West Side Project

Senate Bill 359, Section 18-3-12 allows for the West Virginia State School Superintendent to establish a Community Development School Pilot Project in a neighborhood with at least five schools. The former State Superintendent of Schools, Dr. James Phares, had designated the West Side of Charleston with its four elementary and one middle school to serve as the Community Development School Pilot Project. The schools include Stonewall Jackson Middle, Mary C. Snow West Side Elementary (MCSWSE), Edgewood Elementary (Robins and Watts Consolidation), and Grandview Elementary. It was decided the West Side Project was to be a collaborative effort among the State Schools Superintendent’s office, state school board, Kanawha County Superintendent’s Office and the Kanawha County Board of Education, local community groups, business partners, principals, teachers, parents and students. An advisory board consisting of people from the stakeholders listed above was established to guide the effort in the transformation of these schools.

Data was collected and analyzed for the schools involved. Onsite reviews were done at the schools by the West Virginia Department of Education and Regional Education Service Agency. This allowed for an outside perspective about the educational process at these schools. This information was discussed and reviewed with the teachers as well as with the Advisory Board. Strategic plans were revised at each school based on the data analysis. The three main areas of concentration for the project would be academic needs, family and community needs and wellness/social/emotional needs.

Teachers will be developing benchmark assessments and specific learning goals. Instruction will be skill-focused based on these assessments and students individual needs. An Instructional Practice inventory was done to assess the learning environment and student engagement at these schools. Technology will be integrated throughout the day.

Several initiatives have occurred in working toward the West Side Project goals. Teachers will be paid out of Title 1 Federal Funds to do support for personalized learning. Teachers will get more time to plan lessons and look at children’s academic progress individually. A Science Technology Engineering Art Math (STEAM) Project is being funded for Mary C. Snow West Side Elementary and at after school programs on the West Side. Big Brothers and Big Sisters will be providing a mentor program. A parent as teachers program is being funded by DHHR. Two family interventionists will be hired to be the liaison between the school and the community. They will work with families to help get those social services and to work with them to make sure children get to school on time. A community health clinic is located at Mary C. Snow West Side Elementary. KCS’s CHANCE program, which is a mental health partnership with Prestera, is located at Edgewood to serve students with severe emotional needs.

Training of teachers is a very important component of this project. Teachers have been trained on the Middle Schools that Work model this summer at Stonewall Jackson Middle. Grandview, MCSWSE, and Edgewood staffs have all been trained in Stephen Covey’s habits and are working to instill these habits in their students, as well as to promote student leadership. Edgewood staff has been trained in project-based learning.

Progress has been made on the West Side Schools. The plan will continue to be developed as it is a work in progress. Steps have been taken in the right direction to improve the academic achievement of the children on the West Side.
The Monitor Institute’s What’s Next for Community Philanthropy initiative provides some challenging assumptions as our field celebrates its 100 year anniversary this year.

The landscape in which we do business has changed drastically. New technologies allow people to connect, organize, and share information in new ways, irrespective of time and distance. The use of online and mobile technologies makes it easy to engage with social causes across the street or around the world. In addition, globalization and economic uncertainties are altering the prospects for local businesses and workers. Massive demographic shifts are changing the face of neighborhoods and will ultimately change the complexion of philanthropy. Community foundations have become just one part of an array of forms of community giving, both non-profit and for-profit.

Necessity demands that we innovate and tailor our services to demonstrate value to the community. We are faced with the question as to whether or not the systems that are helping us thrive right now will meet the needs of our users in the future.

The What’s Next for Community Philanthropy initiative identified more than 45 potential roles that community philanthropy organizations can play. Of course no single organization should try to play all of these roles, but knowing what’s possible can help organizations decide what they should address as the most pressing needs of their constituencies.

Based on TGKVF’s community investment strategy, we have or will be playing 21 of the 45 potential roles identified. The 21 include:

- Educating the public about philanthropy
- Deliberately attracting diverse donors
- Promoting non-profit organizational effectiveness
- Developing the skills of local residents
- Growing local entrepreneurs and businesses
- Providing direct support to local government
- Facilitating civic participation and volunteerism
- Providing avenues for community input, ideas, and connection
- Facilitating community dialogue
- Strengthening social connections among residents
- Empowering resident decision-making
- Measuring the outcomes and impacts of programs
- Promoting economic development planning
- Proactively planning for the long term

Community foundations over the past 100 years have become powerful platforms for community change. The work of community foundations is as important today as it has ever been. However, a rich and storied history is not, on its own, a guarantee of continued success. We must build the infrastructure to serve our donors and communities of the future that will look and behave quite differently than they do today.
Vision
We envision a forward-thinking and closely connected community that fearlessly works together to promote the prosperity of all.

Mission
TGKVF makes thoughtful and proactive investments that grow the multiple forms of wealth necessary for our community to thrive. These forms of wealth include the individual, intellectual, social, political, natural, built, and financial assets within our community.

Values
Lead with integrity and respect for all. We serve our community with integrity, compassion, respect and thoughtfulness.
Act with a long-term perspective. We take a long-term approach to our investments by creating lasting cycles of wealth for the entire community.
Build on our community assets. We build on the strengths of our community while fostering innovation and connections that improve the livelihoods of all people in our area.
Seek excellence. We seek excellence in ourselves and our organization, and support and encourage all of our partners to create optimal impact through their work.
Advocate for inclusiveness. We believe in transparency, acceptance, and the celebration of diversity.
Promote collaboration. We work to create genuine, honest, and mutually-supportive relationships with and among all of our stakeholders.

Goal 1: Education
We are a community where students, from early childhood to post-secondary, build the skills, knowledge, and credentials to become productive and successful.

Objective 1
Expand access to proven after school and summer tutoring & mentoring programs that focus on Science, Technology, Engineering, Arts, and Math (STEAM) education
Indicators of Success
- Improvement in STEAM skills and knowledge among youth
- Decrease in summer learning loss
- Increase in the number of qualified tutors, mentors, and teachers working in after school and summer programs
- More kids attending after school and summer programs

Objective 2
Invest in programs that connect families to their children’s development at home, school, and community centers – beginning in early childhood
Indicators of Success
- A rise in family participation and volunteerism in educational and recreational youth programs
- Families living in marginalized communities have increased access to educational resources
- Increase in the capacity and reach of proven programs that assist families to become vital partners in their child’s education and life success
- Higher rate of family involvement in the development, governance, management, and evaluation of youth programs and/or organizations that serve youth

Objective 3
Support post-secondary guidance, career advisory and vocational programs that train students for jobs in promising economic sectors.
Indicators of Success
- Growth in college and vocational graduation by youth from marginalized communities
- A steady rise in the number of vocational graduates who are employed in promising sectors
- Increase in the capacity and reach of proven vocational programs that train students for promising sector jobs
### Goal 2: Health

We are a community that supports the healthy choice.

**Objective 1**

Promote and develop the capacity of communities, organizations, and social entrepreneurs who focus on healthy recreational opportunities and locally grown, healthy foods.

*Indicators of Success*
- Growth in the number of communities, organizations, and social entrepreneurs who focus on healthy recreational opportunities and/or locally grown healthy foods
- Expansion in the number of healthy recreational opportunities, and local, healthy food sources accessible by families living in marginalized communities
- Increase in the number of people employed in related jobs

**Objective 2**

Encourage healthy lifestyles by expanding the amount of public greenspace, access to streams and bikeable/walkable paths within our community.

*Indicators of Success*
- Growth in the miles of walkable/bikeable paths or trails
- Increase in the number of new or expanded acres of greenspace
- Greater number of public access points to area streams and waterways

**Objective 3**

Improve access to preventative, mental, and dental healthcare.

*Indicators of Success*
- Increase in the capacity and reach of proven community based programs or providers
- Higher rate of people who receive preventive, mental, and dental services

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### Goal 3: Leadership & Civic Engagement

We are a community full of strong, innovative, and effective leaders who work to create shared visions, cross-cultural relationships, and the capacity to foster positive change.

**Objective 1**

Invest in early childhood & youth programs that prepare children, especially those from marginalized communities, for a lifetime of leadership

*Indicators of Success*
- Growth in the number, capacity, or reach of proven leadership programs targeted at early childhood and youth
- Increase in the number of young people in volunteerism

**Objective 2**

Promote equality, diversity, and inclusiveness throughout our community

*Indicators of Success*
- Greater diversity (economic, racial, gender, and cultural) in nonprofit, public, and private leadership positions
- Increase in the capacity and reach of programs that develop, promote, and support leaders from underrepresented groups
- A rise in the number of venues and events that promote cultural awareness

**Objective 3**

Promote civic engagement, community service, public dialog, and voting

*Indicators of Success*
- Higher voter turnout for 18-35 year-olds
- A rise in the number of public forums that allow community members to identify and address issues of public concern
- An increase in efforts that foster grassroots leadership, promote community service, and encourage neighborhood engagement
TGKVF 2015 Discretionary Grantmaking Changes

Frequently Asked Questions

What will remain the same?

The shift will only affect the Foundation’s unrestricted, competitive grantmaking. Donor-advised funds and donor-designated funds will continue to operate under the discretion of the donors who created them. In its discretionary grantmaking, the Foundation will continue to emphasize the importance of community wealth creation and each funded project must demonstrate which forms of wealth it will impact (individual, intellectual, social, financial, built, natural, political) and how it will measure that impact. Our scholarship process will also remain the same (students will apply annually between November and January and be notified of their awards in May).

How will the new process work?

The new discretionary grantmaking process will be more proactive. Grant cycle deadlines will no longer exist as our program officers will be in the field helping to identify needs and convene stakeholders. Grantseekers will be asked to discuss their interest in applying with a program officer and must be invited to submit a concept paper summarizing their intended projects. A review committee made up of community members and volunteers will assess each concept paper and those that most strongly align with the Foundation’s goals and desired outcomes will be asked to submit a full proposal. Our Distribution Committee, which will continue to be comprised of volunteers, will be divided into “task forces” that concentrate on a particular goal (health, education, leadership/civic engagement and community building). In this way, volunteers will develop the expertise necessary to efficiently evaluate each proposal. The task forces will make funding recommendations to the full Distribution Committee, which will then make recommendations to our Board of Trustees. As in the past, the Board will have the final say in all funding decisions. Each quarter (March, June, September, and December) the program officers, task forces, and Distributions Committee will make recommendations to the Board based on the concept papers and proposals that they’ve received. It’s important to note that each quarter may or may not produce a funding recommendation—rather than forcing the funding of projects based on a quarterly timeline, the new system will allow projects to evolve organically according to the projects’ readiness.

How do the arts fit into the new goals?

TGKVF believes that arts and cultural activities are integral to a community’s success. We believe that arts/culture projects may be embedded in any of our three goal areas (health, education, and leadership/civic engagement). We would encourage all arts organizations to discuss their projects with a program officer to determine how/if the program fits into each goal. For instance, because many of our communities’ arts programs have an element of instruction, some will fall under the education goal. After discussing its intended project with a program officer, it is determined that an organization is unable to align itself with one of our three goals, the organization may apply to a competitive, responsive arts/culture grant fund—please note that these applications must first be approved by a program officer and any grants made from this fund must have a one-year timeline. Priority will be given to organizations seeking to increase opportunities for participation in diverse and cultural artistic experiences, and particularly those that foster creativity, self-expression, cross-cultural exchange, civic engagement, and an entrepreneurial spirit.

What does the shift mean for me and my organization?

Over the past eighteen months, the Foundation has held multiple meetings with donors, grantees, community leaders, and other stakeholders in an effort to include all voices in our transition. Data-based decisions combined with stakeholder input have guided the framework change. For many organizations, the shift will mean adjusting the timeline of your budget. For example, health organizations that are accustomed to applying in May and potentially receiving funding in June will no longer have a set funding trajectory from the Foundation. If a health project is prepared and fully developed in January, it may be presented to the Board for potential funding at the Board’s March meeting. On the other hand, if a project seems preemptive, the host organization may not be invited to apply until a later quarter. We understand that this new process may require some organizations to reallocate their funds, so that’s why we want to give you this information several months in advance. Unfortunately, as we narrow our focus, some organizations may no longer fit within our priorities. It’s important to us that those organizations maintain the integrity of their missions and continue to do the important work they provide for our community without attempting to shift their concentration to match the Foundation’s new priorities. Over the next year, the Foundation will provide fundraising training for all nonprofit organizations as a way to help them build their capacity. Please keep in mind that TGKVF’s new grantmaking framework will benefit the entire community as it will allow us to deepen our impact and measure results.

What about basic needs?

The Foundation believes that without caring for its residents’ basic needs, a community is incapable of thriving. For this reason, the Foundation will continue to support basic needs projects through a competitive, responsive grantmaking fund. Applicants to this fund will be able to apply once a year for projects that address basic needs. Basic needs, as we define them, are health (physical, mental, and dental), shelter, food, and
As many of you know, TGKVF is moving from a responsive grantmaking model to a more proactive, systems-wide approach to community change. To take a systems approach, TGKVF first worked to understand the systems in place that promote, and prevent, community prosperity in our region. This work began with data collection and research and culminated in multiple community meetings in which we engaged more than 250 stakeholders to help us identify our communities’ moving parts, challenges, assets, and the root causes that avert our ultimate success.

A part of this systems-wide tactic includes using the wealth creation framework, based on an initiative of the Ford Foundation’s. In our wealth creation framework, TGKVF breaks down the assets that contribute to a community’s overall well-being into seven forms of capital: individual, intellectual, social, financial, natural, built, and political. The Foundation refers to these forms of wealth as a set of tools and principles that help us understand all of the pieces of a community that work together to make it successful. To put this framework into practice, TGKVF has set its own goals, objectives, and indicators that can be measured by using the forms of wealth.

We believe shifting from a responsive grantmaking to a proactive approach will allow the Foundation to create stronger partnerships and more collective action as well as help us to leverage other resources. By addressing root causes, as opposed to the symptoms they manifest, TGKVF and its partners will establish more sustainable outcomes. Outcomes, after all, are what the Foundation must focus on—not individual programs. For many of us, this kind of outcomes-based thinking will require some adjustment as we are often trained to work in silos, focusing on our own organizations or causes, without much thought to how others’ work could enhance our own. “We are really excited,” says Sheri Ryder, Senior Program Officer at TGKVF. “I’ve been working in the nonprofit sector for more than 20 years and have been hearing the same conversations. I realize that TGKVF’s shift won’t instantaneously create a systems-change—that kind of widespread improvement will take years—however I’m hoping that we can at least move the needle, articulate where we’ve had an impact, and perhaps change the conversation.”

With TGKVF’s shift, the role of program officer will change dramatically. Through this proactive approach, program officers will be on the ground, working to convene stakeholders, identify needs and service gaps, and help strengthen the capacity of the nonprofits the Foundation serves. “I’m really looking forward to working more closely with our partners,” says Stephanie Hyre, Program Officer. “A systemic change will not happen overnight—it will take a lot of hard work and cross sector collaboration. But we are up for the challenge.”

Joey Aloi is one of fourteen Highlander Appalachian Transitional Fellows spending the next year working on economic transition projects in Tennessee, Kentucky, West Virginia, Virginia, Ohio and North Carolina. Their goal is to accelerate the creation of a diverse economy by working on projects that create jobs and livelihood in the wake of economic decline.

Joey studied philosophy at Warren Wilson University, with a concentration in environmental ethics. He then enrolled in the Ph. D. program in philosophy at the University of North Texas in Denton.

Joey has returned to WV and will continue to work on his dissertation in the evenings. His AppFellow placement with TGKVF will include working on a food value chain project. This includes working with local farmers to supply food to area hospitals. CAMC has begun to use and sell local produce in their cafeterias. Look for Joey riding his bike around town, or helping his kickball team score the winning run.
The West Side is home to many organizations dedicated to the growth and prosperity of the community.

In 2005, three entities, the West Side Neighborhood Association, West Virginia State University, and the City of Charleston, identified a need to reinvigorate the economic sector of the West Side. Thus, West Side Main Street was born. These entities identified the Main Street model as an ideal program for fostering economic development, given the unique historic characteristics of the commercial district. A nationwide initiative used to revitalize communities, Main Street is a program of the National Trust for Historic Preservation that capitalizes on a community’s history and resources to tackle the complex issues of revitalizing once-booming downtown neighborhoods.

In 2007 and every year since, West Side Main Street obtained national certification from the National Trust for Historic Preservation, indicating that the program is meeting all of the Trusts’ best practices and standards.

Distributions

3rd Cycle Recreation & Land Use

1. Buckskin Council, Boy Scouts of America $20,875
2. Capital City Striders $12,000
3. Charleston Community and Family Development Corp. $12,500
4. Charleston East End Main Street $25,000
5. Charleston West Side Main Street $10,000
6. City of Hurricane $14,000
7. Coalfield Development Corporation $30,000
8. Geri-Olympics/Step by Step $8,500
9. Putnam County Parks and Recreation $4,000
10. Rivers to Ridges $5,000
11. Step by Step, Inc. $13,186
12. Upper Big Branch Mining Memorial Group $20,000
13. WV Connecting Communities $10,000

At its June 2014 meeting, The Greater Kanawha Valley Foundation’s Board of Trustees cemented its new strategic plan and our grantmaking model will soon undergo a significant change. Beginning January 1, 2015 the Foundation’s new goals will focus on health, education, and leadership/civic engagement. Please visit our website at www.tgkvf.org in October of 2014 for more information regarding our upcoming grantmaking procedures. Ultimately, our new direction will offer the Foundation and its grantees the exciting opportunity to increase our collective impact on the communities we serve.
Upcoming dates:
- Sept 17 TGKVF Board of Trustees meeting
- Oct 9 TGKVF Advisory Committee Meeting
- Oct 19-25 WV Wills Week
- Nov 3 TGKVF scholarship application available online
- Nov 27 Thanksgiving
- Nov 28 TGKVF office closed
- Dec 10 TGKVF Board of Trustees meeting
- Dec 17 Freshman Scholarship Reception

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 Becky Ceperley, President & CEO, at 304.346.3620.

Three 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. Follow us on twitter @TGKVF

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

One of the top 100 community foundations in the nation.