



# Clemson Community Foundation

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# About the Clemson Community Foundation

## Our Mission

To increase the awareness of and financial support for nonprofit charitable organizations serving the Clemson community.

## Our Vision

To become a long-term, stable source of financial support which meets the needs and improves the lives of all members of the Clemson community.

## Our History

The Foundation was established in 2013 by local leaders in response to unmet funding needs in the area. This effort was inspired by successful examples of strategic initiatives set by community foundations in other cities.

The Leadership Clemson Class of 2013 led an initiative to launch the Community Foundation: a class project taking almost a year of diligence. This included

recruitment of board members, partnering with legal and financial advisors, and establishing a fiscal agent agreement with the Foothills Community Foundation. The Clemson Community Foundation was formally launched on December 4, 2013 led by a board of eight dedicated volunteers, and was funded by 12 gifts totaling \$1,250.

“The Foundation doesn’t compete with existing charities, but assists them with fundraising on top of what they already do day-to-day.”

J.C. Cook, Mayor of  
Clemson

In 2014, the Foundation undertook a deliberate and extensive relationship-building process with local nonprofits and community leaders: meeting with over 50 stakeholders regarding the needs of the community and its residents. This process informed the development of the mission, vision, and strategic plans for the Foundation.

Other notable achievements over the past two years include:

- Partnering with the Clemson University Student Government and other stakeholders on the Spring Scene, a community-wide event with over 10,000 participants (including the largest 5k run in Clemson to date)
- Working with the Leadership Clemson Class of 2014 to host Feed Your Soul, which was an event highlighting local nonprofits, restaurants, musicians, and Clemson’s very own “Bendy Bus”



- Expanding our Board, defining policies, formalizing committees, and receiving 501(c)(3) status, to ensure that we offer transparency and accountability to both donors and nonprofits
- Recruiting an Advisory Committee comprised of diverse community representatives, with plans to hold quarterly meetings to solicit input as we formalize our plans and seek to better understand community needs
- Launching our intern program with Clemson University's Professional Internship and Co-Op Program (UPIC), an arrangement that has significantly accelerated our development as well as contributed real-world nonprofit marketing and leadership experience to Clemson students
- Networking with organizations such as the Foothills Community Foundation, Eastern Carolina Community Foundation, Coastal Community Foundation, and the South Carolina Grantmakers' Network in order to incorporate leading practices and "lessons learned" from other organizations
- Facilitating a strategic planning workshop to develop 12-month and 3-year roadmaps to guide the activities of our Board and its volunteers
- Deliberately planning a fundraising campaign to raise funds for initial grants, operating expenses, and the establishment of a charitable fund, as well as avoid diverting resources from the local nonprofits we are working to support

Finally, over the course of the past months, we have accepted and stewarded a large number of given organically from the community – donations in many cases given well before our project was publicly known or our fundraising campaign announced.

We believe this unsolicited "quiet phase" support from the community speaks to the generosity of the people of Clemson, as well as the strength of our mission. We are both greatly humbled and encouraged by this initial success.

## Our Future

The years 2015 and beyond are proving to be an exciting time, as we seek to fulfill the expectations and needs of the community. While it is difficult to anticipate all of the opportunities that will present themselves in the coming years, we are planning to focus on a number of key activities:

- Rolling out a formal Granting Program, including an application process, granting committee, and annual reporting, to provide a transparent, accountable, and impact-focused means of distributing funds.



- Promoting the needs of the area and good work done by local nonprofits through various marketing efforts, as well as publicly launching our Foundation at a stewardship event for our donors and key stakeholders
- Growing our Board, Advisory Committee, and volunteer base, as well as implementing a formal succession plan and “mentoring program” for new Board members and officers, to ensure a healthy and sustainable rotation of our organization’s leadership
- Applying for grants from large foundations and funding organizations outside of the immediate area to increase the size of Clemson’s “philanthropic pie”
- Continuing our partnership with local events, support for charitable causes, and stewardship of funds raised as both the Foundation and the community grows and evolves over time

Needless to say, there is much work ahead of us, and funds raised during this initial fundraising effort will play a key role in determining the scope of our activities and depth of impact over the coming years.



## Who We Are

### Our Board

Our Board is comprised of leaders from various facets of the community.

Current Board members are:

- Adam R. Artigliere, attorney
- Frederick Hayes Cone (Secretary), retired attorney
- J.C. Cook III, Mayor of the City of Clemson
- Rick Cotton (ex. Officio), City Administrator for the City of Clemson
- Frank J. Cox (Vice Chair), longtime Clemson resident and retired military
- Benjamin “Bo” Crader (Chair), Information Technology consultant
- Robert Halfacre, longtime Clemson resident and Market President at Wells Fargo bank
- Doris R. Helms, longtime Clemson resident and retired Provost of Clemson University
- Debbie Jackson, longtime Clemson resident and Vice Provost for Academic Affairs at Clemson University
- David C. Lane, President of the Clemson Area Chamber of Commerce
- Suzanne Morse, longtime Clemson resident, community volunteer, and philanthropic leader
- Joseph J. Turner, III, longtime Clemson resident and businessman
- Charles Watt, business leader and Interim Dean at Clemson University

Former Board members include:

- Thomas E. Skelton (Treasurer), longtime Clemson resident and businessman

Board members are nominated through a Membership Committee and typically serve three-year terms. Board positions are voluntary in nature and are not compensated.

### Our Advisory Committee

We are launching an Advisory Committee in 2015 that will be comprised of representatives from the various neighborhoods and groups that make up our community.



The Advisory Committee is slated to provide input on the strategic planning, fundraising, and grant-making activities for the Foundation, to ensure that the activities of the Foundation align with the needs of the community.



## Donor Circles

We are grateful to all donors who support our Mission, no matter the size of the contribution of time, talent, money, or other gifts.

That being said, we are pleased to offer special thanks and recognition to donors who contribute financially to the foundation at designated levels. These donations will play a key role in enabling the Foundation to serve the community for years to come.

### The Founders Circle

At the present time, we are raising funds to support our initial operations and seed our investment fund.

Those who give gifts of \$1,000 or more per year within the first 3 years of our existence (for a total of \$3,000 donated by the end of 2017) will become Founding members of the Community Foundation, with recognition in our Annual Report and other publications.

A commemorative plaque dedicated to these members will be placed in a public area of downtown Clemson, recognizing this contribution to the creation and successful launch of the Foundation.

We will also recognize the generosity of donors at higher levels of commitment:

### The Visionary Circle

Those who give \$25,000 or more before December 31, 2017 will be recognized as Visionaries of the Clemson Community Foundation. They will receive a display-quality crystal trophy with the Clemson Community Foundation logo.

### The Heritage Circle

Donors contributing between \$10,000 and \$25,000 before December 31, 2017 are honored in our Heritage Circle, and will receive a display-quality commemorative plaque.

### The Leadership Circle

If a donor contributes gifts of \$1,000 to \$10,000 annually, they automatically become a part of our Leadership Circle, and will receive recognition in our Annual Report and similar publications.



## The Legacy Circle

We will honor donors who include the Clemson Community Foundation in their Will with inclusion in our Legacy Circle and with a plaque in Clemson City Hall. Legacy Circle membership is predicated on making an irrevocable commitment in a Will or Trust, or the realization of such an Estate gift.



## The Nonprofits We Support

As we move forward into 2015 and beyond, we plan to launch a formal granting program in support of the charities serving the Clemson area, such as those listed below. Grants are to be given based on an application process based on funds raised each year.



### **The ARTS Center of Clemson**

<http://Explorearts.org>

A not-for-profit community arts center located in Clemson established for the purpose of bringing the arts to all members of the community through educational programming, an Artists Guild for emerging artists, exhibits and sale opportunities featuring local, regional, national and international artists, children's art programs and community art development.



### **Clemson Community Care**

<http://www.clemsoncommunitycare.org/aboutus.htm>

Clemson Community Care (CCC) was established in 1988 by ministers of various denominational churches in Clemson, Central, and Pendleton as a non-profit charitable corporation to serve the local community. Clemson Community Care works in cooperation with local religious, civic, educational, and private agencies to support low-income families and individuals by helping them overcome periods of financial crisis and become self-sufficient, contributing members of the community.



### **Clemson Area African American Museum**

<http://caamuseum.org>

The Clemson Area African American Museum collects and showcases the historical achievements of local African Americans in the Greater Clemson Area by serving as a resource center to engage the community in intellectual discourse about the past.



### **Helping Hands of Clemson**

<http://helpinghandsofclemson.org>

Is an emergency shelter and foster home, providing safety, shelter, and survival to abused and neglected children. Since opening their doors in 1984, Helping Hands has become the state's largest emergency shelter for children, serving a total of eleven counties in South Carolina, with the majority of children coming from Anderson, Oconee and Pickens counties.



### **Clemson Free Clinic**

Provides health services to residents of Clemson, Pendleton and Central who qualify.



Clemson Child  
Development Center

### **Clemson Child Development Center**

<http://www.clemsoncdc.org>

The Clemson Child Development Center provides affordable, quality child care and preschool education, fostering learning and development in an environment that appreciates diversity. Emphasis is given to programs that strengthen the home environment, enabling families to provide the optimal development of their preschool children.

Littlejohn Community Center

### **Littlejohn Community Center**

<http://www.littlejohncommunitycenter.com>

The Littlejohn Community Center enhances the quality of community life and promotes life-long learning; individual, family, neighborhood, and community growth; and social, physical, and cultural development.

Grants to other charitable nonprofit organizations will be considered on an individual basis in line with the Foundation's budget and other initiatives.

Longer term, the Foundation aspires to partner with other community stakeholders to carry out more strategic initiatives, partnerships, and programs in support of other charitable causes.



## Frequently Asked Questions

### **What is a Community Foundation? What does it do?**

Community foundations are different than most nonprofits, in that we do not deliver services directly. Rather, Community Foundations have two traditional missions:

- Establishing and growing endowments to serve the local community, both now and in the future
- Building relationships with and carrying out the intent of donors, increasing giving capacity and impact over time

### **Why shouldn't I just give directly to local nonprofits? Should I continue giving to local nonprofits?**

If you actively give to local nonprofits today, please continue doing so! We have been very deliberate in not competing with or diverting funding from local organizations – that would defeat the purpose of having a Community Foundation.

Rather, we are focused on increasing the overall “philanthropic pie” in the area by inspiring and encouraging philanthropy and soliciting new, larger, and external funding sources (such as granting organizations). Moreover, we seek to build a corpus of permanent charitable capital that will serve the Clemson community forever – a very different time horizon than most nonprofits delivering services to assist with immediate needs.

We feel the combination of these approaches can significantly increase the level of funding that comes into and remains within the Clemson area, creating a compounding effect that will yield exponential results over time.

### **How do you work with the Foothills Community Foundation?**

We have a fiscal agent agreement with the Foothills Community Foundation allows us to use administrative resources while we are getting up and running. Our Investment Fund is also managed by Foothills Community Foundation, which offers us access to institutional rates of return to which we typically would not have access.

This provides a simple, low-overhead means of starting our operations (Foothills Community Foundation manages investments, administration, and compliance on our behalf), while offering high yield returns on our investments.

Additionally, this relationship has also enabled us to learn and benefit from the experience and expertise of Foothills Community Foundation, a highly successful Community Foundation with 15 years of experience in building and managing charitable capital.

**Is the Clemson Community Foundation a charity?**

Yes. We are currently registered as a charitable organization with the state of South Carolina, and as of September 2014 have received our 501(c)(3) charitable designation from the Internal Revenue Service.

**Is my gift to the Clemson Community Foundation tax-deductible?**

Yes, gifts to the Clemson Community Foundation are tax deductible. We are a registered charity with the state of South Carolina and have received 501(c)(3) charitable nonprofit status from the Internal Revenue Service.

**Why Build a Charitable Fund? Why not just donate monies directly to organizations now?**

A charitable fund will earn compounding returns over time, providing a proverbial “bedrock” of funds that will serve the Clemson community forever. Such a fund will allow the Community Foundation to grow and evolve over time to serve the changing needs of the community.

Moreover, the returns on endowed funds are unrestricted income that can be re-invested or applied to charitable causes through grants, donations or other vehicles.

For instance, imagine a \$500,000 fund with a return of 7.5% annually (after fees) that pays out 4.5% in grants each year. After twenty years, the balance in the endowment will have grown to more than \$900,000, even after paying out \$600,000 in grants during that period.

Contributing to such a fund is a lifelong (and beyond) commitment to the Clemson community.

**Do you accept gifts of stock and real estate?**

Yes. Such gifts can often offer significant tax advantages. Please contact us to set up a discussion.

**Do you accept Estate gifts?**

Yes. Please contact us to set up a discussion and so we can better understand your situation.

**Can a donor designate gifts to certain charities?**

Yes, we can earmark funds for certain designations within certain parameters. We would appreciate the opportunity to further discuss with you.



**Do you support Donor Advised Funds?**

Yes. We currently direct Donor Advised Funds to be set up through the Foothills Community Foundation, and we would be happy to initiate and facilitate a discussion to this end. Please contact us to set up a time to discuss further.

**Who do you grant to? What is your granting process?**

We currently anticipate granting to nonprofit charitable organizations that operate in the Clemson area. We anticipate that this area of focus will be able to evolve over time with the growth of our fundraising efforts.

**What will you do with funds raised?**

Funds raised will be allocated to a mix of operating budget, endowed funds, and grants to local nonprofits. The Board is currently determining the spend policy and budget based on our goals for the coming years.

**What are your operating costs?**

Our operating expenses and overhead to date has been minimal, as our generous all-volunteer board has paid all initial startup costs out-of-pocket to date.

While we anticipate that administrative expenses will necessarily grow over time as we expand operations and take on new initiatives (such as printing and postage costs, website hosting fees, event-related costs, insurance, and other professional services, as appropriate), we remain committed to the highest levels of transparency and stewardship over funds entrusted to us and in keeping operating expenses at a nominal level relative to funds raised.