

Annual Report

2019



DREAM.
SHARE.
BUILD.
OUR
COMMUNITY.

Printing Compliments of The Printing Express

MISSION

Strengthening our communities through purposeful giving and active engagement

2019 Board of Directors

Dale Hulvey

CHAIR
CIO - AVP for Information Technology
James Madison University

Donna Harper

VICE CHAIR
Vice President for Access and Enrollment
Management
James Madison University

Trish Davidson

SECRETARY
Director of Finance
Rockingham County, VA

Joseph S. Paxton

PAST CHAIR
Retired
Rockingham County Administrator

Lindsay Brubaker

Attorney
BotkinRose PLC

Eric Campbell

City Manager
Harrisonburg, VA

Jason Fink

Professor of Finance
James Madison University &
Director of Research
Graves-Light Private Wealth Management

Kevin Flint

Vice President, Commercial Banking
Truist

Kay Harrison

Instructor, Health Services Administration
James Madison University

Kristian Horneber

Senior Accounting Manager-Financial Reporting
James Madison University Foundation

Diar Kaussler

Director of Business Development
Endless Horizons

Charles A. Martorana

Senior Vice President, Harrisonburg Market
Executive
Union Bank & Trust and its predecessors

Cynthia Prieto

Retired
Principal at Harrisonburg High School

Scott Rogers

Associated Broker
Funkhouser Real Estate Group

Matthew C. Sunderlin

Managing Partner
Clark & Bradshaw, P.C.

Laura Toni-Holsinger

Executive Director
United Way of Harrisonburg and Rockingham County

Strengthening our Community

One of our generous donors recently shared his experiences with The Community Foundation of Harrisonburg and Rockingham County:

"They make giving easy and enjoyable; honor donor intent, and care about our community."

This is validating for us as this is one of our major goals for TCFHR. We appreciate generous people, who hail from all walks of life, entrusting our community foundation to channel their donations into grants, scholarships, and leadership initiatives. The members of this community repeatedly show us their kind hearts.

Many things are happening at TCFHR. In April of 2019, Harrisonburg and Rockingham County raised over half a million dollars totaling \$536,300 for 89 local nonprofit organizations with our second edition of the Great Community Give. Through the vision of a generous donor, the Excellence in Nonprofit Leadership program was established to help educate and create stronger nonprofit leaders. The Community Foundation distributed \$6,899,370 to community organizations, religious and educational institutions, many at the request of individual donors in our community. TCFHR awarded 23 scholarship and award funds to 59 high school and college students totaling \$158,530. The generosity of this community continues to amaze me!

The work of The Community Foundation is always striving to meet the changing needs of our growing community and its people. We are honored to serve this community and we thank you for the opportunity.

Dale B. Hulvey

Dale Hulvey
Chair of the Board



Thank You

to our fund holders and the charitable individuals and businesses that support the work we do. We truly appreciate your continued support of our mission!

Our Vision

To be a trusted philanthropic leader in the communities we serve through delivery of the highest quality donor services, customized and unique grant and scholarship programs, and bold initiatives to address community needs.

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 to know these charitable individual and corporate contributors.

2019 Professional Partners in Philanthropy

Supporting The Community Foundation

Clark & Bradshaw PC

Flora Pettit

Graves Light Private Wealth Management

Asa Graves Doug Light
Wes Graves Jeff Lenhart

Lantz & Gochenour Investment Group of Janney Montgomery Scott

Michael Gochenour Mary Via

Larson Wealth Management

David T. Larson CLU, CFP
Tyler L. Conley
Matthew Gray
Jennifer Carrier

LD&B Insurance and Financial Services

John Riner Jonathan Coddington
Adam Savanick Troy Suter

The Myrias Group of Ameriprise Financial

Andy Huggins

Nielsen Builders

Tony Biller

The Printing Express

Mike Meredith

Stern & Heatwole Financial Group

Norman Stern
W. Michael Heatwole, III
Christine E. Worontzoff
O. Franklin Showalter, III

Strategent Financial, LLC

Dale S. Lam
Abe J. Shearer
Melissa Mayhew

Dream.

Why I Created Excellence in Nonprofit Leadership - A Donor's Story

Over the years while serving on the boards of many organizations of varying sizes and management capacities, I realized that many smaller nonprofit organizations are at distinct disadvantage relative to larger organizations. Simply put, they do not have the breadth of training and skills that larger organizations have as a result of more staff and larger budgets for continuing education opportunities.

Many small nonprofits are founded or led by individuals who have a genuine passion for the mission of their organizations, but not necessarily the business acumen, operational experience, or fundraising expertise to enable them to be as effective as they might like. In my experience, I have found these amazing and tireless individuals to be enthusiastic, energetic and industrious.

Each works painstakingly on behalf of the organizations they represent and there is no doubt that our community is more dynamic and vibrant as a result of their commitment to the causes they represent. By endowing the Excellence in Nonprofit Leadership Endowment at the Community Foundation, I hope to provide on-going administrative support for a position to oversee Excellence in Nonprofit Leadership. Our mission is to provide leaders of nonprofit organizations, faith-based institutions, and community-based initiatives educational opportunities that will enhance their capabilities as stewards of their missions and enable them to become organizations of distinction.

We plan to provide information and educational opportunities that are responsive and relevant to needs articulated by our community's nonprofit leaders. We want our presentations to be engaging and innovative and hope that

participants will leave these seminars with tools and actionable measures that can be immediately implemented within their organizations. We anticipate that, through learning and exploring together, our participants will form deeper relationships and develop larger and more meaningful networks with whom they can collaborate.

As a nationally accredited organization, The Community Foundation is ideally suited to provide guidance regarding best management practices so that, over time, all community organizations can achieve the highest standards in the nonprofit industry. In summary, it is our hope that the workshops and training provided will enable participants to become more competent leaders of effective and trustworthy organizations that have an even greater impact in our community.

I would like to emphasize that this is **NOT** my endowment. I contributed the seed money in order to provide support for the establishment of Excellence in Nonprofit Leadership. As participation and programming expand over time, a larger endowment will be needed in order to support additional staff time to oversee more extensive offerings. I firmly believe that "Individually, we are one drop. Together, we are an ocean." – Ryunosuke Satoro and "A rising tide raises all boats." --John F. Kennedy

Please join me in raising all boats in our community by financially supporting the Excellence in Nonprofit Leadership Endowment.

The seed money to establish the Excellence in Nonprofit Leadership Endowment was provided by Judith S. Strickler for the benefit of this remarkable community.

Share.

Competitive grants to benefit nonprofits

In 2018, TCFHR 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, VA. The gift established a permanently endowed fund, The Little Swiss Fund, whose monies are invested and provide an annual distribution to benefit the Highland County nonprofit community. In 2019, \$136,855 in grant funding was awarded to thirteen Highland County nonprofit organizations, through a competitive application process.

Nonprofit Organizations	Special Project/Operating Support	Grant Award
<i>Alleghany Mountain Institute</i>	General Operating Support	\$10,000
<i>Dare to Dream Therapeutic Horsemanship Center</i>	General Operating Support	\$5,000
<i>Elegius Mini Equine Sanctuary</i>	Youth Employment Program	\$5,000
<i>Highland Children’s House</i>	General Operating Support	\$10,549.60
<i>Highland County Arts Council</i>	Training Program for Technicians	\$2,000
<i>Highland County Fair Association, Inc.</i>	General Operating Support	\$8,000
<i>Highland County Humane Society, Inc.</i>	Community Pet Retention and Foster Care	\$5,000
<i>Highland County Volunteer Fire Department</i>	New Pumper/Tanker Truck	\$15,123.15
<i>Highland County Volunteer Rescue Squad</i>	Installation of Automatic Stretcher Loading System	\$29,182.25
<i>Highland Historical Society</i>	Collections Preservation Project	\$2,000
<i>Highland Medical Center, Inc.</i>	Equipment for Medical, Dental & Emergent Care	\$28,000
<i>McDowell Presbyterian Church</i>	Restoration of the Safety & Integrity of Historic MPC	\$2,000
<i>The Highland Center</i>	General Operating Support	\$15,000

Highland County, Virginia
Population: 2,210 (2018)

- The county 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.



Build.

The future of students and nonprofits

\$6,878,504 Total grants to nonprofits

\$457,356 VDOE Education Improvement Scholarship Tax Credit Program

143 K-12 students funded in academic year 2018-19

\$158,530 in scholarships awarded to

59 high school and college students through 23 scholarships and award funds

Established **22** new funds

Promoted **59** projects

for local nonprofit organizations through the Community Needs Process and the November 2019

Giving Back Publication

Early Ace Scholarship

This scholarship was established to support graduating seniors from public high schools in the cities of Harrisonburg, Staunton and Waynesboro, and the counties of Rockingham, Augusta, and Shenandoah, who plan to attend a four-year Virginia public college or university to further their education. This scholarship will be awarded to students who hope to make a positive contribution to society and are pursuing career paths that will enable them to be financially independent after graduation. Students must be planning to work toward a bachelor's degree with a science, engineering, or business major. Preference may also be given to first generation college students. One of the unique components of this scholarship is the requirement to meet and work with a mentor throughout college. The Community Foundation staff works with the recipient's college/university to assist in the selection of the mentor. Recipients of the Early Ace Scholarship are expected to maintain a 3.0 cumulative GPA while being enrolled full-time. Recipients of the award may renew the scholarship for all four years of college, if meeting the criteria for renewal.

"I never know what else to say except thank you, and I don't know how to say it in any other way that would express how much this scholarship has meant to me and my family. I truly wouldn't have been able to afford college if I had not won this scholarship ... Because you have continued to believe in me, even after I failed to meet the standards two semesters in a row, I was able to grow exponentially as a student and as a person and continue attending this university in hopes of practicing medicine in the (hopefully) very near future. I hope you are encouraged from my experience and growth so far, that your unspeakably generous donation toward my education has not gone to waste ... and that I continue to steward the gift you have given me in allowing me to receive an education ... Thank you for all you do for students like me."

- Early Ace Scholarship recipient at JMU

"I'm grateful to say that I had another amazing semester with lots of opportunities to grow... My ability to participate in activities and to study with ease would not have been possible without this generous scholarship. I'm deeply grateful for your support. Your generosity towards me inspires me to give back to others."

- Early Ace Scholarship recipient at JMU



OUR COMMUNITY.

Founding a Better Future

This past December, an anonymous donor established four permanently endowed funds within TCFHR, benefitting four different nonprofit organizations: Blue Ridge Area Food Bank, Blue Ridge Legal Services, Central Valley Habitat for Humanity, and Harrisonburg-Rockingham Historical Society. Thanks to the generosity of this donor, each endowment currently holds \$25,000 in funds that will be invested. Each of these four nonprofits will receive an annual distribution per policies held by TCFHR. These endowments and all future earnings are permanent sources of community capital, helping do good work today, tomorrow, and for years to come.

Central Valley Habitat for Humanity Endowment:

The purpose of this Fund is to support building simple affordable homes at no interest and no profit for qualified individuals and families in Harrisonburg and Rockingham County.

Blue Ridge Area Food Bank Endowment:

The purpose of this Fund is to provide food for individuals and families in Harrisonburg and Rockingham County.

Blue Ridge Legal Services, Inc. Endowment:

The purpose of this Fund is provide high-quality legal advice and representation to low-income residents of Harrisonburg and Rockingham County (to people who might otherwise be unable to obtain legal advice).

H/R Historical Society Endowment:

The purpose of this Fund is to support the Historical Society.

Any community member can add their own funds to these endowments at any time. On February 26th, Dr. Charles H. III and Mary M. Henderson contributed \$5,000 to the Central Valley Habitat for Humanity Endowment. Their generosity will be invested and used to make grants addressing community needs in Harrisonburg and Rockingham County.

Leaders of a nonprofit may also look to TCFHR to hold their organization's endowment funds because they know that having a constant source of funding helps them respond to emergency needs, as well as plan for the future, and sustain the good work they do for the community. Adding those assets to TCFHR assets allows for greater diversification and lower custodial fees for nonprofit organizations.

If you wish to leave a gift that costs nothing during your lifetime, you can include The Community Foundation in your will or estate plan, ensuring that your charitable vision endures forever and that your name, and family legacy of giving, also continues. TCFHR provides expert help. When donors or nonprofit organizations work through us to achieve their charitable goals, they benefit from the experience of our staff, the wisdom of community leadership, and sound investment management. Your endowed funds are in good hands. For more information on how you can be a part of a permanent investment for our community, please visit our website: www.tcfhr.org or contact TCFHR at (540) 432-3863.

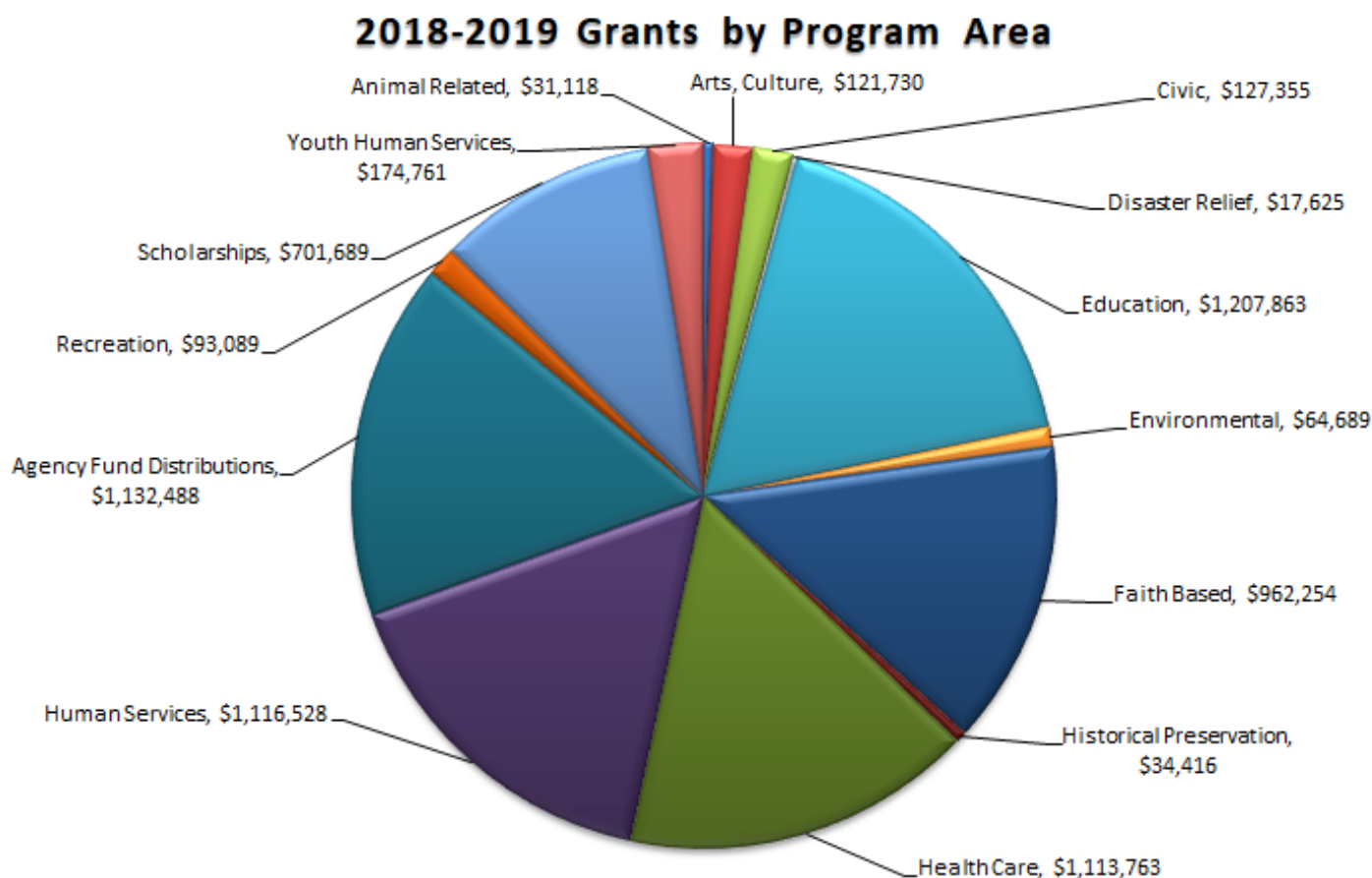
Our Financials

June 30, 2019 Audited Financial Statement Summary

Financial Position	2018-19	2017-18	2016-17
Total Assets	\$52,760,079	\$47,341,498	\$34,284,085
Agency Fund Obligations	\$8,800,174	\$8,801,865	\$8,046,395
Remainder Trust Liabilities	\$279,506	\$277,857	\$280,202
Other Liabilities	\$26,034	\$10,994	\$30,648
Total Liabilities	\$ 9,105,714	\$ 9,090,716	\$8,357,245
Net Assets	\$43,654,365	\$38,250,782	25,926,840
Statement of Activities	2018-19	2017-18	2016-17
Total Revenue	\$11,730,676	\$16,551,517	\$7,155,076
Expenses			
Grants	\$6,899,370	\$4,549,051	\$6,015,783
Less Agency Fund Distributions	(\$1,084,871)	(\$852,988)	(\$1,879,968)
Other Program Services	\$227,713	\$205,647	\$169,007
General & Administrative	\$212,417	\$272,162	\$194,707
Fundraising	\$72,277	\$54,624	\$43,417
Total Expenses	\$6,326,906	\$4,228,496	\$4,542,946
Non-controlling interest - Eastham, LLC	(\$187)	\$921	\$2,548
Change in Net Assets	\$5,403,583	\$12,323,942	\$2,612,130

Grants by Program Area

July 1, 2018 - June 30, 2019



Supporting 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.

2019 Hildred Neff Memorial Fund Grants

\$3,525 - *Anicira Veterinary Center*
 Alleviating Animal Suffering through Veterinary Care
 \$3,525 - *Cat's Cradle of the Shenandoah Valley*
 Pet Retention for Low Income/Vulnerable Population
 \$7,167 - *Rockingham-Harrisonburg SPCA*
 Increase Adoption Readiness
 \$3,525 - *Valley Rescue Allies*
 Pet Retention & Rehoming
 \$1,000 - *Wildlife Center of Virginia*
 Treatment of Sick, Injured, and Orphaned Wildlife from HR

Each November the Community Endowment Fund provides an annual grant to a nonprofit project of greatest benefit to the local community. The 2019 recipient of the \$6,801 grant is Blue Ridge CASA for its Advocacy for Mental Health Services for Abused, Neglected, and Court-Involved Children in Harrisonburg & Rockingham County.

The Valley Arts & Culture Fund provides program, project and seed funds to small and medium sized nonprofits promoting performing arts, visual arts, and interpreting the culture and traditions of and in the Shenandoah Valley. The 2019 recipient of the fund's grant is Shenandoah Valley Black Heritage Festival, in the amount of \$674, for its Honoring African American Burial Grounds project.

Give Back

Partner with The Community Foundation

Work with us when:

- Facing a large taxable situation (ex. sale of a company)
- Looking for tax credits (Education Tax Credits)
- Working on your charitable giving through your estate
- You want to simplify giving
- You want to establish a scholarship or endowment
- You want to honor or remember a loved one
- You simply want to give back to the community you love

Starting a fund at TCFHR is easy. You can open a fund with as little as a \$5,000 charitable donation, but typically funds are between \$10,000 and \$1 million. Scholarship Fund minimums are \$25,000.

Four Steps to Establish a Fund

1. Decide on the type of fund that works best for you.
2. Name your fund. (Individual or family name, name of a business, in memory of a loved one, etc.)
3. Complete a fund agreement. A fund agreement is a document TCFHR will draft and review with you. You are also welcome to have your professional advisor review the agreement.
4. Transfer the assets to be used to establish the fund.

Types of Funds

The **Community Endowment** is a pool of unrestricted funds for the benefit of the Harrisonburg & Rockingham County community.

Corporate or Donor Advised Fund allows the corporation/donor to support charities by recommending grants from their fund.

Designated Fund is a tool to annually benefit a single or multiple charities as established by the donor when the fund is set up.

Area of Interest Fund enables the donor to choose a specific area of interest for which the donor provides regular funding without limiting contributions to only one organization in that field.

Scholarship Fund enables the donor to establish an endowment to fund annual scholarships based on parameters the donor defines for the scholarship.

Fundraising Fund is set up to benefit a nonprofit organization or charitable cause.

Signature Foundation are over \$1 million funds and usually endowed. They can be either donor advised, designated, or scholarship funds.

Agency Fund enables a nonprofit organization to establish a fund for its benefit within TCFHR.

Giving Options

- Cash
- Stocks, Bonds, Mutual Funds
- Real Estate
- Life Estate Arrangements
- Life Insurance
- Private Foundation Assets
- Pension Plan Assets
- Charitable Trusts
- Bequests

Who Are Our Donors?

TCFHR donors are caring, forward-thinking people who entrust us to do good works in their names. Our generous donors hail from all walks of life and have visionary ideas for making positive impacts. Our donors include people who give charitable gifts during their lifetimes as well as those opting for future gifts that will come after they pass away. All donors share one primary goal, using philanthropy to help people in Harrisonburg and Rockingham County lead better lives.



Thank You GCG 2019 Sponsors!

Platinum Sponsors



F&M Bank



Gold Sponsors



**iHeart
RADIO**



nTelos Wireless Foundation

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



Darrin-McHone Charitable Foundation

Silver Sponsors

Dr. Charles & Mary Henderson

Valley Engineering

Janney Montgomery Scott

The Board of The Community Foundation

LD&B Insurance and Financial Services

Bronze Sponsors

Dynamic Aviation

Barbara & Karl Stoltzfus

Paul & Sherry Cline

Dick Myers Chrysler Dodge Jeep Ram Fiat

E&M Auto Paint

Myers Ford

Flora Pettit

Larson Wealth Management

RS Monger

Pilgrims Pride

ComSonics, Inc.

Virginia Poultry Growers Co-Op LLC

PB Mares

Myrias Group

George & Ann Pace

Sustainable Solutions

Deirdre Staton, LCSW, PLLC

Denton Family Foundation

Atlantic Union Bank Wealth Management

Brown Edwards

Friends of the Community

Blue Ridge Insurance Services, Inc.

Association of Fundraising Professionals

Weaver's Flooring America

Cargill Timberville

Frazier Quarry

Nielsen Builders, Inc.

Glass & Metals

Classic Kitchen & Bath

Stone Law Group

Valley Building Supply

MillerCoors

IT Decisions

Chester and Nancy Bradfield

Rockingham Insurance

Stern & Heatwole Wealth Management

Market Place Agency and ElderCare

Harman Construction

Clark & Bradshaw, PC

Tropical Smoothie Cafe

Summit Community Bank

Lantz Construction Company

Roger & Sonja Bible

Media Partners

Appeal Production, Daily News Record, & WHSV-TV3



HARRISONBURG-ROCKINGHAM

The Community Foundation of Harrisonburg and Rockingham County
P.O. Box 1068
Harrisonburg, VA 22803

540-432-3863
www.tcfhr.org



Confirmed in Compliance
with National Standards for
U.S. Community Foundations

Excellence. Accountability. Impact.™

Why I Give Donor Testimonials

"The Community Foundation wraps up all the things we care about – education, health, seniors, youth, people with developmental disabilities, historical preservation and more - and that is important to us. We have been involved with The Community Foundation for many years and see good things happening. The people who work there love our community and they work with us to easily give back to nonprofits we care about. Anyone can work with the Foundation with a gift during your life or with an estate gift. I would encourage you to contact the staff and see how they might assist you."

- Chester Bradfield

"I love The Community Foundation. The folks there are so helpful and communicate well. I like to work with them to help with my charitable giving because they honor my intent and all of their profit ultimately benefits the community. Whenever I am asked, 'who can I work with that can assist me with my charitable giving?' I always encourage The Community Foundation of Harrisonburg and Rockingham County. They make giving easy and enjoyable, honor donor intent, and care about our community."

- Hahns Kanode



STAFF

Revlan S. Hill
Executive Director
revlan@tcfhr.org

Ann B. Siciliano
Director of Program Services
ann@tcfhr.org

Tammy J. Duxbury
Director of Accounting
tammy@tcfhr.org

Amy E. Lemmons
Grants Manager & Acct. Asst.
amy@tcfhr.org

Amanda C. Bomfim
Program Officer
amanda@tcfhr.org