THE POWER OF POWER+
It’s about much more than some grant money!

There’s a great deal of talk throughout Appalachia about POWER+ and the financial resources it could provide for economic diversification in communities impacted by the decline of the coal industry.

However, I believe POWER+ is about much more than the $100 million in federal funding it provides for those diversification efforts.

POWER+ is an opportunity for Appalachia’s agencies, nonprofit organizations, and businesses to collaborate as never before. In fact, collaboration will be required to secure the matching funds that are required, and to develop proposals of the scope and impact the funders seek.

POWER+ is an opportunity to show federal funders that Appalachia can use federal funds effectively and efficiently in rebuilding the economy in our coal communities, and as such, show that additional investments in revitalization are warranted. Let’s face it - $100 million is only a down payment on the investment that will be needed to achieve true economic diversification.

POWER+ is an opportunity to change the economic development culture in our rural communities, shifting the focus to more stable and sustainable models that focus on entrepreneurship, local ownership, and community-based enterprises.

It is time for Appalachians to come together in support of POWER+ and the additional funding that will be needed to rebuild our communities. It is time for us to state loudly and clearly that our coal miners, their families, and their communities deserve this support and so much more. And it is time for us to set aside political partisanship, traditional turf issues, and our nostalgia for the past, and to act boldly to create a new and different economy in our communities that have seen the coal monoculture collapse.

(continued next page)
Let’s make sure that West Virginia gets its share of POWER+ funding. We’ve set a goal of $25 million in proposals in 2016, and another $25 million next year. Not every proposal will be successful, of course, but to secure our share of funding, it’s important that we ask for more than our share.

Here’s a basic overview of POWER+:

- It provides funding to support economic diversification in communities impacted by the decline of coal, the closure of coal-powered electrical plants, or the loss of jobs in the coal supply chain.

- In FY 2016, the Appalachian Regional Commission (ARC) will provide $50 million in funding, of which $45 million is directed toward job creation, with the rest directed toward technical assistance and planning grants, and the US Economic Development Administration (EDA) has pledged $19.6 million, $700,000 of which is reserved for planning grants.

- ARC expects an additional $50 million in FY 2017.

- Funding is focused on ARC counties designated as distressed or at-risk. Applicants are encouraged, however, to make their case showing how the service area for their proposal has been impacted by the decline of coal.

- ARC project proposals are suggested to be between $500,000 and $1.5 million. EDA proposal should be between $250,000 and $1.5 million. Planning proposals may be significantly smaller.

- Matching funding of between 20% and 50% of the total project cost is required.

- Several foundations have stepped up to provide portions of the required match.

- Proposals should focus on economic diversification, job creation, capital investment, and workforce development. They should be able to show results measured by the number of jobs created, jobs obtained, or businesses created.

- Proposals should provide creative solutions; have a regional rather than local focus; be large-scale; can include assessment and planning as a part of the project; be targeted at economic restructuring; be highly collaborative; provide evidence of leverage; and be outcome driven.

POWER+ provides us the opportunity and the motivation to change the way we build communities and economies in Appalachia. It’s up to us to make it work.

If you would like more information about POWER+, and links to applications and application guides, go to ARC.gov/POWER, wvhub.org/POWER/, or contact Hub Executive Director Stephanie Tyree at s.tyree@wvhub.org.
Community economic development (CED) is The Greater Kanawha Valley Foundation’s newest priority area. This priority area addresses the “economic disparities and lack of a diverse economy” root cause that was identified during the organization’s strategic planning process.

CED can be defined as the actions taken by an organization, or a group of organizations, representing an urban neighborhood or rural community in order to:

1. Improve the economic situation of local residents (disposable income and assets) and local businesses (profitability and growth); and
2. Enhance the community’s quality of life as a whole (appearance, safety, networks, gathering places, and sense of positive momentum)

CED is both people-based and placed-based, which means that individuals, families, and communities are positively impacted. Individual and family impact encompasses the increasing of the economic standard of living for low-income persons in low-income neighborhoods. This includes increasing residents’ discretionary income (income available after paying necessities) and wealth (assets and savings).

Community impact encompasses the rebuilding the prosperity and livability of an entire community for the benefit of existing residents and businesses. This can include rebuilding the community’s social fabric through economic means, such as:

• Creating new community gathering places — restaurants, childcare centers, and coffee shops;
• Strengthening community pride and confidence through continual visible improvements;
• Providing long-term stability and affordability through local ownership of businesses and properties; and
• Generating inspiring new role models through local entrepreneur development and employment career development.

CED differs from development projects led by the private or public sector alone. As mentioned above, CED is multi-purpose, with desired individual and community impact, as well as financial returns. Traditional economic development is solely focused on financial returns. Furthermore, CED has a long-term focus within one targeted area versus moving on after a project or two. CED is carried out according to a plan of ongoing, multiple projects and goals, created and controlled by residents, businesses, and institutions. Finally, CED involves smaller-scale solutions versus the large-scale solutions of traditional economic development.

CED focuses on four pivot points, which may operate as economic engines for family and community impact. These are the four most common and potentially powerful approaches that groups can use to change the economy of their community. These pivot points are the community’s workforce, job opportunities, microbusinesses, and commercial district. These pivot points are crucial to local economies and are often used as primary strategies for CED.

(continued next page)
The large number of unemployed and underemployed residents in low-wealth communities is a major economic problem. These residents face many challenges including the lack of work skills, networks, and supports necessary to obtain and retain steady employment. Workforce development and placement in jobs with livable wages and advancement opportunities usually lead residents on the best path to economic stability. CED initiatives can work to increase the number of residents placed in these types of employment opportunities.

There are particular types of expanding businesses that grow a steady stream of entry-level jobs that pay livable wages with some benefits and the possibility of career advancement. CED initiatives are tasked with identifying these opportunities. Initiatives can work to attract these businesses to their community and assist in the elimination of barriers to their growth.

Businesses with five or fewer employees are referred to as “microbusinesses.” Microbusinesses in low-wealth communities often lack the resources that they need to thrive, including access to capital. If supported, these businesses can generate significant economic activity in a community. Owners can serve as role models and inspire others. They can also work to restore life to vacant storefronts. These businesses can bring goods and services to the community and create jobs. Most of all, their efforts can spark positive momentum in a community. CED initiatives can work to find and support microbusinesses, which are certainly assets to their communities.

Commercial district revitalization is critical for low-wealth communities. The “Main Street” in a community represents its “face.” It is this street that forms the perceptions (good or bad) of a community. These perceptions often lead to a community’s reality. Deteriorating commercial districts are undesirable for customers and businesses. Therefore, commercial district revitalization in low-wealth communities is critical and presents another opportunity for CED initiatives.

A diversity of investors and actors are needed to rebuild an economy. Organizations engaged in CED are only one set of actors and TGKVF is only one investor. We will work to attract other actors and investors in order to address the economic disparities and diversification needs in our region.

Reference
The Greater Kanawha Valley Board of Trustees has approved at its June 15, 2016 meeting the distribution of 19 Second Quarter grants totaling $425,616.

WVU Foundation received a Field-of-Interest grant in support of the Children’s Vision Rehabilitation Program (CVRP) where girls like five-year-old Nevaeh, who is totally blind, can attend camp. Her mom recalls, “On Monday she was so frightened of all the new sounds. By Wednesday she was excited for the day. On Friday she got up on stage in front of 600 people and played her tambourine along with the music. Thank you CVRP.”

A total of 15 responsive grants for $305,856 were made for Basic Needs, Arts & Culture and Field-of-Interest. All of the three priority areas: Education, Health, and Civic Engagement and Community Building will be met by at least one of four collaborative grants equaling $119,760.

**WV Health Right-$50,000 (Health)**

The Dental Care for Low-Income Pregnant Women and Veterans oral health project, a partnership amongst WV Health Right and the Women’s Health Center, provides dental health education and access to dental care for two vulnerable, at-risk populations: low-income pregnant women and veterans. This access will improve their oral health and overall health status.

“If it wasn’t for Health Right, I wouldn’t have gone to the dentist because it’s too expensive. I feel better now. I have never been to a dentist.”

**River Valley Child Development Services-$14,760 (Education)**

The Apprenticeship Child Development Specialist (ACDS) program, which was developed in WV for child care providers, is based upon the U. S. Department of Labor apprenticeship model and provides college credit. This project will update the curricula and provide trainings in TGKVF’s six-county region as well as provide resource boxes for instructor use within the service area.

“I recommend this to anyone who has a passion for working with children and would like to further their knowledge as they also further their career as a childhood specialist.”

**Southern Appalachian Labor School-$27,000 (Education)**

The Accent Education: Summer and Afterschool Youth Programming project serves rural, at-risk students in the Upper Kanawha Valley and western Fayette County. The program provides core academic support with a STEM emphasis as well as other enrichment opportunities for students and their families in a safe environment. The program provides an afterschool program during the academic year and an Energy Express site during the summer months.

“Accent Education provides children with tutoring in a safe, comfortable setting where they can ask as many questions as they need to help them understand the schoolwork.”
**WVSU Foundation-$28,000 (Civic Engagement & Community Building)**

The Future Leaders Academy, a joint program of WVSU and KISRA, is a three-phase program in leadership development and civic engagement for high school students. The project will include Phase I: An Introduction to Leadership Development and Community Engagement; Phase II: A Change Leaders Institute; and Phase III: A Dual Credit Course on Civics and Leadership in Communities. Up to twenty-five students from Buffalo High School and Capital High School are expected to participate. Funding will be for Phase I of this pilot program.

“**Our communities need change leaders who are dedicated to advancing our economy, serving our fellow neighbors, and improving our way of life for generations to come.”**

— Kelli Batch, WVSU Extension Agent

---

**Appalachian Children’s Chorus-$3,000 (Arts &Culture)**

Funding will support the Appalachian Festival of Young Voices, a four-day national children’s choir festival hosted by the Appalachian Children’s Chorus in Charleston, WV. The festival immerses our own children, as well as children from choirs all around the United States, in Appalachian music and culture.

“**Appalachian Festival of Young Voices has become one of the premier choral festivals for young people in existence.”**

— Todd Morris, Charleston CVB

---

**Arts in Action-$15,000 (Arts &Culture)**

Arts in Action classroom performances provide arts education and performance opportunities for youth from Putnam and Kanawha counties. Classes include dance, music, visual arts, and theater; students also participate in summertime Artistic Discovery Camps and dance workshops. Funding helps ensure that all children, including those with developmental and physical disabilities, have access to the arts regardless of economic status.

“**My children have many things stacked against them, which can make them take the wrong path. Thanks to this program, I know my children will continue to make the right decisions and stay on the right path.”**

—" My daughter’s posture, stance, and walk have changed. She is also learning discipline and structure. She has learned how to be part of a team."

---

**Charleston Ballet-$15,000 (Arts &Culture)**

Funding will support the Charleston Ballet 2016-17 Season. Assistance will include guest artist expenses including the October program, December’s NUTCRACKER with the WV Symphony, and a full-length February performance with Columbia Classical Ballet. All performances exhibit educational and cultural diversity components and include BALLET FOR ALL and 21st Century Learning Programs.
It was the passion and persistence that was packaged in each music lesson that sent me down a more rewarding path.

“The Charleston Civic Chorus will present a series of 5 concerts of traditional and contemporary choral classical works in 2017.”

Charleston Civic Chorus-$1,000 (Arts &Culture)
Funding will support the Charleston Civic Chorus’s five performances in 2016: A Celebration Concert on April 24, FestivALL Concert on June 20, Winter Concert on December 4, and two concerts for the Charleston Good Night Festivities on December 31.

Coda Mountain Academy-$11,000 (Arts &Culture)
Funding will support Coda Mountain Academy Summer Music Festival. This Festival is a two-week, residential music camp in Fayetteville, WV. Faculty and staff for the Summer Music Festival are graduates of top music schools and conservatories. Coda offers classical and bluegrass lessons and includes private instrumental classes, chamber ensemble coaching, personal practice guidance, and performance opportunities.

“It was the passion and persistence that was packaged in each music lesson that sent me down a more rewarding path.”

Partnership of African American Churches-$7,000 (Arts &Culture)
The goal of PAAC’s Closing the Gap Through the Arts program is to provide opportunities for artistic expression to a marginalized youth population in the greater Charleston area. This funding will pay for scholarships that will allow youth from the M.L. King, Jr. Community Center to participate in dance education with the Charleston Ballet.

WV Professional Dance Company-$5,000 (Arts &Culture)
Funding will support the “Full STEAM Ahead! K-12 Educational Tour,” which improves educational engagement from students and increases comprehension in core subjects. Dance performances incorporate lessons from many fields, including science, technology, engineering, and math.

Community Development Outreach Ministries-$24,000 (Basic Needs)
Funding will support the Heart and Hand South Charleston and the Heart and Hand Putnam County Basic Needs Programs ability to provide emergency assistance to support low-income families with their basic needs of shelter, food, and clothing in South Charleston and Putnam County.

“With all my heart, our family expresses our gratitude. Our situation is temporary, but to all of you who extended a helping hand, we are forever grateful. Thank you and God bless.”
Daymark-$16,000 (Basic Needs)
Funding will support the Patchwork program with providing food, clothing, and shelter for youth who are homeless or at-risk of becoming homeless. Patchwork is a 24 hours intervention center and shelter for youth ages 12 and older.

Rae of Hope-$20,000 (Basic Needs)
Funding will support the operations of Rae of Hope, which provides safe, affordable housing for West Virginia women focused on recovery from alcohol and/or drug addiction. In a positive, homelike environment those in recovery begin to develop self-sufficiency.

Southern Appalachian Labor School-$8,800 (Basic Needs)
Funding will support SALS ability to provide residents with their basic needs by providing food, utility assistance information, and shelter services to eligible families within rural areas of Fayette County.

West Virginia Council of Churches-$25,000 (Basic Needs)
The Perishable Food and Medicine Resiliency Project seeks to strengthen food security in times of disaster by placing generators in food pantries located in counties that have high rates of declared disasters. Funding will support placing generators in TGKVF’s service area.

YWCA Sojourner’s Shelters-$21,580 (Basic Needs)
Funding will support the YWCA Sojourner’s Shelter for Homeless Women and Families, a 75-bed facility that provides shelter and direct support services 24 hours a day, 365 days a year. Services are provided to single women, women with children, men with custody of their children, veterans, and intact families.

YWCA Resolve Family Abuse-$14,346 (Basic Needs)
Funding will support the YWCA Resolve Family Abuse Program ability to provide emergency shelter, food, and clothing vouchers for victims of domestic violence in Boone, Clay, and Kanawha Counties.

“My mom dropped me off at Patchwork at 10:30 at night and said “this is your new home.” I thought that this was the end, but it turned out to be a blessing”

“I don’t know where I’d be if it weren’t for the Rea of Hope. But I’m sure I wouldn’t be living the amazing life I am today with my girls.”

– Amanda

“They helped me to feel better about myself and they helped me to find a place to live on my own. I haven’t worked in several years and they also helped in learning how to get a better job.”

– J.E

“I felt like someone was finally there to listen, and with her help, I was able to fill out paperwork, make it through my hearings, get my medical bills paid, and start moving on with my life.”

(continued next page)
**WVU Foundation-$119,130 (Field of Interest)**

Funding will support the Children’s Vision Rehabilitation Program and WV SenseAbilities to ensure children with visual impairments, including CVI, blindness, and low vision, receive services from knowledgeable providers. Services include medical evaluations to follow the progression of eye diseases, optical devices, and self-sufficiency training. The programs also provide a venue for children with visual impairments to expand their comfort zones and increase creativity.

“The main thing I took from this camp was people with low vision-blind people can also make it big (like Blessing from The Voice). I also have made a lot of memories with CVRP. This program is one of a kind.”

**Sandra Thomas** is a Partner Emeritus in the Western Mid-Atlantic market of Dixon Hughes Goodman LLP. She has over 30 years of tax and business consulting experience and has served in strategic advisory capacities for numerous clients involved in mergers and acquisitions, capital structuring, and tax restructuring plans. She is also widely credited as the first woman to attain Partner status at a major accounting firm in West Virginia.

A graduate of Marshall University, Sandra is a member of the American Institute of Certified Public Accountants and the Charleston Chapter of the West Virginia Society of Certified Public Accountants. She also serves on several community boards and committees including serving as chairwoman of the Charleston Building Commission, audit committee chairwoman of the Garden Club of America, board member for the Maier Foundation, board member and finance committee member for the Clay Center for the Arts & Sciences, and trustee of First Presbyterian Church. Sandra is the past Chairwoman for the Charleston Area Medical Center Foundation Board of Directors, past president for Fund for the Arts, and past board member for the Kanawha County Public Library.

**FOUNDATION SPOTLIGHT**

*Sandra Thomas,*

Board of Trustees

**EMPLOYMENT OPPORTUNITY**

TGKVF has an employment opportunity. We are hiring a Program Officer to specialize in Community Economic Development.

See [www.tgkvf.org/about/employment-opportunities/](http://www.tgkvf.org/about/employment-opportunities/) for more details.
The Greater Kanawha Valley Foundation (TGKVF) was selected as one of ten national winners of the 2016 Housing and Urban Development (HUD) Secretary’s Award for Public-Philanthropic Partnerships for its “Investing in Our Communities-West Side of Charleston” initiative.

TGKVF President and CEO Dr. Michelle Foster accepted the award on April 10, 2016 at the Council on Foundations’ annual conference in Washington, D.C. Following a competitive nomination process, Nani Coloretti, Deputy Secretary of HUD and Vikki Spruill, President and CEO of the Council on Foundations presented the awards to ten foundations for their outstanding partnerships with the public sector.

In December 2014, The Greater Kanawha Valley Foundation developed its “Investing in Our Communities-West Side of Charleston” initiative, which strategically concentrates assets within a nine-block area around Mary C. Snow Elementary. TGKVF believes that systemic changes are achieved at a deeper and more sustainable level through targeted resource allocation. The Foundation has committed $600,000 to this initiative over a three-year period with the overall goal of improving housing, civic engagement, and health conditions.

To date, this initiative has funded three intersecting projects:

1. Project West Invest
2. Second Avenue Community Center Restoration
3. Handle with Care Anti-Bullying and Mentorship Program

Public partners include The City of Charleston, the Charleston Police Department, the Charleston Urban Renewal Authority, Kanawha County Schools, the West Virginia Bar Association, the West Virginia State Police, and the United States Attorney’s Office for the Southern District of West Virginia.

Left to right Nani Coloretti, Deputy Secretary of HUD; Michelle Foster, President and CEO, TGKVF; Becky Ceperley, retired President and CEO, TGKVF; and Vikki Spruill, President and CEO, the Council on Foundations.
Michelle Foster, Ph.D., president and CEO of the Greater Kanawha Valley Foundation, gave her first address to the community during the Foundation’s 15th annual report Tuesday, May 17, 2016 in the Clay Center Grand Lobby.

Leslie Crutchfield, a senior research fellow at Georgetown University, delivered the event’s keynote address titled “The Courage to Change.” Crutchfield is a nationally recognized speaker and has co-authored two books, most recently Do More Than Give: The Six Practices of Donors Who Change the World.

Foster was introduced by Charles Loeb, vice chairman of the Foundations’ Board of Trustees. Loeb recounted the “highly competitive, year long process” of finding the Foundations’ new president. He then congratulated Foster for being chosen out of 95 applicants from a number of national, private, and community foundations.

Foster thanked the Board of Trustees for choosing her and recognized the 147 active TGKVF volunteers for their contributions to the Foundation. Additionally, Foster offered her thanks to predecessor Becky Ceperley, who was the president and CEO of the Foundation for 15 years prior to her retirement in December 2015. “My chief aim in taking over the reins from Becky is to preserve the vitality of this renowned organization while encouraging its progression to the next level,” Foster said.

Foster said that the Foundation received more than $4.7 million in contributions and distributed more than $6.2 million in grants and scholarships during the 2015 fiscal year. At the end of the fiscal year, the Foundation had more than $216 million in assets under management. “Ladies and gentlemen, I have examined the many facets of our community foundation, including our assets, our community investments, our operations, and our relationships and it is my pleasure to report that the state of the Foundation is strong,” she said.

After Foster reported on the state of the Foundation, Crutchfield delivered her keynote address. Crutchfield celebrated the act of philanthropy but said that modern philanthropists need to go beyond writing checks and volunteering in order to solve the complex problems society faces today. “So many of the problems seem to persist and grow,” said Crutchfield. “The way that philanthropy traditionally operates just isn’t adding up to the change that you all seek in your community and we seek nationally.”

A book signing with Crutchfield was held at the end of the event as well as a reception for those in attendance.

– Reprinted from the Charleston Gazette-Mail
VISIT OUR NEW WEBSITE

Check us out! You'll find us easier to navigate, plus we have much more information on everything from our mission to available scholarships.

tgkvf.org

TGKVF — One of the top 100 community foundations in the nation