



**COBB COMMUNITY  
FOUNDATION**  
A Strong Foundation Builds a Strong Community  
For Good. Forever.

October/November 2008

# HORIZONS

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## Cobb County — A Complete Community

Robert R. Kiser, CPA  
Partner, Moore Colson

In a recent edition of the *Atlanta Business Chronicle* (5/30 – 6/5/08), a banner headline proclaimed what those of us who live and work here already knew:

Over the course of the last 30 years, Cobb County has become “a complete community!” Major office and retail developments are emergent everywhere, including the \$48 MM Cobb Galleria Centre and its newest star, The Cobb Energy Performing Arts Centre. Add a booming population that has tripled since the 1970's to almost 670,000 in 2008, excellent schools and neighborhoods, and Cobb's ever growing achievements become quite apparent.

Along with the prominence of being a complete community, Cobb County can also boast of having its own Community Foundation, one of more than 715 across the U.S. - another reliable indicator of community success. Community Foundations play an increasingly important role in providing donors with flexible, creative, and cost-effective vehicles for their charitable giving. What's more, they also afford guidance for donors to implement their gifts and grants to non-profits who are meeting community needs with their programs and services.

Cobb County has indeed been blessed with a great location, natural resources, history, a healthy and diverse economy, superior local government and services, and caring citizens. We want to preserve Cobb's unique qualities as well as insure its future by supporting the Cobb Community Foundation. Our Community Foundation made a record number of grants last year, and with your support we can have another record year.

Donors can utilize almost any asset to start a Fund with us – cash, publicly traded securities, stock, real estate, life insurance, tangible personal property, and many forms of planned gifts. Plus anyone can make a donation to our established funds, such as the Partners in Philanthropy Fund, the Cobb Symphony Orchestra Endowment, the Cobb Library Foundation, MUST Ministries Foundation, or the United Arts of Cobb Endowment Fund. Donors include individuals, families, other non-profit organizations, and corporations and businesses.

To find out how we can assist you with your charitable giving, please give us a call at 770.953.6865 or visit our website at [www.cobbfoundation.com](http://www.cobbfoundation.com).



**Leadership • Partnership • Impact**



## **The Council on Foundations 2008 Leadership Summit**

*It's not only idealistic to invest in the common good... It is imperative.*

**Steve Gunderson, President & CEO  
The Council on Foundations**

More than 3,100 representatives of foundations from all over the world gathered in Washington, DC from May 2nd to May 5th to dive

deeply into all aspects of philanthropy and foundation life in the 21st century. Representatives of community foundations totaled 506 and included board and staff members from 10 of Georgia's 17 community foundations. Each of the three days was packed with multiple concurrent programs scheduled from early morning to late at night and featuring the broadest possible range of topics covering operations, grant making, innovative projects, board issues, ethics, new legislation, urban, rural, and strategic philanthropy, investments and leveraging capital for community development.

The themes of Leadership, Partnership, and Impact were woven throughout every session and addressed by all of the principal speakers including the Honorable Wangari Maathai, Nobel Prize winner and founder of the GreenBelt movement in Kenya, Mary Robinson, former president of Ireland, Robert Rubin, former Secretary of the Treasury, and Newt Gingrich, former Speaker of the House. Mr. Gingrich stressed the power and opportunities available to the Third Sector – the non-profit community – that are not available to business or government. Examples include capital for innovation, risk taking, long term thinking, leverage and commitment to do what it takes to make change possible, and patience to fund new enterprises while the business model develops. He urged everyone to think as “Philanthro-preneurs” and to commit to creative innovation at every level of our work.

The combined value of all the gifts and grants provided by foundations is roughly estimated at \$4.1 billion dollars with giving extending to all categories of the Arts, Education, Community Development, the Environment, Health and Wellness, and Human Services. In giving back to our communities, it is clear foundations make the world a better place for all! A complete report and detailed information about the Summit can be accessed through the website: [www.cof.org](http://www.cof.org).



### **Capital Markets Review—Second Quarter 2008**

***By Ernie Montford, President of Montford Associates  
Independent Investment Consultant for The Community Foundation for  
Cobb County and The Community Foundation for Northeast Georgia***



We are in a tough market and have been for the last year. The second quarter of '08 began with a powerful rebound in equities after the big decline of the first quarter, but stocks retreated again in May and by quarter-end, selling was heavy. The continuing problems of the credit markets, housing price deflation, and the price of oil are unsettling to everyone. The best investments since the summer of 2007 have been commodities, bonds, a few conservative Fund of Funds, and long/short hedge managers. While there is no foolproof investment mix, sound diversification is the best means we have to reduce fund markdowns in periods like this one. While the broad market lost 12% in the first half of 2008, we are pleased that The Community Foundation's Fund was down approximately 1/2 of 1%. The diversified strategy is working and we are pleased with the success of the Foundations' investments in this economy.

*Ernie Montford has more than 30 years of experience in the investment business. His firm concentrates exclusively on investment consulting to institutional funds and accepts fees only from their clients. Ernie works closely with the Community Foundations' Investment Committee and all reports are overseen by the Boards of both Foundations.*

## SPOTLIGHT ON NEW DONORS

### *Cobb Community Foundation Welcomes Five New Donors*

What do the Sweetwater Community Action Mission Program (C.A.M.P.), the Leadership Cobb Alumni Association, and three other individuals and families like well-known Cobb Countians, Carla and Brent Brown and their Blessings of Grace Foundation, all have in common?

They comprise the newest group of donors to The Community Foundation for Cobb County (CCF) who have each established a CCF Fund as a vehicle for their charitable giving. These Funds cover a broad range of purposes from a straight Endowment Fund to a Scholarship Fund to a Donor Advised Fund for grant-making to address specific medical needs. Donors like the convenience, tax advantages, and flexibility of their Funds which can be named according to their wishes, or remain “anonymous,” and with grant-making schedules and succession plans for each Fund determined by the donors themselves.

The Community Foundation’s assets are pooled and carefully managed by a board and staff of local Cobb business and community leaders. A team of professional investment advisors monitors investment performance and reports regularly to the Board. All administrative and grant-making functions are handled by CCF with quarterly reports issued to donors and to the IRS, thus helping donors to realize great economies of scale at the same time they’re helping to build a strong Community Foundation for Cobb County. Special thanks to all of our VIP donors, both new and “old!”



*GINNY RAINEY, Leadership Cobb Alumni Association, BOB KISER, CCF Board Chair; CARLA BROWN, Blessings of Grace Foundation; SUE WOOLTON, CCF Executive Director; and DARLENE DUKE, Sweetwater C.A.M.P. Foundation*

## Cobb Community Foundation Funds

### *— Making A Difference Today in our Community*

The Cobb Community Foundation holds a variety of Funds for donors such as Donor Advised Funds for individuals and families; Scholarship Funds, Memorial and Honorary Gifts Funds, and special Funds known as Agency Endowment Funds for other non-profit organizations which are available for outside contributions. These include: The Civic League for Regional Atlanta, Cobb Landmarks & Historical Society, Cobb Library Foundation Fund; CCF Un-restricted Grants Fund, Cobb Symphony Orchestra Endowment Fund; Friends of the East Cobb Park Fund; Leadership Cobb Alumni Association Fund; the Marietta Museum of History Endowment Fund, MUST Ministries Foundation Fund; and the Sweetwater C.A.M.P. Foundation Fund.

In addition, six years ago, CCF created a United Arts of Cobb (UAC) Endowment Fund to serve as an “umbrella” funding vehicle to support the needs of Cobb County’s own arts organizations which struggle continually for operations and program funding. This Fund has been growing slowly through individual contributions and tribute gifts, and now, under the leadership of Ron Francis, the UAC has evolved into a 501 c-3 organization. In November, there will be an exciting opportunity for the UAC to take a giant step forward with a gala event on Saturday, November 8, 2008 at the Cobb Galleria Centre – The Cobb Arts Ball! All proceeds from the Ball will help to build the UAC Endowment Fund at CCF.

With Cobb superstars such as Diane and Johnny Isakson as Honorary Co-chairs, and Lisa and Sam Olens as Host Committee chairs, the evening will feature a Riverboat theme, dinner, dancing, and a silent auction. Everyone who cares about Cobb County Arts will want to be there! For more information regarding sponsorship at \$2,500, \$5,000, \$10,000 or \$25,000, contact Ron Francis at 770.792.8870. For more information about purchasing tables at \$1,500, contact Stephanie Galer at 404.622.6229, or visit the UAC website at: [www.unitedartsofcobb.org](http://www.unitedartsofcobb.org).



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Mission: To strengthen our community by assisting donors with their charitable giving;  
To attract and manage charitable funds;  
To make effective grants;  
To provide leadership to address community needs.



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1985 North Park Place  
Atlanta, GA 30339-2004  
(770) 953-6865  
Fax (770) 951-7587  
cobbfoundation@mindspring.com  
www.cobbfoundation.com

**Community Foundations  
—Philanthropy at work  
in our community**