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

June 2009

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Philanthropy in “The Age of the Unthinkable”

Robert R. Kiser, CPA • Partner, Moore Colson

In his new book about previously “unthinkable” conditions that have now become global realities, author Joshua Cooper Ramo identifies two critical factors which will determine survival or defeat for businesses, organizations, and individuals during these challenging times: **creativity and innovation**. Today it seems that tectonic shifts are happening at every level of society. In the world of non-profit organizations, there is a renewed emphasis on the ability **to build on core strengths while creating new business models and innovative partnerships**.

Here at The Cobb Community Foundation (CCF), we are focused on continuing to implement those exact strategies. Our greatest strength is that we were established and are overseen by a local board and staff of Cobb business and community leaders. This leadership gives our Foundation vast knowledge of all aspects of Cobb County. With this knowledge, in 2008 we increased our number of Funds by more than 33 1/3 %, and distributed grants from all of the CCF Funds totaling almost \$ 1 million dollars.

In 2008 we initiated a new “**Partners in Philanthropy**” program to build awareness and education about CCF in the corporate community and to assist businesses and corporations with their charitable giving. Last fall, we also created a **Professional Advisor Leadership Council** to facilitate partnerships with Cobb’s estate planning attorneys, investment and insurance advisors, and CPAs. This gives CCF a much wider knowledge base in our community. Our advisors learn more about the CCF and offer help in many areas. Last but not least in 2008, we went live with our new interactive CCF website. The new website features an array of planning tools and resources.

It is interesting to note that in 2008, giving totals from all community foundations rose 6.7% to \$4.6 billion dollars, surpassing corporate foundations for the first time ever! CCF is proud to be one of the 13 individual community foundations in Georgia. As federal and state funding is drastically reduced, community foundations and our donors are committed to working For Good. Forever.

Success is not final; failure is not fatal. It is the courage to continue that counts.

—Winston Churchill

Leave a Legacy—A Simple Way to Make a Lasting Difference in the Lives that Follow

By some estimates, more than 55 - 60% of Americans do not have a current will even though this is the only way individuals can provide for their families, avoid costly, unnecessary taxes, and leave a legacy gift to the causes and organizations that are important to them.

Wills and Estate Plans are not just for the wealthy! Anyone who owns anything—a house, car, furniture, clothing, accessories—has an “estate,” and if the owner dies “intestate,” without a will, any of his/her property or finances are settled according to state law regardless of whether these align with the family’s wishes.

“I want to leave my children enough so that they can do anything, but not so much that they do nothing.”

—Warren Buffet

options for planned giving, including charitable gift annuities, charitable lead trusts, and charitable remainder trusts. If you are interested in talking about any of these options, please give us a call at (770) 953-6865.



The Spring tax season is a good time to review and update an existing will, or prepare one for the first time if necessary. An attorney, CPA, or investment advisor can provide all the current information and forms you will need. By leaving a planned gift—or Legacy Gift—in your will to The Cobb Community Foundation, you can insure that the organizations and causes you have cared about in your lifetime will continue to benefit in the future.

In addition to bequests and memorial gifts named in a will, there are many other



Capital Markets Review—First Quarter 2009

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

During the first two months of 2009 stock markets continued to decline sharply. In early March, Citibank’s public optimism about earnings in the first quarter touched off a powerful rally in stocks that continues in April. The Dow Jones Industrial Average has added more than 1500 points since a low of 6500.

While the first quarter of 2009 was down again for stocks, we are seeing signs of a return to conventional market activity. As the credit problems of the financial sector are worked through, investors are focusing more on company earnings and future growth prospects. The sea is still choppy but the swells are not as threatening as last year.

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.



Consultants to Corporations,
Endowments, Foundations,
and Charitable Institutions.

DONOR SPOTLIGHT ON



Kelley Blackwell Wilson, left, and Kaye Blackwell Long, right, serve as key advisors to The Blackwell Family Fund, one of CCF's Donor Advised Funds.

Kaye Long and Kelley Wilson **The Blackwell Family Fund**

In addition to their busy roles as wives, mothers, and community volunteers, Kaye Long and Kelley Wilson have another important role as key advisors to The Blackwell Family Fund, a CCF Donor Advised Fund established by their parents, Billie and Micky Blackwell, in 2005. The purpose of the Fund is to carry out the philanthropic goals of the Blackwell Family, and Kaye and Kelley are charged with making those annual decisions about where their family's grants will be directed. The family decides together on the total amount of the grants to be given, and then Kaye and Kelley choose the specific organizations and the amount of each individual grant. They appreciate the convenience and coordination of using a Donor Advised Fund to issue the grant checks, create all necessary correspondence, and maintain all financial records. The Cobb Community Foundation provides fully-qualified 501c-3,

tax-deductible status for all of its Funds, as well as ongoing management of each Fund, regular financial reports to donors, and all required IRS tax returns. However, perhaps the most meaningful aspect of a family fund like The Blackwell Family Fund is that it will continue to be a legacy for future generations as the grandchildren rotate in as Donor Advisors to the Fund when the youngest grandchild reaches the age of 18. Those future generations will continue to build upon their cherished family tradition of giving back to make a significant difference in their communities.

Steve Imler

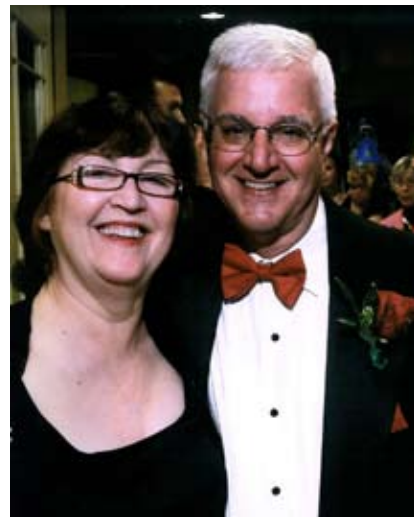
Humane Society of Cobb County Foundation Fund

Congratulations to Steve Imler, a dedicated volunteer for the Humane Society of Cobb County (HSCC), who not only has a "Heart" for animals and their welfare, but also a "Dream" of creating a permanent source of income for HSCC to insure that the organization would always have access to funding to support its mission, programs, and future needs.

Steve decided to explore options for creating an HSCC Foundation Fund by utilizing the services of the Cobb Community Foundation (CCF) instead of setting up and managing a separate foundation. By working with CCF Board members and staff, and attorney and former CCF Board chair, Tom Rogers, a Donor-Designated Fund agreement was established in January, 2009 for the new HSCC Foundation Fund.

This Fund works like an endowment fund and both income and principal are designated solely for the benefit of the HSCC. All gifts are fully tax-deductible to the donor as either a gift or bequest.

Steve announced the HSCC Foundation Fund and a pledge challenge during a festive Valentine's celebration called "Hearts and Dreams" on February 14th at The Strand Theatre. To encourage others to donate, he will match the first \$50,000 from the community dollar for dollar. The HSCC Foundation Fund will help the HSCC save helpless animals and serve the community for years to come.



HSCC Executive Director, Joy Evilsizor, and Donor Steve Imler celebrate the announcement of the new Fund at the Hearts & Dreams Gala on February 14, 2009 at the Earl Smith Strand Theatre.

Philanthropic Facts — Did you know that:

- Even in a worsening economy, community foundations raised their giving in 2008 by an estimated 6.7% to a record \$4.6 billion dollars;
- Community Foundations hold more than half (53%) of the estimated \$31 billion dollars held in donor advised funds;
- After adjusting for inflation, community foundations increased their share of overall foundation giving to 10%;
- Community Foundations reported faster cumulative growth in giving than any other type of foundation since 1990.

Source: The Foundation Center



Bank of North Georgia



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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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**Community Foundations
—Philanthropy at work
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