

Many people share a common vision



Our Community's Foundation will serve a vital role in our region, supporting people who work together to build resources and apply leadership to create a better place for citizens today and tomorrow.

foundation facts

A brief history

1914

First U.S. community foundation established nearby in Cleveland, Ohio

1963

Parkersburg Area Community Foundation (PACF) formed with an initial gift of \$5,000. First year grants total \$500.

1999

PACF at \$7.6M in assets, \$350K total annual grants. Revises development strategies, adds regional affiliates.

2012

OUR COMMUNITY'S FOUNDATION—PACF & the Regional Affiliates. Approx. \$30M; nearly \$2M total annual grants.

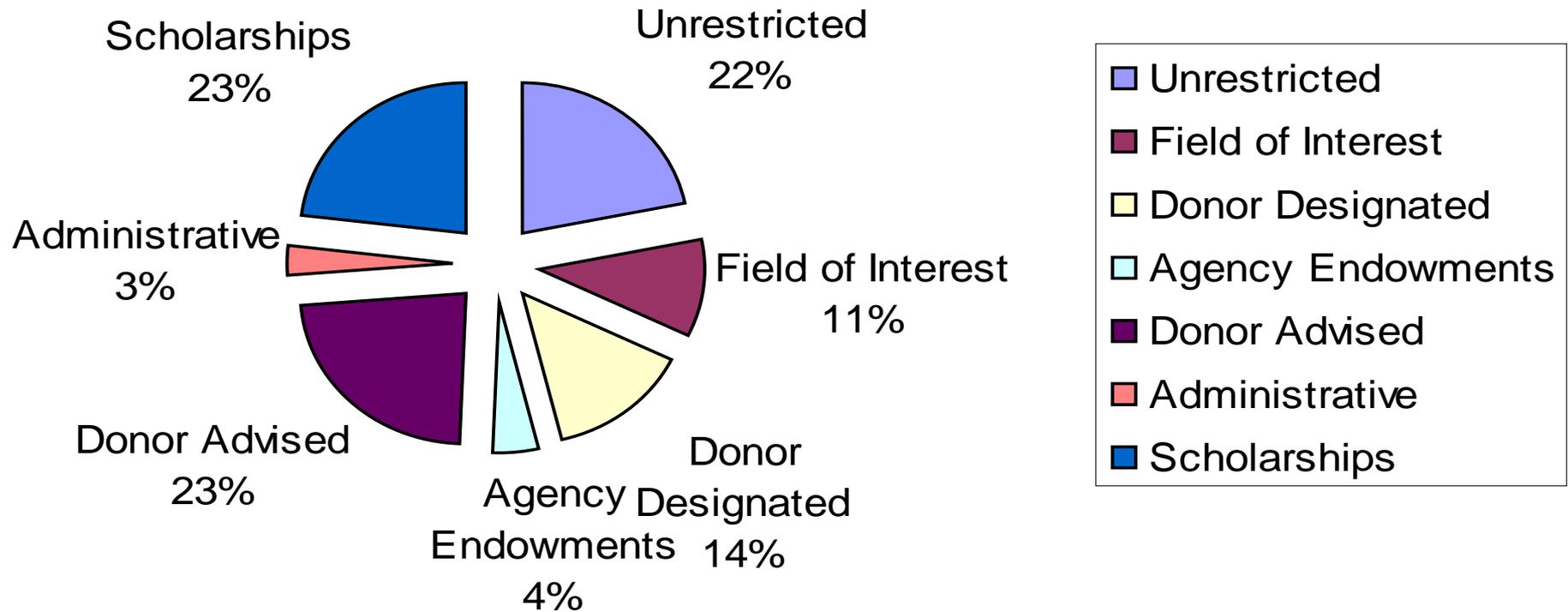
Serve ~225,000 citizens in 11 counties from 2 regional offices

Involve over 200 volunteers, representative governing board of 25

Nationally Certified Community Foundation

› *And growing, growing, growing!*

Overall Foundation Funds by Type - 2012



Assets by Organization / Affiliate - 2012

Organization	Founded	Unrestricted	Restricted	Total
PACF	1963 / 1993 (first staff)	\$6,328,529	\$18,066,363	\$24,394,952
DCCF	1999	\$44,450	\$194,594	\$239,044
JCCF	2000	\$175,923	\$1,177,803	\$1,353,726
LKACF	2005	\$29,346	\$446,664	\$476,010
MCCF	2005	\$77,758	\$2,771,214	\$2,848,972
RCCF	2000	\$51,461	\$1,084,586	\$1,136,047
<i>Matrix / DCCF = Level Two, LKACF and RCCF = Level Three, JCCF and MCCF = Level Four</i>				
Total		\$6,707,527	\$23,741,224	\$30,448,751

foundation facts

Some key statistics

- 5 Affiliates - Geographic blocks of component funds in PACF, activity-based matrix guides resource allocation
- On average 1,800 supporters annually
- Average gift = \$1,000 (skewed by several large gifts)
- 2011 operating cost as percent assets = 1.24% (ranges)
- Expectancies (not booked) - \$5M affiliate communities; \$7M in PACF home territory
- 2011 by the numbers -
 - \$277,943 scholarships to 276 students*
 - \$363,689 competitive grants to 70 organizations*
 - More than \$1M in additional directed, designated and advised grants region-wide*

results

So what's different now?

Year	1999	2012
Identity	PACF	Our Community's Foundation (PACF & The Regional Affiliates)
Assets, Funds	\$7.6M, 130 funds	\$30.5 M, 432 funds (312 PACF, 120 Aff.)
Annual Grants	\$340,000	About \$2,000,000
Affiliate \$	\$0	Approx \$6,000,000* (w/o expectencies)
Governance	One central board	One central and five affiliate boards
Board Mem.	PACF-21, 1 Board 70/30 (M/F), all same area	PACF-25 (w/5 designated affiliate reps.) 50/50 (M/F), 6 Boards, all affiliates – 65
Volunteers	30	Over 200
Staff	2	3 FTE, 2 Flex PTE
Legacy Society	12 PACF, 0 affiliate	42 PACF, 26 affiliate
State Level Support	WV Community Foundations Consortium – PACF guided shift from loosely knit peer-to-peer network to an intermediary	WV Grantmakers Association, formal membership association, CF Consortium sub-group, addition of professional staff in recent years to support WV philanthropy

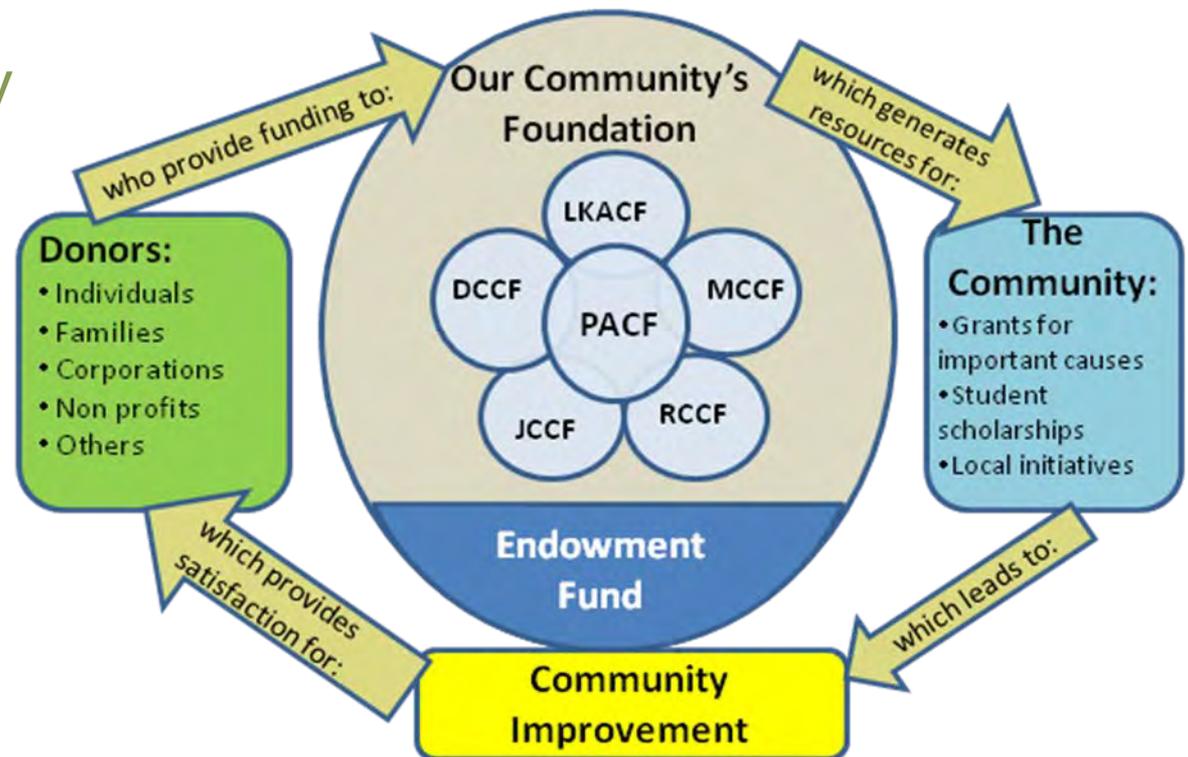
2012-14 priorities

Our model – where we're headed...

Three Key Goals

- **Inspire** philanthropy
- **Engage** citizens
- **Deliver results that matter** to local people

Example: 2012 Civic Leaders Fellowship Initiative





one good tale

*what do those big numbers really mean for local people?
Jackson County CF Affiliate's
Annual Charity Challenge*

- In 9 years, \$770K+ raised for direct local projects and JC Support Fund (\$175K)
- 8 nonprofits' permanent funds >\$200K
- Involve 500+ citizens, 20 agencies / year



two ingredients for success

- **SOLID BOARD LEADERSHIP** – strong capacity for evolutionary organizational leadership; ability to clearly assess current realities and adapt strategies
- **COMMITTED AND WELL TRAINED VOLUNTEERS** – across the region, emphasis on core training in community philanthropy (**NOT** general leadership 101), volunteers incented to participate

A good sense of humor always helps as well ...

two factors challenging sustainability

- **AFFILIATE MODEL IS INHERENTLY INEFFICIENT** – sometimes what is efficient, isn't most local – it is difficult to find the ideal “region-local” mix.
- **ECONOMY / RESTRICTIVE NATURE OF PERSONAL GIVING** – strong legacy and unrestricted/field of interest gift focus is needed. Need to find incentives.

top two constraints

- **CURRENT STAFF CAPACITY** – focus on one's own structural issues when constantly re-tooling a rapidly growing regional enterprise saps staff strength / restricts community depth / reach
- **MIXED SUCCESS IN ATTRACTING PARTNERS** – need access to regional/national funders who respect what already works and will work forward from that base vs requiring reinvention. Need investments in community philanthropy / community development infrastructure (**NOT** new methods, tools or websites).



one

success requires
long-term
investment

two

*know – and help others to know –
where the firewalls are*

be flexible 😊 but stay
focused

three

Our Community's Foundation



Going Forward - Join Us!

Giving for Good, for Ever