

# Dream. Share. Build. OUR COMMUNITY.



The Plecker Center for Community Philanthropy serves as a unique and collaborative nonprofit space in downtown Harrisonburg. (Photo by: Bob Adamek)

## Annual Report 2018



Excellence. Accountability. Impact.™

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# Message

## From our Board



I continue to be amazed at the breadth of generosity in our community! The people that live and work in Harrisonburg and Rockingham County step up, and when presented with a challenge, never disappoint. The Great Community Give was a resounding success in its first year. Starting with a modest goal to raise \$70,000 over a 12-hour period on April 18, 2018; the giving hearts of our many in this community responded. Over 3,200 donations were made on this day and the amount raised was over \$275,000!!! The Foundations goals when the Board established this day were - to empower individuals to support their favorite charity, help local non-profits improve their social media presence, and build community spirit by connecting donors with local non-profits. By providing a single online donation opportunity, this fundraising success made it easy for all to support their favorite cause.

But generosity is not just seen on one day. Over the past year, TCFHR has distributed \$4,549,051 in grants to community organizations, religious and educational institutions, many at the request of individual donors in our community. Our total assets have grown to over \$47 million on the strength of almost \$17 million in gifts in the 2017-18 fiscal year.

On December 4<sup>th</sup>, the Foundation hosted an Evening of Gratitude and Celebration. On this day we said thank you to many in our community for helping to make Harrisonburg and Rockingham County a special place. Also, on that evening, we were honored to recognize our past Chief Financial Officer, Melissa Mayhew, for her dedication to our mission and drive to accomplish a high level of financial integrity for the Foundation. Melissa set a high standard for the Foundation and our community took this opportunity to thank her for her efforts.

TCFHR completed the process of obtaining accreditation by US Community Foundations. The accreditation process is required every 5 years, and ensures that TCFHR is operationally sound, employs philanthropic best practices, and is in legal compliance. The Board and staff are pleased that locally we continue to meet that standard and are committed to operating the Foundation in a manner that meets the community's high expectations.

Year 2 of the [Great Community Give](#) will be April 17, 2019. Enthusiasm is high as we anticipate the opportunity for our community to support 89 non-profits and their important work. We are excited to continue sponsoring this event!

TCFHR's Board of Directors strives to ensure that each initiative is consistent with our mission and builds a stronger community. We sincerely appreciate the opportunity to serve this community and look forward to continuing to work with you to impact concerns that are important to you.

A handwritten signature in black ink, appearing to read "Joseph S. Paxton".

Joseph S. Paxton  
Chair

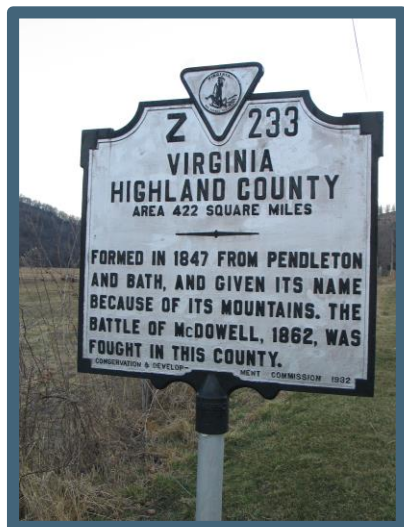


### MISSION

Strengthening our communities through purposeful giving and active engagement.

# Dream.

## Donor's love for a community is evident



Highland County, Virginia  
Population: 2,212 (2017)

- The county received its name from its prevailing high altitude; it has one of the highest mean elevations of any county east of the Mississippi River.
- The county is typically one of the largest wool-producing counties in Virginia.
- The [Highland Maple Festival](#), held on the second and third weekends of March each year, is the second largest Maple Festival in the U.S.

In 2018 The Community Foundation of Harrisonburg and Rockingham County received a \$10.5 million gift from the estate of an anonymous donor, with instructions for the gift to benefit nonprofit organizations in Highland County, Virginia.

The gift established a permanently endowed fund, whose monies are invested and provide an annual distribution to benefit the Highland County nonprofit community. The distribution is 4% of a five-year average of the fund's balance. This year's grants provided \$53,213 to charitable organizations, but within the next five years, the annual distribution will grow to exceed \$400,000.

The Community Foundation will distribute grants annually, each November, from the Little Swiss Fund to 501(c) (3) tax-exempt organizations in Highland County. Nonprofits located in and serving Highland County, with broad active volunteer support and annual revenues exceeding \$25,000, are encouraged to seek grant funding through a competitive application process. Organizations must receive less than half their income from government entities to be eligible.



The beautiful landscape of Highland County, VA

### 2018 Little Swiss Fund Grants

NPO	Special Project/Operating Support	Grant Award
<a href="#">Alleghany Mountain Institute</a>	Phase I Fellows	\$11,700
<a href="#">Highland County Fair Association, Inc.</a>	General Operating Support	\$12,775
<a href="#">Highland County Humane Society, Inc.</a>	Community Pet Retention & Foster Care	\$2,673
<a href="#">Highland Medical Center, Inc.</a>	A Prescription for Exercise	\$19,150
<a href="#">Highland County Volunteer Fire Department</a>	General Operating Support	\$6,915
		<b>\$53,213</b>



# Share.

## Resources to benefit local nonprofits

### Helping NENA Preserve History

Constructed in 1875 at 192 Kelley Street, the historic Dallard-Newman House is one of the oldest in Harrisonburg, and an enduring monument to African American culture and heritage. The building, constructed by freed slaves in 1875, was purchased by the [Northeast Neighborhood Association \(NENA\)](#) in 2018. The Community Foundation was privileged to assist NENA as it secured funding for the purchase. The house, a designated *Virginia Landmark*, and an enrolled site on the US National Register of Historic Places, will be preserved to create the Dallard-Newman House Museum serving the local community, the greater Shenandoah Valley, and the state of Virginia.



Celebrating at the Dallard-Newman House dedication

### 2018 IMPACT Grants

IMPACT Harrisonburg, a giving circle for young professionals, concluded its final year of work in 2018. The group presented its annual grants on December 12, 2018. Projects submitted through the Community Needs process were eligible for consideration. The following local nonprofit organizations benefitted:

- **\$500 to [Blue Ridge CASA](#)**  
*CASA for Children project*
- **\$500 to [Blacks Run Forest Farm](#)**  
*Planting Trees, Healing Water & Growing Community project*
- **\$7,100.64 to [Way to Go](#)**  
*The Key to Self Sufficiency project*

Special thanks to the Impact leadership team and to

2018



Legacy Partner

[Stratigent Financial](#)

Dale S. Lam  
Abe J. Shearer  
Melissa Mayhew

### Support for Animal Care Projects

Hildred Neff was a native and lifelong resident of Rockingham County. Through The Community Foundation she made provisions for her estate to benefit local nonprofit organizations that provide care for domestic animals and wildlife. Applications for funding are accepted each year for a competitive grant process.

Awards are made each August.

#### 2018 Hildred Neff Memorial Fund Grants

- **\$3,045 to [Rockingham-Harrisonburg SPCA](#)**  
*Spay/Neuter Project*
- **\$4,000 to [Anicira Veterinary Center](#)**  
*Keeping Pets and Their Families Together project*
- **\$4,000 to [Cat's Cradle](#)**  
*Pet Retention for Low Income/ Vulnerable Population project*
- **\$4,000 to [Valley Rescue Allies](#)**  
*Pet Retention and Rehoming project*

# Build.

## The future of students and nonprofits



2018 marked the first year for a [Brighter Future Mentoring Award](#) (BFMA) recipient to attend college. The dream of donors, Dave and Carolyn Kenée, is to assist local first-generation high school students get career counseling assistance to help them prepare for post-secondary education. Seeing a tangible result of their gift, which established the Brighter Future Mentoring Award Fund, was very rewarding.

The BFMA is presented to eligible recipients through a competitive application process during the junior year of high school. Recipients are paired with a career coach with whom they meet during their senior year. The goal of the fund is to help recipients choose a career path, select appropriate schools/careers, complete applications and pursue financial aid.

In the first two years for the fund, the BFMA was only available to juniors at Spotswood High School. However, in the 2018-19 academic year, juniors at East Rockingham High School are also eligible to apply.

### Past Brighter Future Mentoring Award Recipient...

*"I applied for this award with help from my high school counselor, Meredith Garber. This was the first decision I made that I was sure could benefit my future. After being selected I met with Mrs. Kyle Laver of CPL Coaching. She has been a compass on a map of uncertainty.... With her help I applied to and was accepted into Mary Baldwin University.... I am so thankful for Kyle's guiding words and wisdom. If it weren't for her I would still be deciding what I want from life and if college would even be an option. By helping me with financial aid paperwork she has shown me that my financial situation should not get in the way of my dreams."*

M.R. – Spotswood High School graduate

*"Applying to college for most high school seniors is a maze with a map. Unfortunately, some students have never been invited to the maze and have no clue where to get a map. Career coaching provides first generation college students with a clear picture of the maze, along with a map, directions, a list of their skills and abilities, as well as the confidence and support to overcome any challenge. The Brighter Future Mentoring Award empowers first generation college students with an opportunity that has never been provided to them before, an opportunity to know who they truly are in and outside their family and the tools needed to thrive."*

Kyle Laver  
Owner  
[CPL Coaching](#)  
Harrisonburg, VA

### TCFHR Accomplishments

- Established 26 new funds
- Promoted 67 projects of local nonprofit organizations through the Community Needs grant process – TCFHR donors fully funded 5 and partially funded 29
- Distributed \$4,549,051 in grants during the 2017-18 fiscal year
- Funded 143 K-12 students in academic year 2017-18 through [VDOE Education Improvement Scholarship Tax Credit Program \(EISTCP\)](#), totaling over \$457,356
- Awarded \$158,530 in scholarships to 59 high school and college students through 23 scholarship and award funds

# OUR COMMUNITY.

Harrisonburg & Rockingham County

## #GREATCOMMUNITYGIVE

An initiative of The Community Foundation



**53 nonprofit organizations  
participated on 4/18/18  
exceeding our initial goal of 30**

**\$65,000 in sponsorship prizes  
was given back to nonprofits**

**26 nonprofit  
organizations received  
social media training in  
preparation for the event**

**Nonprofits received  
3,259 donations from  
actively engaged  
community members**

**You helped us quadruple our  
goal to raise \$70,000!**

After years of dreaming and months of planning, The Community Foundation facilitated the first community-wide giving day for the benefit of Harrisonburg & Rockingham County nonprofit organizations on April 18, 2018. Business and individual support was incredible, the volunteers worked tirelessly, and the community response was nothing short of amazing!



GCG volunteers celebrate strong community support for our nonprofits!

# \$276,820

from 6:30am to 8pm was raised for  
nonprofit organizations by the  
community

Thank you 2018 [GreatCommunityGive](#) sponsors & partners!

## Platinum Sponsors



## Gold Sponsors



**nTelos Wireless Foundation**

A donor-advised fund at the  
Community Foundation of the Central Blue Ridge

## Silver Sponsors

Blue Ridge Insurance Services, Inc.

Charles & Mary Henderson

Classic Kitchen & Bath

Graves-Light Wealth Management of

Wells Fargo Advisors, LLC

Janney Montgomery Scott LLC

LD&B Insurance and Financial Services

PBMares Harrisonburg Partners

The Board of The Community Foundation of

Harrisonburg & Rockingham County

Valley Engineering, PLC

## Bronze Sponsors

Paul & Sherry Cline

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Denton Family Charitable Foundation

Dick Myers Chrysler-Dodge-Ram-Jeep

Dynamic Aviation Group Inc.

Eddie Edwards Signs Inc.

E&M Auto Paint & Supply Corporation

Larson Wealth Management

Lenhart Pettit PC

Myers Ford Co, Inc.

The Myrias Group

George & Ann Pace

Pendleton Community Bank, Inc.

Riner Rentals

Barbara & Karl Stoltzfus

Tropical Smoothie Café

Union Bank & Trust Wealth Management

## Partners

Appeal Productions

Daily News-Record

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## Friends of the Community Sponsors

Chiedo Labs

Clark & Bradshaw Attorneys At Law

Farm Credit of Virginia

Frazier Quarry Inc.

Glass and Metals, Inc

ITDecisions, LLC

Lantz Construction Company

MillerCoors LLC

Rockingham Insurance

Stern & Heatwole Financial Group

Stone Law Group, PLC

Summit Community Bank

Weaver's Flooring America

# Our Financials

## June 30, 2018 Audited Financial Statement Summary

Financial Position	2017-18	2016-17
<b>Total Assets</b>	<b>47,341,498</b>	<b>34,284,085</b>
Agency fund obligations	8,801,865	8,046,395
Remainder trust liabilities	277,857	280,202
Other liabilities	10,994	30,648
<b>Total Liabilities</b>	<b>9,090,716</b>	<b>8,357,245</b>
<b>Net Assets</b>	<b>38,250,782</b>	<b>25,926,840</b>

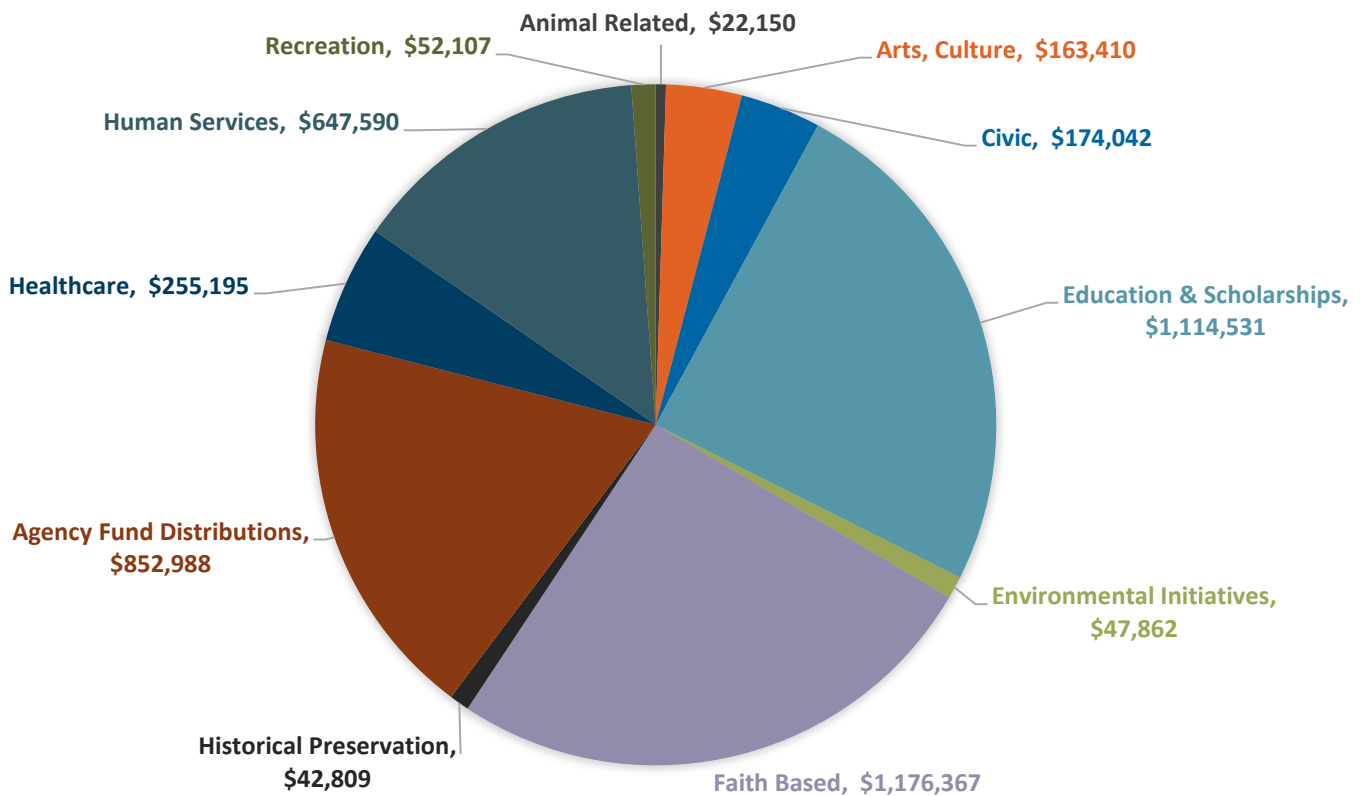
Statement of Activities	2017-18	2016-17
<b>Total Revenue</b>	<b>16,551,517</b>	<b>7,155,076</b>
<b>Expenses</b>		
Grants	4,549,051	6,015,783
Less Agency Fund Distributions	(852,988)	(1,879,968)
Other Program Services	205,647	169,007
General & Administrative	272,162	194,707
Fundraising	54,624	43,417
<b>Total Expenses</b>	<b>4,228,496</b>	<b>4,542,946</b>
Non-controlling interest - Eastham, LLC	921	2,548
<b>Change in Net Assets</b>	<b>12,323,021</b>	<b>2,612,130</b>



**\$4,549,051** Our Grants

July 1, 2017 – June 30, 2018

## 2017-18 GRANTS BY PROGRAM AREA



**\$38,250,782** Our Net Assets

As of June 30, 2018

# Thank you

We value our fund holders and the charitable individuals and businesses that support the work we do. Through their generosity, we are able to provide assistance to the nonprofit community in Harrisonburg, Rockingham County and beyond. We truly appreciate your continued support of our mission!

*We are thankful for the strong leadership provided by our Board of Directors!*



**2018-19 Board** Top Row - L to R: Scott Rogers, Jeffrey R. Adams, Jason Fink, Cynthia Prieto; Middle Row - L to R: Laura Toni-Holsinger, Stephanie Byrd (Past Chair), Trish Davidson, Revlan S. Hill (Executive Director); Front Row - L to R: Kevin Flint, Dale Hulvey (Vice Chair), Kristian Horneber, Donna Harper (Secretary), Joseph S. Paxton (Chair)  
**Not pictured:** Lindsay Brubaker, Eric Campbell, Kay Harrison, Diar Kaussler, Daphyne Saunders Thomas



HARRISONBURG-ROCKINGHAM

540-432-3863

[www.tcfhr.org](http://www.tcfhr.org)

## Location

317 S. Main Street, Harrisonburg

## Mailing Address

P. O. Box 1068, Harrisonburg, VA 22803

## Professional Partners in Philanthropy

*Providing financial & professional support*

### Estland

### Graves Light Private Wealth Management

Asa Graves  
Wes Graves

Doug Light  
Jeff Lenhart

### Holsinger Sipe Investment Group of Wells Fargo Advisors

Ed Sipe, Senior Vice President – Investments

### Lantz & Gochenour Investment Group of Janney Montgomery Scott

Michael Gochenour Mary Via

### Larson Wealth Management

David T. Larson CLU, CFP  
Tyler L. Conley  
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### LD&B Insurance and Financial Services

Stephen Cavanaugh John Riner  
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O. Franklin Showalter, III

### Strategent Financial, LLC

Dale S. Lam  
Abe J. Shearer  
Melissa Mayhew

**KEYSTONES** – We express our gratitude to the Keystone members who gave generously to operations to help establish The Community Foundation while it was in its infancy. These individuals and businesses believed in The Community Foundation before it had a proven track record. Please visit [www.tcfhr.org](http://www.tcfhr.org) to know these charitable individual and corporate contributors.