculture. In addition, Gritts Farms is providing 100 CAMC employees with weekly produce through a CSA (Community Supported Agriculture) Program and we are only touching the surface of the demand!

As we looked for additional ways to create local wealth, we identified opportunities to purchase additional West Virginia products. So far, that includes bread from Brunetti Bakery (using flour from wheat grown at McConnell Farms and Mill), Mr. Bee Potato Chips and United Dairy products.



**Charleston Area
Medical Center**

The Greater Kanawha Valley Foundation truly serves as a catalyst for community change. The wealth creation value chain brings together our community to create value in response to market demand.

So, what happens when you change a mental model? For us, this small start has resulted in more clearly seeing a path that allows us to reach for larger scale that will boost livelihoods for more people in our region while improving the health of our patients, employees, medical staff, and visitors. We have learned that value chains are not meant to be created and then move on...they serve as a platform for doing more, better or different.

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Contact Us:

1600 Huntington Square
900 Lee Street, East
Charleston, WV 25301
304-346-3620
304-346-3640 fax
www.tgkvf.org



Chairman's Message

The more things change, the more things change (or stay the same!)

We are an organization in transition. This statement brings several questions to mind that go to the very heart of our experience and the outcomes that we plan and hope for as a community foundation.

Those questions are:

- Where are we in the process?
- Will we hold on to any old methods or will everything be new?
- How long will it take?
- How will it impact our constituents?

We have embarked on a new strategic direction - the process. This new direction is focused on promoting community wealth building as a long term answer. An answer to unlocking the multiple forms of wealth within the geographical footprint we serve. This changing approach promises to yield benefits for decades to come. We, the staff and board, are committed to our vision and enthusiastic about the future of our communities.

One thing that will be new is that the Foundation's efforts will be led by a new president yet to be chosen. Our longtime President and CEO, Ms. Becky Ceperley, has agreed to slow the pace of her withdrawal to allow the search committee, headed by Mr. Charlie Loeb, to complete the thoughtful and extensive search for the right leader. We hope to complete this search in the near future. For those that are unaware, it was Ms. Ceperley that nudged, prodded and pushed this organization to the point that we are today. We will continue to seek out those projects and programs that will maximize the potential for true collaboration between various sectors of our society. Our staff is just as dedicated and our board is just as enthusiastic and optimistic as we have ever been.

How long it will take is hard to know, but we are in this for the long haul. Our vision for the community is sharp and our methodology is stable yet adaptable.

In conclusion the staff continues to rollout the new methods as called for by the new strategic plan. We have adjusted the procedures we use and the way we analyze the impact of our community investment. We will continue to hold on to those tried and true practices from the past that have served us well, and move forward with our eyes on the new vision.

The more things change



wealth
GREATER KANAWHA VALLEY FOUNDATION
created
here.

One of the top 100 community foundations in the nation.

One of the top 30 innovative community foundations in the nation

GRANTS

The Greater Kanawha Valley Foundation Board of Trustees has approved at its September 16, 2015 meeting the five grants that will be funded for the 3rd quarter of 2015. There are 22 collaborative partners involved in the approved projects and we see these collaborative efforts as the key to achieving the goals of TGKVF's new strategic path. These five grants total \$199,605.

Children's Therapy Clinic- \$44,325.00 (HEALTH)

Children's Therapy Clinic and Bright Futures Learning Services will work together to provide appropriate therapy services for children with disabilities who have insufficient insurance coverage and/or income. Bright Futures Learning Services will provide behavioral treatments to children with autism and related disorders. Funding will support staffing, collaborative workshops, and materials.

College Summit- \$15,000.00 (EDUCATION)

College Summit's Future Corps program will provide tools, training and support to influential students at Sissonville High School, Herbert Hoover High School, and Lincoln County High School to lead campaigns that promote college enrollment for 9th-12th grade students in 2015-2016 academic school year. Funds will support staff, student training, and campaign materials in this pilot, peer-driven project.

East End Family Resource Center- \$27,690.00 (EDUCATION)

In partnership with Kanawha County Schools and the Education Alliance, the East End Family Resource Center will provide the Frontline Dropout Prevention program at Piedmont Elementary, Stonewall Jackson Middle School, Horace Mann Middle School, and Capital High School. Through intensive mentorship, this program will increase high school graduation rates by working with at-risk youth to improve student attendance, behavior, and course performance. Funding will help support six AmeriCorps member mentors, volunteer recruitment and community engagement, and STEAM education materials.

Human Resource Development Foundation- \$51,272.00 (HEALTH)

The Ready-Set-Grow program will offer educational activities centered on healthy choices with regard to recreational opportunities and locally grown foods. Activities will assist in promoting healthy lifestyles for 200 students attending after school centers located in the East End and West Side of Charleston, WV. This collaborative effort amongst Human Resource Development Foundation, The Bob Burdette Center, Pro-Kids, and the Girl Scouts of the Black Diamond Council will include the 4H Junior Master Gardner program and the Girl Scouts Healthy Habits curricula. Funding will help support program coordinators, classroom materials, and curricula booklets.

Mission West Virginia- \$61,318.00 (EDUCATION)

In collaboration with TEAM for WV Children's Fostering Futures program and other partners, Mission WV's pilot project The Bridge will serve foster children and their caretakers in TGKVF's six county region through mentorship, advocacy, and support services. Funding will assist with educational advocacy, academic support, mentoring, self-sufficiency coaching, enrichment opportunities, and scholarships for foster youth.

Total Funded via Discretionary Proactive Collaborations in 2015 3rd Quarter: **\$199,605.00**



**TGKVF Board of Trustee member
Debra K. Sullivan**

Debra K. Sullivan is a member of The Greater Kanawha Valley Foundation Board of Trustees and also a member of the Distributions Committee. She served as Principal of Charleston Catholic High School, retiring in July 2014 after 28 years in the position. During those years, in addition to focusing on the college preparatory and faith-based instructional programming and community service aspects of the school, Debra spearheaded multimillion dollar efforts to build an addition to the school, renovate the original building, and buy and repurpose an existing building to create the CCHS Athletic Facility.

Debra received her undergraduate degree in English and Secondary Education from the Univ. of VA and Master's from the Univ. of Pittsburgh. She also has specialized training from the Teaching and Learning Institute, Palo Alto, CA, and Marshall Univ, and conducted educational research with the Appalachian Educational Laboratory.

Through a lifetime of supporting education, Debra received accolades including 2012 YWCA Woman of Achievement honoree and 2011 WV recipient of the Excellence in Education Award from AdvancEd, a national school and college accreditation agency.

Debra lives in Charleston with her husband Ken. They have one son Benjamin, an attorney who is married and has two children. In addition to enjoying time with family, Debra gardens, mentors teachers and school administrators, writes opinion pieces on a variety of topics, spends time on a mountaintop in Summers County, quilts, reads, and plays the piano.

Upcoming dates:

Sept. 16 TGKVF Board of Trustees meeting

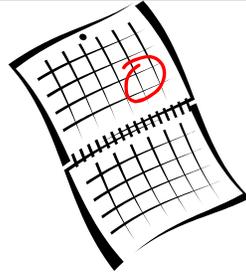
Oct. 18-24 Wills Week/Leave a Legacy

Oct. 21 Advisory Committee meeting

Nov. 1 Scholarship applications available online

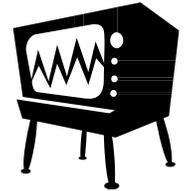
Nov. 26 Thanksgiving

Nov. 27 TGKVF office closed



Community Connections is a cable television series hosted and produced by TGKVF staff. Guests include nonprofit and local leaders who promote their organizations, services, and upcoming events.

The show is broadcast on KCS-TV, channel 17 and shown twice daily for one week each month. In addition, the segments are uploaded to TGKVF's youtube channel and facebook page where they can be shared by others to their social media outlets.



P. O. Box 3041
Charleston, WV 25331
304.346.3620
www.tgkvf.org

How do you want to be remembered?

If you want to start a fund to support the Vision, Mission, and Goals featured in these pages, contact the Foundation at 304.346.3620.

TGKVF, one of the top 100 community foundations in the nation.