



Strengthening Philanthropy in the Mountain State

TRANSFORMING RURAL *ACCELERATING COMMUNITY-BASED PHILANTHROPY*

Data Collected for 2018



EXECUTIVE SUMMARY

2019 Review of Community Foundation Growth:

Philanthropy West Virginia (PWV) contracted with M. Miller Development Services to compile data for an updated state of Community Foundations in West Virginia report. This included capturing data on the current size, capacity, status of capturing the Transfer of Wealth at the local level, and needs of Community Foundations. Information was compiled primarily by written response to a PWV questionnaire and phone interviews with M. Miller Development Services and leaders of participating Community Foundations as well as communication with Paul Daugherty, President/CEO of PWV.

Participating Community Foundations:

Fifteen of the Community Foundations participated (plus an additional 6 affiliates or area funds under their parent community foundation) in the surveying. They participated via completed survey form and phone interviews, interview and 2018 annual report data, completed the survey form only, or phone interview only. The initial Key Data and Findings showcased that of the 15 community foundations:

2018-2019 Findings:

- **Collective WV community foundations' asset level in 2018 is: \$476,739,382** *(surveyed)*
- *There are five community foundations who did not participate*
- **This puts collective assets over \$500 Million in assets**
- *This nearly quintuples community foundation assets of growth in the past 20 years*

Giving Levels:

For 2018, the Community Foundations participating saw giving in the following fashion;

- Eleven Community Foundations saw an increase in giving
- Two Community Foundations saw it stay the same
- Two Community Foundations saw it decline

Status of Endowed Fund Levels:

- | | |
|----------------------------------------------------------|---------------|
| • Endowed Funds for 8 Reporting Foundations | \$313,067,897 |
| • Unrestricted Endowed Funds for 8 Reporting Foundations | \$68,869,012 |
| • Restricted Endowed Funds for 4 Reporting Foundations | \$213,171,754 |

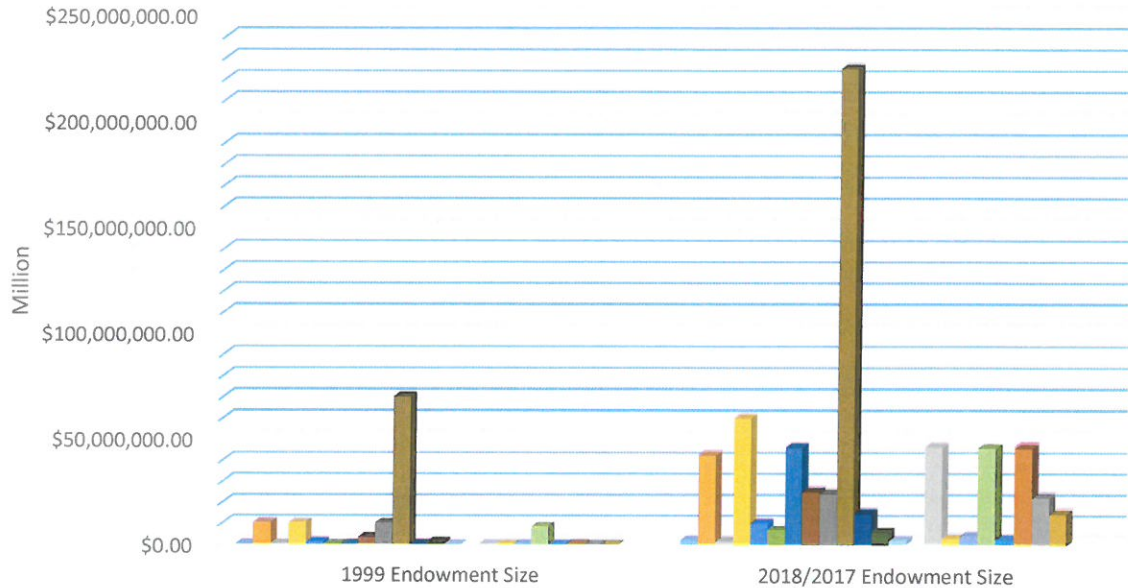
Status of Endowed Fund Numbers:

- | | |
|-------------------------------------------------------------------------------------------------------------------|------------|
| • # of Unrestricted Community Endowments for 10 Reporting Foundations | 164, 5 New |
| • # of Donor Designated, Donor Advised, Field of Interest, or Community/Geographic Funds Created in the Past Year | 96 |
| • Community Foundation Administration Endowments | 32, 2 New |

Individual Community Foundation growth since 1999:

- Community Foundations are now serving 52 of West Virginia's 55 counties directly and the three remaining are being incorporated with other CFs
- Community grantmaking has grown to \$16,470,903 and Scholarship grantmaking to \$2,139,299

Community Foundation Growth



- Barbour County Community Foundation 1997
- Beckley Area Foundation*(BAF) 1985
- Boone County Community Foundation an affiliate of TGKVF* 2001
- Community Foundation for the Ohio Valley 1972
- Community Foundation of the Virginias 1993
- Community Trust Foundation 2007
- Doddridge County Community Foundation an affiliate of PACF* 1999
- Eastern West Virginia Community Foundation 1995
- Foundation for the Tri-State Community 1972
- The Greater Kanawha Valley Foundation 1962
- Greenbrier Valley Community Foundation 2000
- Hinton Area Foundation 1992
- Hampshire County Community Foundation & Hardy County Community Foundation, affiliates of EWVCF* Hampshire (2005) &
- Hampshire County Community Foundation & Hardy County Community Foundation, affiliates of EWVCF* Hardy (2008)
- Little Kanawha Valley Foundation an affiliate of PACF* 2004
- Logan Charitable & Education Foundation 1997
- Nicholas County Community Foundation 2008
- Parkersburg Area Community Foundation 1963
- Pleasants Community Foundation 2000
- Ritchie County Community Foundation an affiliate of PACF* 2000

2019 Inventory of Community Foundation serving WV Counties:

Community Foundation	Service Region	Community Foundation	Service Region
Barbour County Community Foundation	Barbour	Hinton Area Foundation	Summers
Beckley Area Foundation (BAF)	Raleigh and holds funds for Webster, Wyoming, Fayette, and McDowell	Hampshire County Community Foundation an affiliate of EWVCF*	Hampshire
Boone County Community Foundation an affiliate of TGKVF*	♦ Boone	Hardy County Community Foundation an affiliate of EWVCF*	Hardy
Community Foundation of Jackson County	♦ Jackson	Little Kanawha Valley Foundation an affiliate of PACF*	♦ Calhoun and ♦ Wirt Gilmer
Community Foundation of Mason County	Mason	Logan Charitable & Education Foundation	Logan
Community Foundation for the Ohio Valley	Hancock, Brooke, Ohio, Marshall, Wetzel, & Tyler	Nicholas County Community Foundation	Nicholas
Community Foundation of the Virginias	Mercer and neighboring areas	Parkersburg Area Community Foundation	Wood, Pleasants, Ritchie, ♦ Doddridge, ♦ Calhoun, ♦ Jackson, Mason, ♦ Wirt, Roane, Gilmer, and Lewis
Community Trust Foundation	Mineral	Pleasants Community Foundation	Pleasants
Doddridge County Community Foundation an affiliate of PACF*	♦ Doddridge	Ritchie County Community Foundation an affiliate of PACF*	Ritchie
Eastern West Virginia Community Foundation	Jefferson, Berkeley, Morgan, Hardy, & Hampshire	Snowshoe Foundation (not officially a CF, but serves areas not currently covered by CF)	Pocahontas, Webster, and ♦ Upper Greenbrier Valley
Foundation for the Tri-State Community	Cabell, Wayne, & Mingo	Tucker Community Foundation	Tucker, Randolph, Grant, Preston, and parts of ♦ Barbour and ♦ Mineral
The Greater Kanawha Valley Foundation	Clay, Fayette, Lincoln, Putnam, Kanawha, and ♦ Boone in partnership with BCCF	Your Community Foundation of North Central West Virginia	Monongalia, Marion, Harrison, Taylor, and parts of Preston
Greenbrier Valley Community Foundation	♦ Greenbrier, Monroe, and parts of ♦ Pocahontas		



♦ diamond indicates Multiple Foundations serve these Regions

* asterisk indicates community foundation affiliate relationship (dedicated group of funds formally identified as an affiliate of a parent/regional community foundation)

This summary includes data and interviews gathered by Philanthropy WV staff and M. Miller Development Consulting in service to Philanthropy WV.

For more details, please contact Philanthropy WV's Paul Daugherty by calling 304.517.1450 or emailing: paul@philanthropywv.org

OVERALL DATA AND FINDINGS

Participating Community Foundations

Fifteen Community Foundations participated in the following ways.

- Completed Questionnaire and Phone Interviews
 - Beckley Area Foundation
 - Boone County Community Foundation
 - Community Trust Foundation
 - Foundation for the Tri-State Community
 - The Greater Kanawha Valley Foundation
 - Greenbrier Valley Community Foundation
 - Hampshire/Hardy County Community Foundation
 - Hinton Area Foundation
 - Nicholas County Community Foundation
 - Parkersburg Area Community Foundation
- Interview and 2018 Annual Report Submitted
 - Your Community Foundation
- Completed Questionnaire Only
 - Community Foundation for the Ohio Valley
 - Eastern West Virginia Community Foundation
- Phone Interview Only
 - Pleasants Community Foundation
 - Tucker Community Foundation

* Designates information not available.



OVERALL DATA AND FINDINGS

Asset Levels

Asset Levels 2018	14 Foundations Reported in This Process	\$476,739,412
	Beckley Area Foundation	\$42.4 million
	Boone County Community Foundation.....	\$1,671,096
	Community Foundation for the Ohio Valley.....	\$60 million
	Community Trust Foundation	\$7.1 million
	Eastern WV Community Foundation.....	\$25.2 million
	Foundation for the Tri-State Community	\$24,344,774
	Greater Kanawha Valley Foundation.....	\$225 million
	Greenbrier Valley Community Foundation	\$15 million
	Hampshire/Hardy Community Foundation.....	\$2 million
	Hinton Area Foundation.....	\$6,394,945
	Nicholas County Community Foundation	\$3.8 million
	Parkersburg Area Community Foundation.....	\$46,328,597
	Pleasants Community Foundation	\$2.5 million
	Your Community Foundation	\$15 million
	Additional Funds Reported by Philanthropy WV by Non-Participating Foundations	\$25 million

Total Foundation Assets **\$501,739,418**

Giving Levels

Increased Giving Was Reported by 11 Community Foundations

Beckley Area Foundation	\$239,000
Community Foundation for the Ohio Valley - indicated increase but amount no provided	
Community Trust Foundation	
Eastern WV Community Foundation.....	\$2.3 million
The Greater Kanawha Valley Foundation.....	\$2 million
Greenbrier Valley Community Foundation	\$850,000
Hampshire/Hardy County Community Foundation	\$70,000
Hinton Area Foundation.....	\$867,364
Parkersburg Area Community Foundation	\$850,000
Pleasants Community Foundation	\$25,000
Tucker Community Foundation	

Same Level Giving Was Reported by 2 Community Foundations

Foundation for the Tri-State Community
Nicholas County Community Foundation

Decreased Giving Was Reported by 2 Community Foundations

Boone County Community Foundation
Your Community Foundation

Fiscal Years—Community Foundations work on a mix of fiscal and calendar years.

Endowed Funds

Endowed Funds for 8 Reporting Foundations \$313,067,897

Beckley Area Foundation	\$42,140,000
Boone County Community Foundation.....	\$1,488,941
Foundation for the Tri-State Community	\$22,845,562
Greater Kanawha Valley Foundation	\$191 million
Greenbrier Valley Foundation	\$10,125,000
Hinton Area Foundation.....	\$6,166,467
Parkersburg Area Community Foundation.....	\$37,490,026
Your Community Foundation	\$1,811,901

Unrestricted Endowed Funds for 8 Reporting Foundations \$68,869,012

Beckley Area Foundation	\$10.7 million
Boone County Community Foundation.....	\$1,207,212
Community Foundation for the Ohio Valley.....	\$1 million
Community Trust Foundation	\$650,000
Greater Kanawha Valley Foundation	\$47 million
Nicholas County Community Foundation	\$40,000
Parkersburg Area Community Foundation.....	\$8,039,889
Your Community Foundation	\$231,911

Restricted Endowed Funds for 4 Reporting Foundations \$213,171,754

Beckley Area Foundation	\$31.4 million
Boone County Community Foundation.....	\$281,728
Greater Kanawha Valley Foundation.....	\$144 million
Parkersburg Area Community Foundation.....	\$37,490,026

Non-Endowed Funds

Non-Endowed Funds for 4 Reporting Foundations \$5,545,633

Beckley Area Foundation	\$260,000
Boone County Community Foundation.....	\$182,155
Greenbrier Valley Community Foundation	\$4,875,000
Hinton Area Foundation.....	\$228,478

Grantmaking

Annual Community Grantmaking for 12 Reporting Foundations \$16,470,903

Beckley Area Foundation	\$996,000
Boone County Community Foundation.....	\$77,362
Community Trust Foundation	\$218,000
Eastern WV Community Foundation.....	\$1 million
Foundation for the Tri-State Community	\$1,444,336
Greater Kanawha Valley Foundation	\$10 million
Greenbrier Valley Community Foundation	\$325,000
Hampshire/Hardy County Community Foundation	\$90,000
Hinton Area Foundation.....	\$161,444
Nicholas County Community Foundation	\$130,000
Parkersburg Area Community Foundation.....	\$2.6 million
Your Community Foundation	\$728,761

Annual Scholarship Grantmaking for 12 Reporting Foundations \$2,139,299

Beckley Area Foundation	\$ 400,000
Boone County Community Foundation.....	\$4,500
Community Trust Foundation	\$55,000
Eastern WV Community Foundation.....	\$112,000
Foundation for the Tri-State Community	\$50,000
Greater Kanawha Valley Foundation.....	\$700,000
Greenbrier Valley Foundation	\$175,000
Hampshire/Hardy County Community Foundation	\$7,000
Hinton Area Foundation.....	\$58,090
Nicholas County Community Foundation	\$25,000
Parkersburg Area Community Foundation.....	\$331,000
Your Community Foundation	\$221,709

Miscellaneous Funds

Number of Unrestricted Community Endowments for 10 Reporting Foundations—164, 5 New

Beckley Area Foundation—81, 3 New
Boone County Community Foundation—8, 0 New
Community Trust Foundation—3, 0 New
Eastern WV Community Foundation—5, 0 New
Greater Kanawha Valley Foundation—32, 0 New
Greenbrier Valley Community Foundation—4, 2 New
Hampshire/Hardy County Community Foundation—2, No New
Hinton Area Foundation—6, 0 New
Nicholas County Community Foundation—1, 0 New
Parkersburg Area Community Foundation---22, No new

Number of Donor Designated, Donor Advised, Field of Interest, or Community/Geographic Funds Created in the Past Year in 11 Foundations--96

Beckley Area Foundation—9
Boone County Community Foundation—2
Community Trust Foundation—6
Eastern WV Community Foundation—8
Foundation for the Tri-State Community—7
Greater Kanawha Valley Foundation—7
Greenbrier Valley Community Foundation—15
Hampshire/Hardy County Community Foundation—3
Hinton Area Foundation—8
Parkersburg Area Community Foundation—21
Your Community Foundation—10

Community Foundation Administration Endowments Reported by 10 Foundations—32, 2 New

Beckley Area Foundation—3
Community Foundation for the Ohio Valley—3, 1 New
Community Trust Foundation—2, 1 New
Eastern WV Community Foundation—1
Foundation for the Tri-State Community—9
Greater Kanawha Valley Foundation—1
Greenbrier Valley Community Foundation—1
Hinton Area Foundation—1
Parkersburg Area Community Foundation—9
Your Community Foundation—2

HIGHLIGHTED PROJECTS OF VARIOUS COMMUNITY FOUNDATIONS

Foundations were asked about unique or successful initiatives. Some of those follow.

GrantSeekers—Beckley Area Foundation held its 2nd Annual GrantSeekers Event, June 20, 2019, at the Black Knight Municipal Park. This event started last year as a way to bring together donor advisors and nonprofit organizations for funding opportunities. An unexpected result from the first event was that the nonprofits were excited to have a networking event to learn more about other entities in the community. This year's event was changed slightly by inviting not only donor advisors, but also the public to learn about the nonprofits attending and their current projects. 23 nonprofit organizations attended the event. \$ 13,513.65 was rewarded to 16 non-profit organizations from 6 of the Foundation's Donor Advised Funds. Numerous connections were made and BAF looks forward to serving the community by offering this event again next year!

Education Mini-Grants—Boone County Community Foundation, Eastern WV Community Foundation, Hampshire/Hardy County Community Foundation—This program awards up to \$500 to local teachers to support innovative classroom projects that will positively impact student learning and enhance their current curriculum.

America's Best Communities—Foundation for the Tri-State Community and the City of Huntington partnered to develop a revitalization plan for Huntington, bringing in partners from across the city to create a comprehensive vision for growth and innovation. Using that plan, they successfully participated in the America's Best Communities competition, winning \$3 million to make their plans a reality.

Endowment Challenge Grant program—Greenbrier Valley Community Foundation--With a gift from a private donor, Greenbrier Valley Community Foundation assists smaller, local non-profits create a fund with the foundation. Through an application process, they select organizations that have the capacity to create a fund through a \$2,500 investment, which the Foundation matches with \$7,500 to create a \$10,000 endowment fund. Last year this was awarded to seven non-profits in the service region.

Vision 20/20 Campaign Challenge—Hinton Area Foundation embarked on its Vision 20/20 Campaign Challenge to raise their endowment to \$10 million and engage 1,500 new donors by 12/31/2020. Starting at \$4.6 million at the beginning in 2015, they have \$7.1 million in endowment and have engaged 800 new donors as of 7/31/19. The Board of Directors has committed \$760,000, \$400,000 of which has been received so far. In January 2019, HAF hired their first full-time Executive Director.

Civic Leaders Fellowship Program—Parkersburg Area Community Foundation created the Foundation's Civic Leaders Fellowship Program in 2011 that builds area students' personal skills and ability to find meaningful employment in our region upon college graduation. Area nonprofit organizations, government entities, and businesses are given the opportunity to meet hard-working students eager to stay in the Mid-Ohio Valley and are given the opportunity to work collectively to improve the region's potential workforce for the future.

APPENDIX



Definitions/Glossary—Source Parkersburg Area Community Foundation, Philanthropy WV



“Endowment” – The term endowment refers to a permanent fund or collection of component funds that are managed forever for charitable purposes.

- A community foundation can hold different types of endowment funds under one tax-exempt status.
- Each of the component endowment funds distributes a portion of its earnings annually to support a charitable purpose or purposes.
- While each endowment fund has the common characteristic of serving a charitable purpose, the types of funds held by a given community foundation are as unique as the donors and needs of a given area.

Funds are of two broad types: **unrestricted** or **restricted**.

Unrestricted Funds are those given by donors with no restrictions on their use. They are supplied for the community’s general charitable needs as the Community Foundation’s Board, in its sole discretion, determines appropriate. These funds may be distributed in whatever manner for whatever purpose the Board determines.

Restricted Funds are those supplied by donors with a restriction on the use of their monies at the time of making their gift.

Restricted Funds can be of several types:

Field of Interest Funds – these funds provide money for community grant making to address needs in important broad areas of community life: arts, aging, at-risk youth, recreation, etc. and typically use a competitive process to distribute their grants.

Designated Funds - these types of funds are those that are designated by their donors for specific purposes. Designated funds can direct gifts to a specify agency or agencies, serve specific restricted purposes, or in the case of donor-advised funds, be designated on an ongoing basis to serve charitable purposes as recommended by the fund founder(s) designated as the donor-advisor(s):

There are various types of designated funds:

Scholarship Funds – Support the educational needs of individuals

Donor-Designated Funds – Support a specific charitable entity(ies) designated by the donor (a non-profit organization, a church, or multiple charitable entities). These funds assist the same entity or entities forever, they do not vary their gifts (as would a donor-advised fund potentially).

Agency Endowments – Only 501(c)(3) charities can establish these funds; they do so for the benefit of their own charitable entity. (If a donor establishes a fund on behalf of an agency, it is typically classified as a Donor-Designated Fund.)

Administrative Funds – Donors (including the Foundation itself) may create funds to support the Foundation’s administrative needs.



Donor Advised Funds – Actively involve donors in the use of their gifts. Donors who are designated as Fund Advisors in the founding document associated with the fund, may recommend grants from the resources in their charitable funds (donor-advised funds may also typically be un-endowed, where donors can expend the proceeds of the fund or expend the fund down to a certain level).

Community Impact Endowment—An endowed fund that carries little or no restriction on how the income may be used in the awarding grants to non-profit organizations and community needs.

Community/Geographic Funds—An endowment fund designated for the general charitable needs for a specific community, county, or geographic area.

Legacy Commitments—Pledged or planned gifts from a donor through an estate gift vehicle: will, insurance policy, remainder of the estate, retirement/investment account, real estate, etc. These gifts many times are recognized for a future gift date as a member of a Community Foundation's legacy society.

Estate Gift—When the donor passes and the estate gift (will, insurance policy, remainder of the estate, retirement/investment account, real estate, etc.) is received by the Community Foundation.



PHILANTHROPY WV BASELINE DATA COLLECTION QUESTIONS



Philanthropy West Virginia is preparing a new resource to assist your and other West Virginia community foundations. This is a benchmarking report to share the environment of community foundations in our state, progress, and impact for you and your fellow community foundation leaders to have as a reference. We appreciate your willingness to share your time regarding the great work of your community foundation.

We have some questions to get your input on the current endowment, program, focus of your community foundation, wealth engagement, and your plans for the future.

1. As of your most current fiscal year end what is your foundation's asset level? And how much were endowed versus non-endowed funds?
2. How much of your endowments are for unrestricted versus restricted grantmaking?
3. Annually, what is your community grantmaking? What is your scholarship grantmaking?
4. How many unrestricted or community impact endowments do you have? Did you have any new ones created in the past year? If so, how much?
5. How many new donor designated funds, donor advised, field of interest, or community/geographic funds have been created at your community foundation in the past year?
6. How many community foundation administration endowments do you have? Were any new ones created this past year?
7. Did you see a growth of overall giving this fiscal year vs. last fiscal year? If so, by how much?
8. Are you seeing a growth of legacy commitments/estate gifts this year? If so, how many commitments versus gifts received? Would you mind sharing the amount?
9. Are you hearing or seeing any changes in donor giving related to the recent tax reform implemented in 2018 and now playing out in 2019?
10. What communities/counties does your CF serve?
11. How are you using the Transfer of Wealth research for your service area & community foundation?
 - a. If not, then what tools/resources do you need further?
 - b. If yes, then what tools/resources do you use most? What else is needed?



12. What Transfer of Wealth/Keep5Local initiatives/programs have you undertaken?

a. How are you tracking your Transfer of Wealth outreach?

13. Does your community foundation use operational, donor engagement, and/or grants management software? If so, which one(s)?

14. What all do you use your software for? Donor tracking, grants, scholarship awards, nonprofit grantees reports, etc.?

Do or would incentives for endowment growth or unrestricted fund challenges be helpful to your community foundation?

15. What other tools or resources would advance your community foundation's engagement of the transfer of wealth and growing your general grantmaking endowments?

16. What is a significant project or initiative of your community foundation that you would like to highlight/share with your peers?

Again, thank you for participating. Are there any other matters that you would like to share about your community foundation's great works?





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Organizational Profile: Monica Miller opened M. Miller Development Services, LLC in 2017, a woman-owned business after a career managing multiple community economic development programs for the West Virginia Development Office. The firm offers community economic development consulting services to local, state and national non-profit organizations, institutions of higher learning, and governments at all levels. Clients include West Virginia University Bureau of Business and Economic Research, National Main Street Center, Philanthropy West Virginia, the WV Community Development HUB and various communities. Services consist of working with Appalachian Regional Commission POWER grantees, local and regional planning, facilitation, development technical assistance, project management, community and program assessments and training.

Experience: Monica managed multiple community economic development programs for the WV Development Office for 24 years. Programs included Main Street WV, the Neighborhood Investment Program and Appalachian Regional Commission programs. She also advocated for funding and created the ON TRAC program, a state of WV downtown revitalization program. In addition, as an independent contractor she provided consulting services to communities in 10 states. She also served as the founding chair of the Executive Committee of Main Street Coordinating programs and Chair of the Board of Advisors of the National Trust for Historic Preservation.

Monica is certified by the National Development Council as an Economic Development Finance Professional, a graduate of the Economic Development Institute of the University of Oklahoma and has a Bachelor of Science degree in Recreation Planning and Administration from West Virginia University. She is a frequent speaker at state and national conferences.