

Foundation Focus



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President and CEO's Message:

The Board of Trustees of The Greater Kanawha Valley Foundation, in the midst of developing a new Strategic Plan for the Foundation, held a two day retreat in August to develop a potential focus. Throughout the fall, the Foundation will be hosting meetings with its stakeholders to receive feedback on the potential focus. Those stakeholders will include donors, non-profits, community leaders, and experts in the fields selected. Then after the first of the year, the Board will review the comments received and develop a final Strategic Plan.

As we embark on this process for the Foundation, I am reminded of how important it is for organizations to develop a Strategic Plan. It is imperative if the organization is going to move forward toward fulfilling its mission. The Strategic Plan must be focused and narrow enough to achieve success, which means limiting it to three or four focus areas for the next couple of years. Keeping the plan narrowly focused is challenging and there is always the tendency to compromise by adding more and more areas on which to concentrate.

When selecting the focus areas the organization should ask itself:

- * Are these focus areas as clearly within our mission?
- * Do they play to our strengths (i.e. what's the likelihood of success)?
- * Where will we have the greatest impact?
- * Do we have the capacity (e.g. staff resources, donor database, etc.) to be successful?
- * Is there enough passion that we'll attract funding and/or volunteer support?



One critical component of a Strategic Plan that organizations often neglect is establishing some measurable goals around the focus areas. Measurability is key to the goal setting. The ability to evaluate its goals will enable the organization to track progress and report on the great accomplishments that result from the collective efforts in fulfilling the plan.

We look forward to meeting with many of you to help the Foundation complete its Strategic Plan: A plan developed to serve our contributors, our beneficiaries, and our communities.

TGKVF awarded 397 scholarships totaling \$446,100. for the 2013-14 academic year.

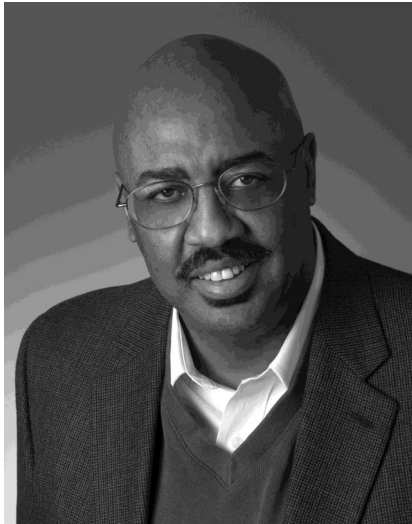
Good luck to all students and teachers headed back to school.



One of the top

100 community foundations

in the nation.



Agency Spotlight



It is the vision of **The Education Alliance** that every West Virginia public school student graduates ready to begin a career or pursue additional education and training. They work as an independent voice, earnest advocate, and statewide participant that advances policies and practices to continually improve public school student achievement in West Virginia. Their goal is to initiate important dialogues that value open, data-based evaluations of educational issues or problems. The Education Alliance believes in the worth of all West Virginia children; believe each and every child deserves a quality education; and support educators having tools and skills necessary to engage students in their own success.

Welcome to Dr. Amelia Courts, President and CEO appointed in August 2013.

www.educationalalliance.org 304.342.7850

Melvin Jones is Vice Chair of The Greater Kanawha Valley Foundation Board of Trustees. He also serves on the Executive Committee, the Distribution, and Program Committees, as well as Chair of the Finance & Audit Committee.

Melvin is the Vice President for Business and Finance at West Virginia State University where he also served as Assistant Professor of Accounting. Before joining WVSU Mr. Jones was Vice President and Chief Financial Officer of beBetter Business Networks, Inc.

Melvin earned his master's and bachelor's degrees in Business Administration from the University of South Alabama, Mobile. He currently serves on the Board of Trustees for the Clay Center. Melvin volunteers as Treasurer of the Board of Directors of Kanawha Institute for Social Research and Action. He has served as first Vice Chairman and Treasurer for the Avampato Discovery Museum and as Chairman of the Board of "Keep a Child in School."

Melvin is married to Eva Jones.



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 **Amy Saunders and Manna Meal.**

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. True to our goal, The Foundation has hosted 15 artists and had crowds of 80-100 people attend each month. **Please join us September 19 and October 17, 2013 from 5 pm to 8 pm for ArtWalk.** Support your local artisans!!

Upcoming dates:

Oct. 20-26 West Virginia Wills Week

Nov. 1 TGKVF Scholarship application available online

Nov. 28 Thanksgiving, TGKVF's office will be closed Thursday and Friday.



Yes, TGKVF is on youtube!

www.youtube.com/user/TGKVF

Like us on Facebook!



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

TOWARD PROSPERITY:
ENTREPRENEURSHIP
Transforming Appalachia's Economy

November 6–7, 2013
Charleston, West Virginia



An Appalachian Regional
Commission Conference
Hosted by the State of West Virginia

Entrepreneurs are creating a new economic model in Appalachia--one based on local investment and local ownership--and their impact is already being felt in some of the Region's core sectors, such as manufacturing, health care, and food production.

The Appalachian Regional Commission's November 2013 **Toward Prosperity: Entrepreneurship Transforming Appalachia's Economy** conference will explore ways Appalachian communities can develop an entrepreneurial ecosystem that provides support and growth opportunities for both new and established businesses.

Sessions will focus on critical issues in fostering local entrepreneurship, such as:

- *Addressing gaps in access to capital
- *Providing comprehensive entrepreneurship education
- *Offering targeted technical assistance

SAVE THE DATE!

Nov. 6-7 , 2013

Visit www.arc.gov

In the coming days for more information and to register.

Sessions will also highlight opportunities for entrepreneurial growth in key sectors of the Regions economy.

The conference will be held November 6-7 at the **Charleston Marriott Town Center Hotel** in Charleston, West Virginia, an area known for its scenic beauty and recreational opportunities.

Conference registration will be available soon! Visit www.arc.gov for updates.



About ARC

ARC's mission is to be a strategic partner and advocate for sustainable community and economic development in Appalachia.

The Appalachian Regional Commission (ARC) is a regional economic development agency that represents a partnership of federal, state, and local government. Established by an act of Congress in 1965, ARC is composed of the governors of the 13 Appalachian states and a federal co-chair, who is appointed by the president. Local participation is provided through multi-county local development districts.

ARC funds projects that address the four goals identified in the Commission's strategic plan:

1. Increase job opportunities and per capita income in Appalachia to reach parity with the nation.
2. Strengthen the capacity of the people of Appalachia to compete in the global economy.
3. Develop and improve Appalachia's infrastructure to make the Region economically competitive.
4. Build the Appalachian Development Highway System to reduce Appalachia's isolation.

Each year ARC provides funding for several hundred projects in the Appalachian Region, in areas such as business development, education and job training, telecommunications, infrastructure, community development, housing, and transportation. These projects create thousands of new jobs; improve local water and sewer systems; increase school readiness; expand access to health care; assist local communities with strategic planning; and provide technical and managerial assistance to emerging businesses.

The Appalachian Regional Commission
is a federal-state partnership that works for sustainable
community and economic development in Appalachia.

