



CREATE

NORTHEAST MISSISSIPPI'S
COMMUNITY FOUNDATION

ARC

Presentation



www.createfoundation.com

QUICK FACTS

- ◆ Established in 1972
- ◆ Founded by George and Anna McLean, owners of Journal Publishing Company, making CREATE sole stockholder of JPC
- ◆ Mississippi's oldest Community Foundation
- ◆ Net Assets on 12/31/11: \$57,178,456
- ◆ Highest rating for Strong Fiscal Management, Charity Navigator
- ◆ First foundation in U.S. to receive CEFEX certification
- ◆ National Standards certification from the Council on Foundations
- ◆ 28 member Board of Directors from 13 counties
- ◆ 6 Full-time staff



George McLean
1904 - 1983



Anna Keirsey
McLean
1906 - 2000

SERVICE AREA

Northeast Mississippi Counties

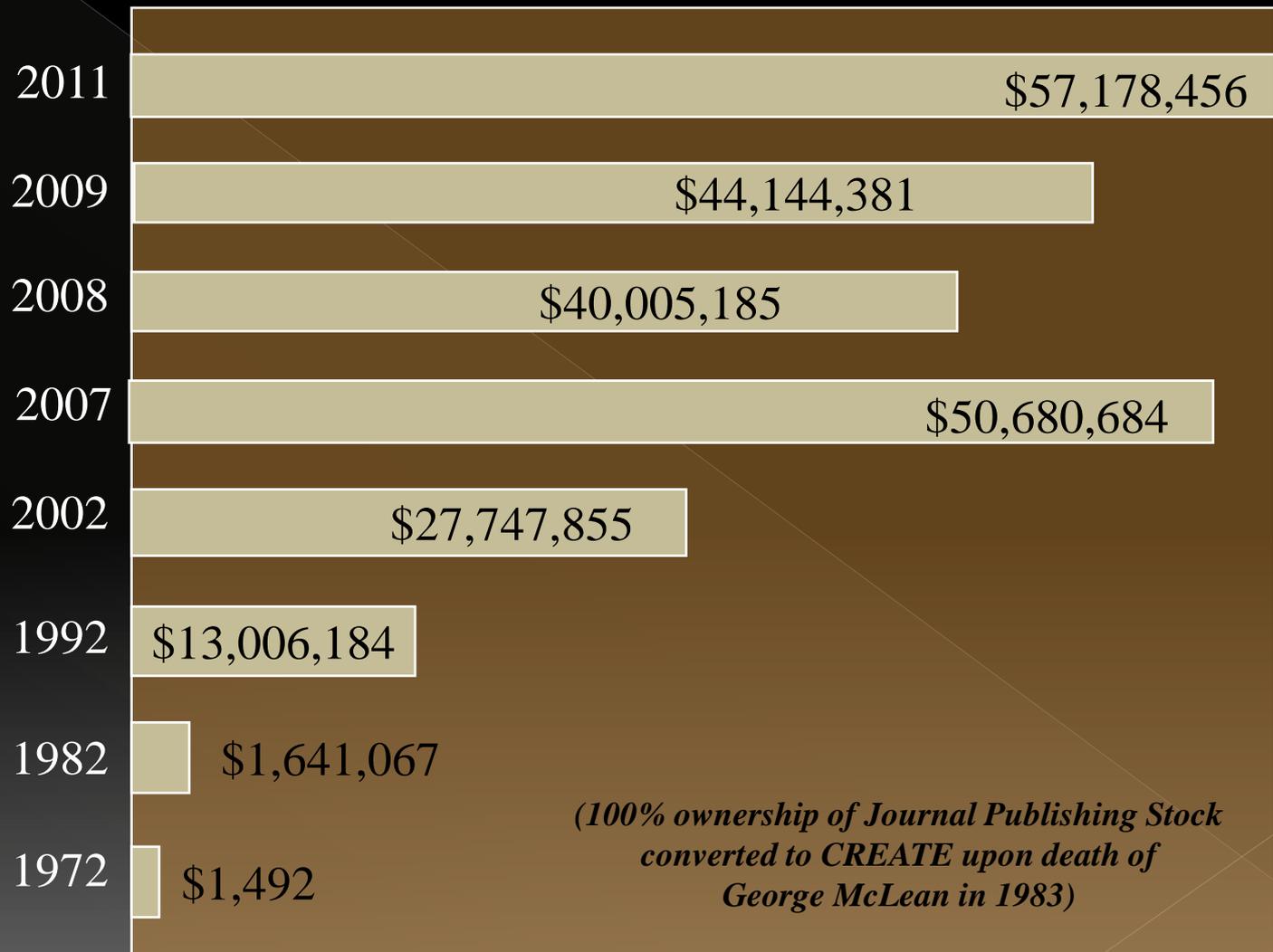
Alcorn	Marshall
Benton	Monroe
Calhoun	Oktibbeha
Chickasaw	Pontotoc
Clay	Prentiss
Itawamba	Tippah
Lafayette	Tishomingo
Lee	Union



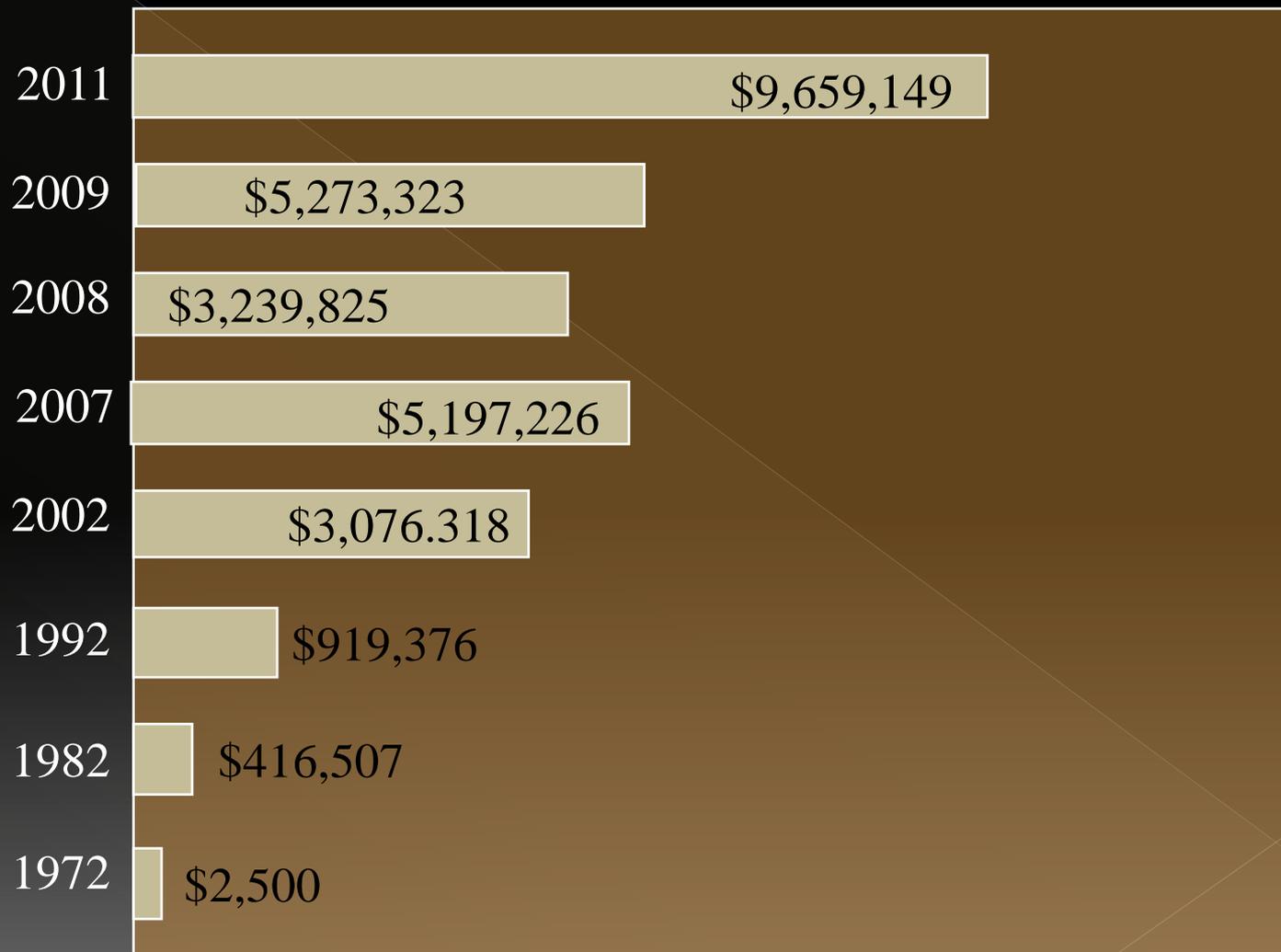
OUR DUAL FOCUS



GROWTH IN ASSETS



GROWTH IN CONTRIBUTIONS





CREATE CONTRIBUTIONS

32 YEARS—1972-2004

\$30.5 MILLION

7 YEARS—2005-2011

\$59.3 MILLION

CHARITABLE GIVING/ ENDOWMENT BUILDING

- Donor Advised Funds - 150
- Endowments - 140
- Community Affiliates - 11
- Organization Affiliates - 27
- Supporting Organizations - 2
- Special Projects - 188

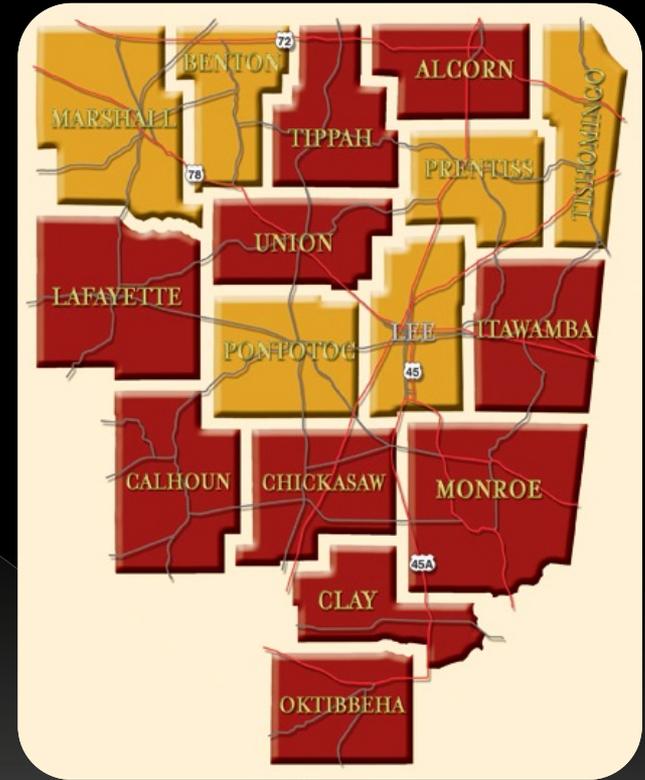


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COMMUNITY FOUNDATION

COMMUNITY AFFILIATES

- Launched December 1997
- 10 counties
- Locally raised assets – endowed assets raised and allocated by a local board for local grants
- CREATE Provides:
 - \$100,000 Challenge Grant
 - Staff support
 - Financial Administration
 - Publicity/Marketing
 - Support for local special projects



TOYOTA EDUCATION ENHANCEMENT ENDOWMENT FUND

- \$50 million over 10 years
(\$5 Million per year / starts July 2010)
- PUL Alliance Counties
Pontotoc—Union—Lee



GROWTH IN ASSETS CONTRIBUTIONS & GRANTS

<u>YEAR</u>	<u>ASSETS</u>	<u>CONTRIBUTIONS</u>	<u>Grants</u>
1972	1,492	2,500	-
1980	1,254,910	560,322	221,133
1990	12,649,039	349,044	861,782
2000	28,308,904	2,234,555	1,747,212
2012	57,178,456	9,659,149	4,266,329
TOTAL		89,754,758	64,182,737



COMMISSION

ON THE FUTURE OF NORTHEAST MISSISSIPPI
CREATE FOUNDATION

Established in 1995, CREATE's Commission hosts the annual "State of the Region" meeting.

Commission Purpose:

- Assess conditions in Northeast Mississippi
- Determine the key issues facing the region
- Recommend regional strategies to address these issues

Issues

- Leadership development
- Economic development
- Racial reconciliation
- Broadband access
- Highway development
- Educational attainment

Education Initiatives

- ◆ Dropout Prevention Summits
- ◆ Media Alliance Campaigns
- ◆ Dropout Recovery Initiative
- ◆ Tuition Guarantee Program
- ◆ Early Childhood Education

Northeast Mississippi Community College Tuition Guarantee

The Tuition Guarantee program is coordinated with federal and state aid and scholarship funds to assure that tuition will be paid for four consecutive regular academic semesters.

Requirements:

- Graduate from high school by the end of May.
- Take the American College Test (ACT) before the end of June.
- Apply for the Mississippi Tuition Assistance Grant (MTAG).
- Complete the Free Application for Federal Student Aid (FAFSA).
- Enroll for the fall semester following your high school graduation as a full-time student (at least 12 academic hours).

Tuition Guarantee Assistance will only be used after all applicable federal, state, and scholarship funds have been applied toward tuition.

To continue to receive Tuition Guarantee assistance you must:

- Maintain full-time status (at least 12 hours per semester)
- Earn at least a "C" average (2.0 or higher on a 4.0 scale) each semester.

TUITION GUARANTEE PROGRAM

	COVERED	AWARDED	AMOUNTS	AVERAGES
EMCC*	159	30	\$18,237	\$608
ICC	1065	284	172,515	\$607
NEMCC	1189	201	140,050	\$697
NWMCC**	<u>87</u>	<u>34</u>	<u>20,705</u>	<u>\$609</u>
TOTALS	2,500	549	351,507	\$640

12/31/2011

Total Assets - \$57,178,455
Endowed Assets - \$28,994,974
Non-Endowed Assets - \$28,183,481

Assets by Fund

Donor Advised - \$740,260
Special Projects - \$1,913,222
Endowments - \$28,183,481
Journal Stock - \$23,430,156

2011 Number of Donors – 2,634
Range of Gifts – \$10–\$5,000,000

Success Factors

Building Strong Partnerships

Outstanding Board of Directors

Challenges to Sustainability

Appropriate Unrestricted Income

Regional Factionalism

Impediments to Producing Results

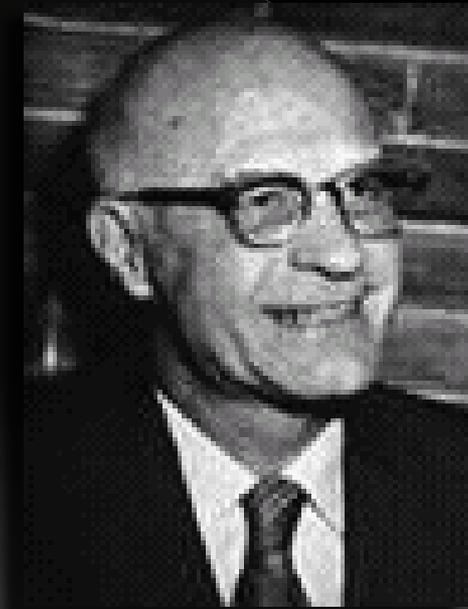
Shortage of Quality Staff Time in Development

Low Education Attainment Level



CREATE

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COMMUNITY FOUNDATION



“It is the responsibility
of the people of Mississippi
to try to raise the level
-- economically,
educationally,
spiritually and otherwise --
of all the people
of Mississippi.

There's nobody else
who's going to come
in here and do it for us.”

George McLean
CREATE Founder
1904 - 1983

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