The African American community has a long and rich giving history which began in churches. The Twenty-First Century Foundation, a public foundation focused on the African American community, released the publication African American Philanthropy: A Legacy of Giving, which provides a historical timeline of African American giving.

1775: Prince Hall Masons provides funds to freed slaves and their families
1856: Wilberforce University—the first historically black college founded by African Americans
1896: Black Elks and the African American Leagues spearhead efforts to combat segregation
1904-1914: Black sororities and fraternities form with a strong tradition of volunteerism and charitable giving
1944: The United Negro College Fund is established
1955: United Negro Appeal, similar to the United Way, provides funds to black social service agencies
1971: The Twenty-First Century Foundation is formed
1990s: Entertainers, sports figures and other individuals begin to give large gifts and create foundations

The Twenty-First Century Foundation states that it is time to bring the tradition of black philanthropy into the twenty-first century. One way this can be done is through giving circles. A giving circle is formed when a group of people come together to pool their money, decide where to give that money, and learn about the needs in their community.

Common elements of giving circles include: the amounts of money contributed are generally the same from each member and are given at least annually; the money is pooled; and the money is used to help address specific community or institutional needs. Advantages of forming a giving circle are: pooled dollars can have a far greater impact than smaller, individual gifts; creating partnerships with a small number of nonprofits allows a deeper level of involvement to better gauge the return on investment.

By establishing a donor advised fund with The Greater Kanawha Valley Foundation, The African American Philanthropy in Action giving circle was created in August 2013. Their mission is to pool time, talent, and treasure to positively impact families in West Virginia. This giving circle has four primary goals:

- to educate its donors/members about the power of collective philanthropy;
- to broaden its donors/members awareness of issues affecting families in West Virginia;
- to make investments in nonprofits and community based organizations engaged in impacting families to have a positive future;
- to expand philanthropy and increase giving.

For more information about the African American Philanthropy in Action giving circle please visit www.wvaapa.org or call The Greater Kanawha Valley Foundation at 304.346.3620.

As with every logo that Auge+Gray creates there is meaning behind the art. After careful research, the blue was chosen for the African American Philanthropy in Action circle because it is recognized in African culture as a color with positive energy and represents happiness. The white represents goodness, purity, luck and peace. The fern is modified from the Adinkra symbol: AYA “fern” meaning endurance, and resourcefulness.
Each year The Greater Kanawha Valley Foundation’s Scholarship Program offers many ways for students to pursue a post-secondary education. There are scholarships designated for graduating seniors of certain schools; others are awarded for specific fields of study such as nursing or law. Financial need, not academic achievement, is the basis of others, and some focus on sports and extra activities.

The Greater Kanawha Valley Foundation administers more than 450 funds with over 90 of those funds designated for statewide scholarships. In the 2013-14 school year, the Foundation funded 398 scholarships for a total of $446,100.

Beginning November of each year, students may apply through the Foundation’s online application process. Most scholarships are for $1,000; this amount can make a difference for students piecing together a financial package to attend college.

One such student is TylerAnn Jones. TylerAnn is now a junior majoring in Education at West Virginia University-Parkersburg. She is a busy student who set a goal to attend college and earn her education degree. TylerAnn has gone to great lengths to make that happen. During her high school years TylerAnn worked several jobs including student tutor, painter, and maintenance worker.

After beginning her college career she has again proven her determination and work ethic by holding jobs that include part time cashier and receptionist for a gas station/towing company, babysitting for two young children and part time bank teller. All of this while achieving Dean’s List and finding time to volunteer for Boys and Girls Club and the Humane Society.

In Tyler Ann’s own words she tells what receiving a scholarship from The Greater Kanawha Valley Foundation has meant to her.

“Throughout the past year as a college student I have experienced many ups and downs in my college career and personal life, and in the end I have remained successfully on tract to obtaining my degree. This past year has been difficult and yet rewarding for me in my educational career. I have been taking extra classes every semester and even went to school full time this past summer in order to catch up and stay on track with my degree selection. Taking on this extra burden and school responsibilities has added onto my already massive workload, but I successfully undertook the challenge and accomplished almost straight A’s. I have very high expectations and goals set for my future in education. I am still on track to obtaining a Bachelor’s degree in Elementary Education, along with Social Studies 5-9 Specialization from West Virginia University of Parkersburg. I feel that I have finally found the major and career field that I am passionate about, and this discovery has brought a great deal of joy to me.

As a student, I am a very hard working and committed young woman. I have been placed on the Dean’s List multiple times. Although it is difficult sometimes, I understand that the dedication I put into my schooling, while also working multiple part time jobs will pay off in the end. I am also active volunteer at the Humane Society of Parkersburg, The Boys and Girls club of Parkersburg, and the Wood County Jr. Livestock Association Sales committee. I do continue to have a financial need for this scholarship. Without it, I am afraid that I would not be able to attend school and achieve a degree in Education. I truly appreciate the opportunities to attend college that this scholarship has opened up to me.”

Receiving a scholarship can be life-changing for some students, but establishing the scholarship often stems from a life-changing event for donors. Creating a scholarship and offering the gift of education to others is a way of honoring a lost loved one. The Adam Michael Burns Memorial scholarship was created by his parents to pass on their son’s legacy. Dana and Valerie Burns share their feelings saying “We created the Adam Michael Burns Memorial Scholarship in memory of our son Adam who was killed in a car accident while in college at WVU. Adam was majoring in secondary education and was looking forward to helping educate future generations. What better way to honor him than to provide a scholarship in his name to a student from Sissonville High School attending WVU; in essence Adam is helping future generations!”

Please visit www.tgkvf.org or call Susan Hoover, Scholarship Program Officer, for more information about The Greater Kanawha Valley’s Scholarship Program. The application process is available November 1, 2013 and closes January 15, 2014.
The year 2013 has been exciting for The Greater Kanawha Valley Foundation! For starters, TGKVF worked with consultant Thomas Watson of Rural Support Partners to revise its grantmaking to reflect Community Wealth Creation, a concept developed by The Ford Foundation, which focuses on generating seven forms of wealth. These seven forms of capital include: individual (skills and health), intellectual (innovation and knowledge), social (trust and relationships), political (voice and advocacy), built (infrastructure), natural (environmental assets and resources), and financial (investments and savings).

The process began when TGKVF adopted a collective vision to make grants that use the Wealth Creation approach; it then trained grantees to improve projects and measure success; and most recently, it developed a grantmaking framework to guide its investment strategy. This new framework will help connect the forms of wealth that each funded project generates with the Foundation’s desired outcomes and goals.

In light of its focus on building community capital, the Foundation’s Distributions Committee and Board of Trustees reviewed grant submittals through the lens of Community Wealth Creation and funded projects that will generate and measure multiple forms of wealth. As you may know, grant requests are reviewed three times annually during the Arts, Culture, and Education cycle, the Health and Human Services cycle, and the Land Use and Recreation cycle. In addition to funding wealth-building nonprofit organizations through its Discretionary program, the Foundation also makes grants to high-performing nonprofits through its Program grant process.

In 2013, The Greater Kanawha Valley Foundation awarded 89 grants in the amount of $1,653,811.00 and 398 scholarships in the amount of $446,100.00 through its Discretionary, Program, and Scholarship Grant Process. That’s a total of $2,099,911.00 invested in making our communities stronger.

**Programs:**

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**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 outlet.

**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.

**Two ways to keep in touch.**

TGKVF has embraced social media. “Like” our facebook page for daily news about TGKVF and other non profits. Subscribe to our youtube channel and see our latest video productions including monthly televised Community Connections interviews with non profit and local leaders.

Need a stocking stuffer? Don’t forget TGKVF gift cards.
Many thanks to all who submitted pictures of events throughout the year. Including:

Arts in Action
Black Diamond Girls Scouts
Children’s Art Fair
CODA
Faces of Arthritis
FestiVALL
Schoenbaum Family Enrichment Center
West Virginia Health Right
WVW Music Hall of Fame
Agency Spotlight

The idea for the Coal River Group originated when two men decided to go fishing. The weekend fishing trip turned into a mission to float the entire 92 miles of the Big, Little, and main Coal Rivers. Starting in 2002, the pair paddled and fished every inch of the rivers.

From the start, the Group took a holistic approach in preserving the Coal River watershed. While the first and foremost goal of the Group is to protect local water quality, the founders recognized that the best way to build awareness in the community is to get people out fishing, paddling, and recreating on the rivers. As a result, providing recreational opportunities throughout the watershed became a major focus of the Coal River Group in order to increase stewardship within the community. Likewise, preserving the history of the Coal Rivers builds a sense of place and appreciation for the rivers and became another key area of the CRG’s mission.

In the years since its inception, the Coal River Group has blossomed into one of West Virginia’s most prominent watershed organizations. The state of West Virginia recognized the achievements of the Group by awarding it the West Virginia Watershed of the Year in 2009 and again in 2011.

Susan Basile is Secretary of The Greater Kanawha Valley Board of Trustees. She is also Chair of the Scholarship Committee and a member of the Distributions Committee.

Susan is an Administrative Law Judge for the West Virginia Public Employees Grievance Board and was formerly in practice with Steptoe and Johnson, PLLC, with an emphasis in toxic tort litigation. She was a clerk for the WV Workers’ Compensation Board of Review. Susan has served on the United Way Distribution Committee and is a board member of College Summit Inc., and Chair of its Governance committee.

Susan was an elementary school art and music teacher before attending the University of Pittsburgh School of Law. As such, Susan is deeply interested in programs/solutions that promote / allow high quality education for all children in WV.

Susan is also an oil painter. She is a student of Arthur Evans and her work has been displayed at ArtWalk.

She lives with three avid golfers, her husband Mike Basile, Managing Member of Spillman Thomas and her two sons Michael19, and Harry,16.
The vast majority of high net worth individuals give to charity. In August 2013, U. S. Trust partnered with The Philanthropic Initiative on a study of high net worth giving. The study included 120 high net worth individuals with $3 million or more in investable assets who are actively engaged in charitable giving.

The study found that the top three motivations for giving reported by the individuals are: passion about a cause, a strong desire to give back, and having a positive impact on society and the world.

The study also found that the top three reasons they don’t give include: concern that their gift won’t be used wisely by a nonprofit recipient, their lack of knowledge about or connection to a charity, and fear of increased donation requests from others.

The majority of wealthy donors give strategically, and have a plan for their giving versus merely responding to requests for donations. These individuals are looking for ways to fulfill their philanthropic missions, involve the next generation, and leave a legacy. They also seek value-based discussion about their philanthropy.

Nonprofits are constantly looking for ways to assure their donors that the resources they provide are being used well. Since we live in a culture of numbers, most nonprofits count. They count how many pounds of food they distributed, how many houses were rebuilt, etc. Given the information found in the U. S. Trust and The Philanthropic Initiative study, maybe the nonprofit sector should look at additional ways to evaluate their results.

Considering several questions may help the nonprofit sector demonstrate the hard work they do and the broader impact they have. In thinking through the answers to these questions, the organizations may find ways to have that more meaningful discussion with their donors.

Do we serve a worthy aim? Are we doing the right thing? Are we doing it in the right way? What are our outcomes? Do they demonstrate efficient, focused, smart, productive use of our resources? Are they aligned with our mission? When is it counterproductive to keep on “doing the right thing” without results? Are we making a difference? How do we know? Do we have good people? How does our staff stack up? Do they work competently, with care, in a good spirit? Are they committed, collaborative, and persistent? Does the character of our work reflect our values? Does its quality and style demonstrate a care for excellence, no matter the client? Are we furthering the well-being of people and the world in which we live? Does our work transform not just individual lives but also systems?

Bottom-line documentation is one valid assessment of success. The answers to these questions offer an additional way with which the nonprofit sector can evaluate their work while making a case to themselves and others that it is worth the investment.
Upcoming dates:

Dec. 18 Scholarship Reception

Dec. 25 Christmas. TGKVF's office will be closed 24, 25

Jan. 1, 2014 New Year's Day. TGKVF's office will be closed.

Jan. 15, 2014 Scholarship Applications deadline.

Feb. 1, 2014 Education, Arts & Culture Grant Cycle opens

March 12, 2014 TGKVF Board of Trustees meeting

Please visit www.tgvf.org for more details.