

# 2020

## IMPACT REPORT

**SUPPORTING OUR COMMUNITY IN NEED**



COBB COMMUNITY  
FOUNDATION  
YOUR LEGACY STARTS NOW

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## OUR MISSION

Inspiring charitable giving, building resources for the future and connecting donors who care with causes that matter.

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## OUR VISION

A community fully engaged in meeting needs now and into the future.

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## OUR VALUES

Cobb Community Foundation is committed to achieving our mission and vision by upholding and promoting the following guiding principles:

- **STEWARD WITH INTEGRITY** – We are entrusted with financial resources and charitable wishes of our donors and fundholders, and hold ourselves accountable to be ethical, honest, and transparent in our actions.
  - **COMMIT TO EXCELLENCE** – We strive to provide the highest quality and value in everything we do.
  - **LEAD WITH COMPASSION** – We take action because we care deeply for our community and those we serve.
  - **GIVE WITH PURPOSE** – We leverage data to enhance our understanding of the needs of our community and mobilize resources to meet those needs.
  - **EMBRACE DIVERSITY** – We embrace diversity, stand for equity, and encourage inclusion through our practices and daily interactions within our organization, community, and partnerships.
  - **FOSTER COLLABORATION** – We work collaboratively with community stakeholders, empower others to build lasting partnerships, and embrace our shared responsibility to work toward productive solutions to strengthen our community.
  - **ADAPT TO CHANGE** – We are committed to evolve and grow to serve the changing needs of our community.
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# LETTER OF GRATITUDE



Dear Friends,

Like so many, we began 2020 with a very clear plan for the upcoming year.

- In January, we received the final version of the report we had commissioned in 2019 in partnership with the United Way of Greater Atlanta and the Cobb Collaborative: the Cobb Human Services Needs Assessment. Presentations of the results to key stakeholders throughout the county were already in process.
- Our Grants Committee was already developing a new nonprofit grant program that would focus resources on the areas the assessment identified as being most at-risk. The strategy was to expand the capacity of organizations that were operating in these “Red Zones” and collaborating to provide multi-generational wrap-around services to help families break out of the poverty cycle.
- Our Corporate Community Champion program was building the momentum and support needed to fund these grants, giving full recognition to the companies providing the funding – a new concept for community foundations.
- After moving into our new offices with the Cobb Chamber, plans were set to hire an Operations Manager. This would provide the relief needed to transition staff into new roles to be able serve our fundholders even more proactively as well as to deepen our relationships with area nonprofits.

Then all of our worlds were turned upside down.

While 2020 is hardly a year to be celebrated, for those of us at Cobb Community Foundation, we saw generosity and engagement that paled in comparison to previous years. We saw collaboration and innovation like never before. Frankly, we saw our vision statement coming to life: a community fully engaged in meeting needs now and into the future.

We believe that charitable giving done well can create a lasting impact. That requires a deep understanding of the community’s needs and how they are and are not being met. So many of you, our Corporate Community Champions, fundholders and the numerous donors to the Cobb COVID-19 Community Response Fund, Operation Meal Plan and the Cobb Community Foundation Support Fund, joined us in this belief, and we are deeply grateful.

This report shares the stories of the impact made in 2020 through your charitable giving. Thank you for allowing us to help you do it well.

Most sincerely,



**Todd McMullen**  
Board Chair



**Shari Martin**  
President & CEO

# COBB HUMAN SERVICES NEEDS ASSESSMENT

Thanks to a number of generous donors, in mid-2019, in partnership with the Cobb Collaborative and the United Way of Greater Atlanta, Cobb Community Foundation engaged the Georgia Center for Nonprofits to provide some key data that could serve to guide CCF in its future grantmaking. CCF charged GCN with three primary objectives.

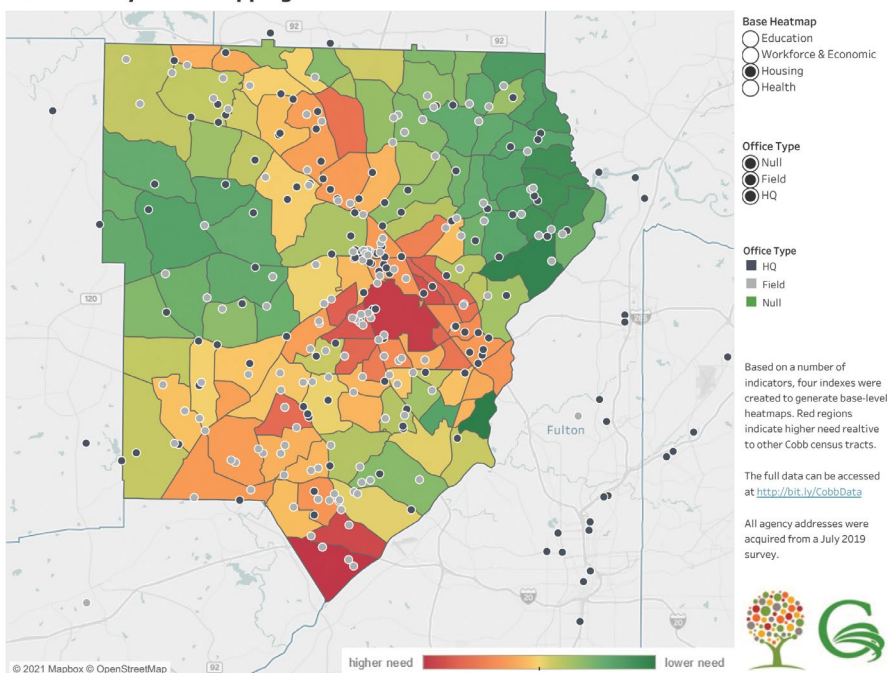
- **Assess the County's need for services**
  - Review and analyze data to determine the most pressing issues facing the community
  - Analyze gaps and opportunities for innovation, collaboration or other strategies to partner
- **Identify nonprofits providing some form of human services in Cobb County**
  - Address the perception of duplication of services
  - Assess the ability of organizations to scale
- **Develop recommendations for funding, collaboration and capacity-building to create lasting impact where it is most needed**

## FUNDING PARTNERS

- E. Smith Heating and Air
- Georgia Power
- Kiwanis Club of Marietta – Business and Public Affairs Committee
- S.A. White Oil Company
- Steve Imler
- United Way of Greater Atlanta
- Wellstar Health System

The study, finalized in early 2020, includes heat maps that illustrate the significant disparities throughout our county in educational attainment, workforce & economics, housing and health. The maps, available on CCF's website, also incorporate an overlay of nonprofits, highlighting that certain areas have a high density of nonprofit organizations in the vicinity while other areas do not.

**Cobb County Asset Mapping**



The study suggests that many “hyper-local” nonprofit organizations have emerged primarily for three reasons.

- Lack of transportation & challenges presented by distance
- Needs remaining unmet
- Perceived lack of cultural & ethnic understanding

Following GCN's recommendations, CCF's planned response was to provide support to selected nonprofits that collaborate to provide wrap-around, multi-generational services in those areas of Cobb identified as “Red Zones.”

## COLLABORATION & ACTION

Although the roll-out of the results of the 2019 Cobb Human Services Needs Assessment were well underway, when the reality of COVID-19 became clear, like everyone, CCF had to quickly pivot. The assessment provided valuable data, but real-time information from those with “boots on the ground” would also be key to providing support where it was needed most.

### 7:55 AM - 8:55 AM Cobb Crisis Response Call

In mid-March 2020, CCF initiated and led what began as a daily conference call with senior representatives from both of Cobb's school systems, Cobb-Douglas Public Health, Cobb Senior Services, WorkSource Cobb, the Cobb Collaborative, United Way of Greater Atlanta, Noonday Association of Churches and the Center for Family Resources. The calls, which have continued into 2021, ensure a venue for these leaders to voice the most immediate needs facing their respective constituencies and, more importantly, to identify how this cross-section of organizations representing various sectors, issues and services could join forces to meet those needs as the pandemic has raged on.

The content of these meetings, combined with the findings, insights and recommendations from the assessment, helped not only to guide CCF's 2020 grantmaking but also served to inspire new partnerships and initiatives at a time when our community needed them most.

**“Our highest priority is to keep our fingers on the pulse of what’s needed where and who is serving where. We can’t send the resources to the right places unless we know where they are needed most.”**

— Shari Martin, CEO,  
Cobb Community Foundation



## PARTICIPATING ORGANIZATIONS



United Way of  
Greater Atlanta



**>1,500 nonprofit organizations  
and churches surveyed**



**>50 data sources  
reviewed**



# COBB COMMUNITY CONNECTION



in industries in which social distancing, travel restrictions or other government actions had an immediate impact on employment levels. With the large number of Cobb Countians working in the restaurant, hospitality, retail and service industries, Cobb was hit particularly hard by the COVID-19 recession with the county's unemployment rate reaching 11.4%. People needed help, and they needed to know where to find it.

In 2019, CCF launched Cobb Community Connection, a searchable, mappable online directory of local nonprofit programs. During the COVID-19 pandemic, the CONNECTION became a vital resource for those seeking support assistance with the number of visitors to the CONNECTION website increasing nearly 300% in 2020 vs. 2019, with approx. 35,000 pageviews.

When the pandemic hit, Metro Atlanta was estimated to have 735,000 “vulnerable workers,” meaning those who worked



**75,000 CONNECTION** informational cards in Spanish and English were **distributed** throughout Cobb through our nonprofit partners, local school systems, and county government.

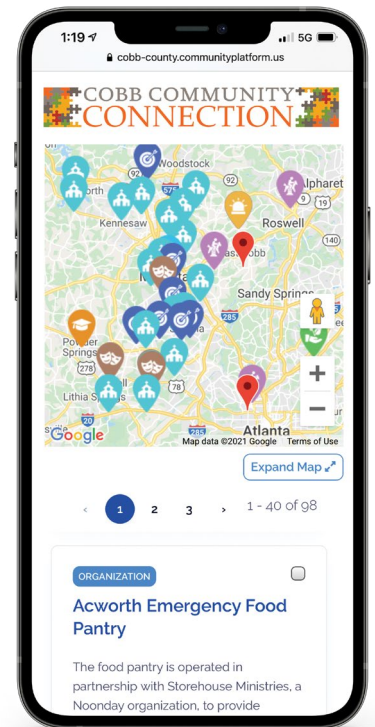
**Cobb nonprofits reported at the beginning of the pandemic that the demand for food had nearly tripled.**

To help individuals and families locate viable food sources, CCF worked with nonprofit food providers, the schools systems, the churches, the health department and county government to identify all locations at which food was available.

The use of the CONNECTION by nonprofit organizations more than tripled. When the COVID-19 health crisis was at its early stages in mid-March 2020, there were 294 total nonprofit programs, 14 of which provided food. By the beginning of 2021, nearly 500 nonprofit programs were listed, 90 of which provide food to our community in need.

Using the CONNECTION's search functionality, anyone could seek and find the services they needed that were closest to their homes. Likewise, it was easy to identify areas where services were not as available, prompting CCF to reach out to various organizations to help fill the gaps.

The CONNECTION also became a vital resource for nonprofits, particularly those who had heavily relied upon volunteers to provide core services and perform day-to-day functions. With the pandemic, particularly with so many volunteers being retirees, they needed a mechanism to recruit others to help fill the gaps.



## CONNECTING TO CAUSES THAT MATTER

Revved Up Kids is a nonprofit organization focused on protecting children from sexual abuse and exploitation by providing exceptional training programs for children, teens, parents and youth-serving organizations in Metro Atlanta and North Georgia.

As a nonprofit organization, Revved Up Kids' operations rely on support from donors and volunteers, and the CONNECTION provided the perfect space for them to post their volunteer opportunities and find qualified participants.



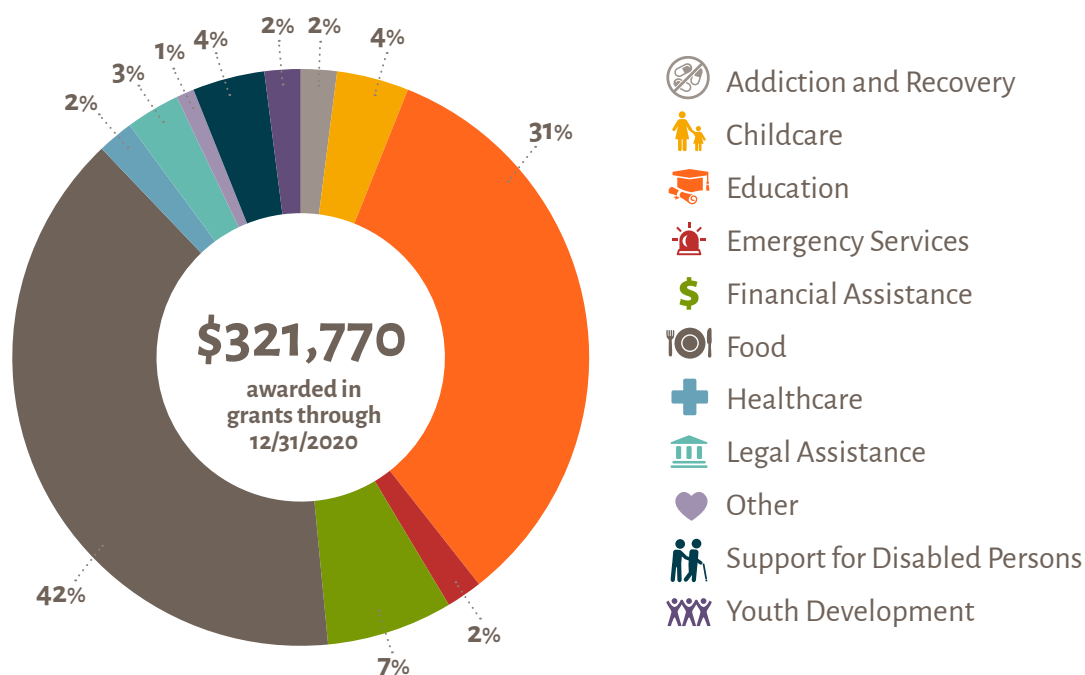
**"We posted a volunteer opportunity in December and we were able to identify TWO qualified volunteers to help with our project. We are starting the project this week!"**

**— Alli Neal, Co-Founder**



# COBB COVID-19 COMMUNITY RESPONSE FUND

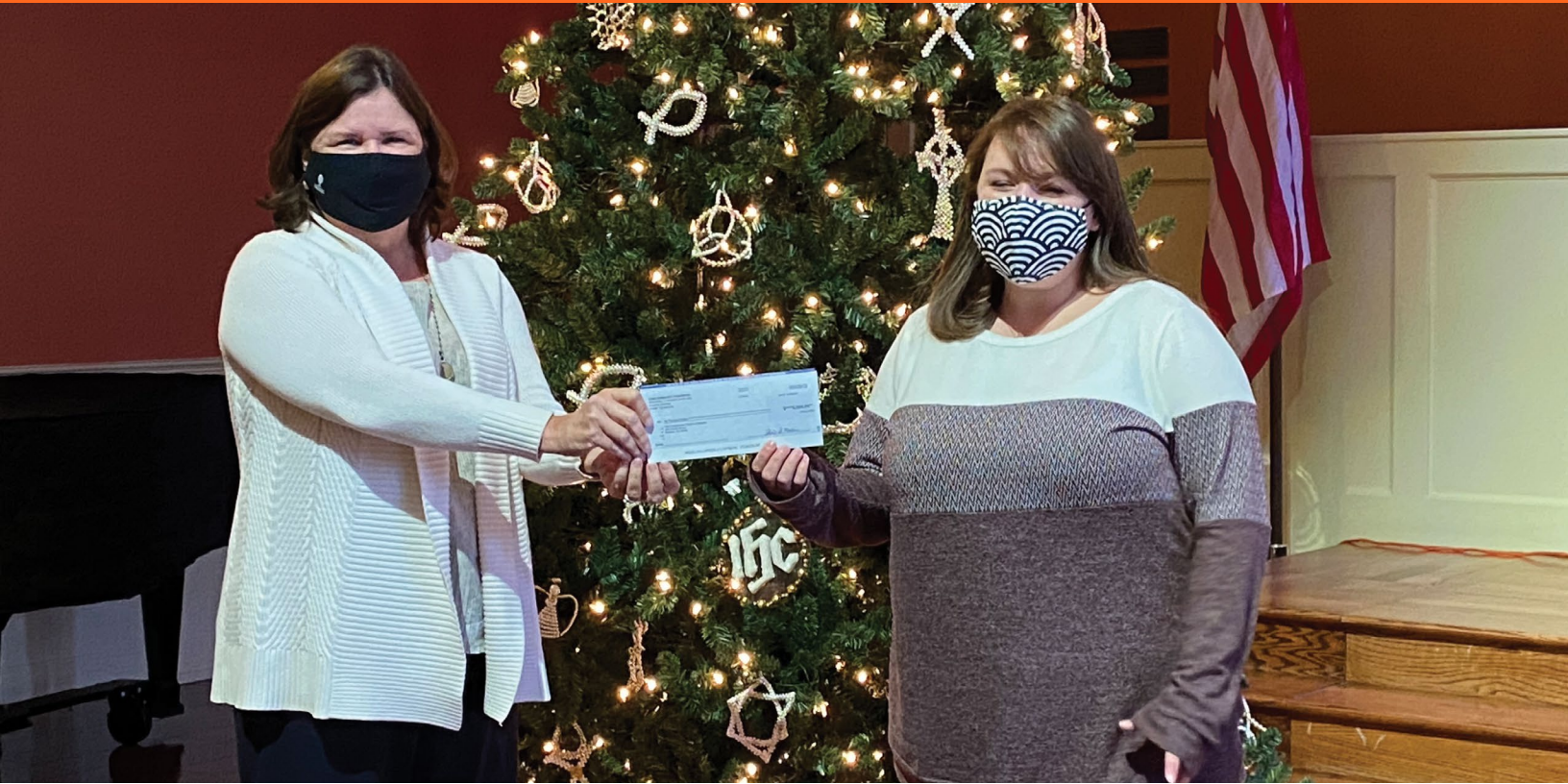
Established in March 2020, the fund was seeded by CCF's 2020 Corporate Community Champions and by the end of the year had received more than \$400k in total contributions. CCF, in collaboration with the United Way of Greater Atlanta–NW Region and the Cobb Collaborative, based grant decisions on local and regional data around needs and resources as well as information gathered directly from those serving on the front line. The fund has awarded nearly \$322k in grants primarily focused on food and other critical needs to 40+ organizations serving Cobb County.



## 2020 COBB COVID-19 COMMUNITY RESPONSE FUND GRANT RECIPIENTS

Acworth United Methodist Church	Food Security for America (FSA)	Noonday Baptist Association Storehouse Ministries
Atlanta GLOW (Growing Leadership of Women)	Good Samaritan Health Center of Cobb	NW Metro Atlanta Habitat for Humanity
BackPack Blessings	H O P E Family Resource Center	Reflections of Trinity
Blue Thanksgiving	KidzzLeaders	Right in the Community
Chosen Abilities Resource Center	Legal Aid of Cobb County (Atlanta Legal Aid Society)	SAFE Place
Cobb Collaborative	Lekotek of Georgia	Ser Familia
Cobb Community Foundation	Life Foundation	Society of St. Vincent De Paul Georgia
Cobb County Public Schools Educational Foundation	Life Learning Community Center	Sweetwater Mission
Cobb Vineyard Church	liveSAFE Resources	The Center for Family Resources
Connecting Generations-STFCC	Marietta City Schools	The Tommy Nobis Foundation
Davis Direction Foundation	Metro Atlanta YMCA	Vision Rehabilitation Services of Georgia
Family Life Restoration Center	MUST Ministries	Youth Empowerment through Learning, Leading, and Serving (YELLS)
First Christian Church	Nana Grants	
First Presbyterian Church of Marietta	New Beginnings Food Outreach	





## MAJOR DONORS

Atlanta Braves Foundation  
Greater Atlanta COVID-19 Response  
& Recovery Fund

The Hilda and Wilbur Glenn Family Foundation  
The Jesse Parker Williams Foundation, Inc.  
Lockheed Martin

United Way of Greater Atlanta-NW Region  
The Zeist Foundation

## 2020 CORPORATE COMMUNITY CHAMPIONS

### DIAMOND



### PLATINUM



### GOLD



### BRONZE



### PARTNER





# COBB COVID-19 COMMUNITY RESPONSE FUND: GRANT RECIPIENT STORIES



“Thank You  
Cobb Community  
Foundation.”

– First Presbyterian  
Church Marietta



FIRST  
PRESBYTERIAN  
MARIETTA

THANK YOU COBB COMMUNITY FOUNDATION ~ The drive-thru Food Bank has attracted a lot of good attention since it began at FPC Marietta in June. The greatest challenge was having sufficient refrigerated space to store perishables like milk, cheese, and the occasional meat products which were included in the family food boxes each week. We relied upon our partners at First Baptist Church Marietta to transport massive amounts of those perishables to our other partner, Marietta City Schools' Hickory Hills Elementary School where we “borrowed” refrigerated space until the return of school.

In the meantime, we have had a grant from Marietta Rotary to provide refrigerated storage in the form of a rented refrigerated truck for a few months, and now, with our newest partner, Cobb Community Foundation, we hope to be able to continue serving the community until June 2021. **The \$6,000 grant** will be used to provide the refrigerated storage as needed.

SWEETWATER  
MISSION

*Stabilizing Families. Transforming Lives*

Like many organizations, Sweetwater Mission transformed its service model in 2020, first transitioning its client-choice food pantry to an express drive through service line. To accommodate the numerous clients who were no longer able to travel to the Austell-based nonprofit, Sweetwater also implemented two new programs: “Meals on a Mission” which delivers food boxes to low-income communities in South Cobb and “Community Cares” through which they supply other organizations and churches with food for their respective clients and congregants.

Sweetwater’s traditional service model did not require a refrigerated vehicle, but the delivery programs did. After months of renting, the organization purchased a refrigerated box truck with a **grant of \$10,000** from the Cobb COVID-19 Community Response Fund and additional **grants of \$36,000** from other charitable funds at Cobb Community Foundation.



Cobb COVID-19 Community Response Fund awarded a  
**\$45,000 grant** to Cobb Schools Foundation



During one of the then daily “Cobb Crisis Team” calls, Ana Murphy, Supervisor of Social Work for Cobb County Schools, mentioned that social workers who were working with families at the end of the school year would not be able to continue their efforts through the summer months. Although this was not unique to 2020, for these families to lose their connection to their school social worker during the summer of COVID could have a potentially devastating impact.

CCF reached out to the Jesse Parker Williams and Zeist Foundations to help. With funding secured, the Cobb COVID-19 Community Response Fund awarded a **\$45,000 grant** to Cobb Schools Foundation to extend social work through the summer months of 2020. As a result, nearly 200 students received

continued case management, including 40 who also received needed technology and 45 students’ families who received economic aid and housing assistance, as well.

Social workers hosted online speaking parent groups, chats for rising 6th grade girls, even a virtual book club. One particular book club highlight was reading “Ghost Boys” with the author, Jewell Parker Rhodes. One parent wrote to Murphy, “...both sessions were a mental health savior for my daughter.”





# COBB COMMUNITY FOOD FLEET



## COBB COMMUNITY FOOD FLEET

Established in May 2020, this collaborative initiative involving several corporate partners and numerous Cobb County nonprofits helped to ensure that lack of refrigeration and storage space would not hinder food distribution efforts to those in need.

The USDA announced its Farmers to Families program in mid-April as a way to bring to the people who needed it the fresh produce, dairy and meat products that were being tilled under, poured down the drain and thrown away. The volume to be delivered, initially upwards of 4,500 boxes per week, required refrigeration and storage, creating a challenge for many of the organizations distributing food throughout the county.

With help, CCF was able to bring together organizations like the Atlanta Braves and Cobb Galleria Centre to make refrigerated

storage and loading docks available, Gordon Foods and Ryder Trucks for freezer and more refrigerated storage, and S.A. White and Mobilized Fuels to fuel the trucks. Noonday Association of Churches agreed to manage the operation, and in 2020, more than 1.9 million pounds of food (the equivalent of 1.6 million meals) were distributed by ten nonprofits collaborating to ensure that this USDA-provided food would be available weekly at 48 locations throughout the county.



More than **1.9 million** pounds of food (the equivalent of **1.6 million** meals) were distributed by **ten** nonprofits, available weekly at **48** locations.







## COMMUNITY ADVOCATE FOR COBB'S NEED FOR FOOD

While the Farmers to Families program provided over 82,500 food boxes in 2020, that was still less than one-quarter of the total food distributed throughout the county by Cobb's nonprofits. By the end of March, those organizations distributing food had already seen their requests triple. The local food banks were unable to meet the demand and local grocery stores who would often provide donations were struggling with supply chain disruptions. Nonprofits were having to purchase more food than ever before, and they were using their own dwindling reserves to do it.

Since April, Cobb Community Foundation has worked closely with Cobb's Board of Commissioners, serving as an advocate for allocations of CARES Act funding for food, making the case and providing the data behind the need.

In 2020, the Board of Commissioners allocated a total \$1.9 million of the county's CARES Act funding for the purchase of food, including \$350,000 awarded in December to purchase the food boxes that the USDA announced on November 30th were no longer available. Cobb Community Foundation wishes to thank the 2020 Cobb Board of Commissioners for their support.

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# OPERATION MEAL PLAN

“Our goal was to find a way to keep our restaurants afloat while providing a valuable resource to our nonprofits who are serving people in need.”

— Sharon Mason, President and CEO, Cobb Chamber



On November 19, 2020, CCF awarded **\$27,000 in grants**, wrapping up the final phase of Operation Meal Plan. The initiative was created by the Cobb Chamber, in partnership with CCF, the Center for Family Resources, and our local nonprofits to provide food to those in need, help our restaurants keep their workers employed, and provide a vehicle for citizens to help.

In its first couple of months, Operation Meal Plan received \$89,000 in community contributions, funding 13,850 meals delivered by 22 different restaurants and caterers to 25 different nonprofit programs around Cobb, all of which serve meals as part of their mission.



## OPERATION MEAL PLAN RESTAURANT PARTICIPANTS

Bojangles	Jason's Deli	Piastra	The Georgian Club	Yakitori Jinbei
Café Social House	Kouzina Christos	Rafferty's Restaurant & Bar	Tropical Smoothie Cafe	Your Pie
Carraba's Italian Grill	Otter's Chicken	Soul Food Train	Willie Jewell's Old School BBQ	Zaxby's
Elizabeth's Edibles	Parsley's Catering	Subway		

## OPERATION MEAL PLAN NONPROFIT RECIPIENTS

Center for Children and Young Adults (CCYA)	Cobb Senior Services	liveSAFE Resources	MUST Walton Renaissance	The Zone
Cobb Community Services Board	Cobb Street Ministries	Mission 127 - Legacy Village	Powder Springs UMC	Tommy Nobis Center
Cobb CSB Mother's Making Change	Devereux	Mission 127 - Walton Renaissance	South Cobb PTA - Austell	Widow Strong
Cobb CSB Recovery in Motion	First Christian Church of Mableton	MUST Elizabeth Inn	South Cobb PTA - Mableton	YMCA East Cobb
	Harmony House	MUST Smyrna Towers	The Extension	YMCA West Cobb
			The Table on Delk	



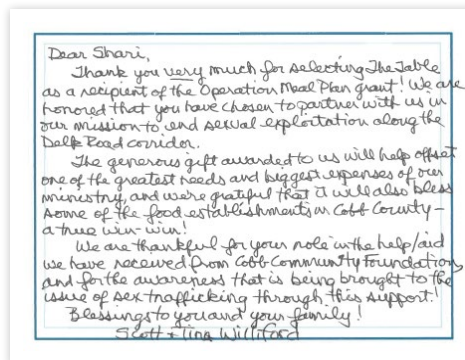


At the end of May 2020, Operation Meal Plan went on hiatus when Cobb's Board of Commissioners allocated \$1 million from its CARES Act dollars for the Cobb County Food Grant, providing an alternative source for funding of these meals for nonprofits. Remaining dollars, including a half of a \$50,000 total contribution to CCF from Lockheed Martin, would be held for distribution to various nonprofits in the fall.

The grants, payable to six different organizations in increments of **\$3,000 to \$6,000**, will be used to purchase prepared meals from Cobb restaurants or catering businesses, again, supporting the local economy as well as providing meals for those who need them.

## OPERATION MEAL PLAN GRANT RECIPIENTS

- Center for Children and Young Adults – \$6,000
- liveSAFE Resources – \$4,500
- The Table on Delk – \$3,500
- Devereux Advanced Behavioral Health – \$3,500
- The Zone – \$6,500
- The Extension – \$3,000



"The generous  
gift will help  
offset one of our  
greatest needs..."

– The Table on Delk



**\$89,000** in contributions & **13,850** meals funded

# 2020 NEW FUNDS

## DONOR ADVISED FUNDS

**Operate similarly to a personal, family or corporate foundation, with grant recommendations made by the donor. Donors often establish donor advised funds as a way to teach younger generations about giving or to engage employees in the community.**

**Willful Impact Fund's** mission is to energize the community service ecosystem to deliver more impactful community services, further the arts, and make the world a better place.

**Pinkerton & Laws Charitable Fund** exists to improve the quality of life in Cobb County and surrounding areas by giving to nonprofits addressing the issues of homelessness and poverty.

**Strategic Health Partners Charitable Fund** endeavors to improve the lives of those they serve - their patients, employees, partner organizations and the community at large through charitable giving with a focus on education and ensuring basic needs are met.

**Seminole Fund** exists to improve the quality of life in Cobb County and surrounding areas by giving to the arts (especially theatre and choral groups) and nonprofits addressing the issues of homelessness, children's causes, women's empowerment, hospice and special needs of the community. The creator of this fund hopes to leave the world a bit better than they found it.

**Al and Christina Martin Family Fund** was created to support the charitable interests of Al and Chris Martin and their family and to provide a vehicle through which Al and Chris can share with their grandchildren the importance of giving back.

**Garner Family Fund** was created to help support Cobb Community Foundation's mission while offering their teenage sons a way to learn firsthand the needs of our community and the amazing nonprofits stepping up to meet those needs. The Garner family gives preference to those nonprofits improving the lives of children in the foster care system or those who assist victims of human trafficking.

## EMPLOYEE ASSISTANCE FUNDS

**Are a tax-deductible, charitable solution typically established by employers to provide emergency assistance to employees experiencing specific types of hardship.**

**LFI Employee Assistance Fund** was created by Liberty Furniture Industries (LFI) to provide a confidential, third-party vehicle through which LFI and other contributors to the fund can provide financial relief to eligible employees, their eligible dependents, and former employees of LFI who are experiencing economic hardship due to a qualifying incident.

## FIELD OF INTEREST FUNDS

**Support specifically-defined charitable interests or geographic areas.**

**Cobb COVID-19 Community Response Fund** provides flexible resources to organizations meeting critical needs in Cobb resulting from the COVID-19 pandemic. The fund will expand local capacity by supporting nonprofits helping individuals and families experiencing hardship because of the outbreak, related closures and disruptions.

**Cobb Community Food Fleet Fund** supports efforts to procure, store and distribute food to those in need in Cobb County and the immediately surrounding efforts.

## SCHOLARSHIP FUNDS

**Support deserving students. Donors can determine selection criteria and can serve in an advisory role, recommend an advisory committee or allow Cobb Community Foundation to select students based on the established criteria.**

**Larry Nelson High School Invitational Scholarship Fund** was created to honor Larry Nelson by awarding a \$2,500 scholarship annually to a college-bound golfer who exemplifies the principles of Larry Nelson's life and golf career: leadership, respect for and service to others, work ethic, community service and integrity.

## UNRESTRICTED FUNDS

**Give donors the certainty that their gifts will support the most pressing community needs and the most effective solutions, however they may change over time.**

**Cobb Unrestricted Community Fund** provides donors a way to support our community with both current and future gifts, including those made through their wills, beneficiary designations, or other testamentary vehicles, that can be used as appropriate to address needs in Cobb and the immediately surrounding areas.

## AGENCY FUNDS

**Are established by charities to avail themselves of the security, resources and services of a community foundation, and to provide an additional avenue for the receipt of contributions. The use of an agency fund frequently allows the charity to focus more time and energy on its mission.**

**Humane Society of Cobb County - General Fund** will support the mission of HSCC: promoting humane welfare and responsible animal guardianship through educational programs for all ages through literature or hands-on learning along with community outreach, shelter and spay-neuter programs.

**Humane Society of Cobb County - Legacy Endowment** supports the long term sustainability of the HSCC in order to provide the ability to continue their work of humane welfare and responsible animal guardianship.

**Friends of Marietta History Fund** supports the Marietta Museum of History by preserving artifacts from Marietta and Cobb County, educating visitors, promoting curiosity for people of all ages and partnering with the community to make a great place to live, work and play.

**Reflections of Trinity Growth Fund** supports the mission of Reflections of Trinity: to meet the basic needs of those in crisis and facilitate structured opportunities for people to engage in meaningful community service. They meet the community needs through their eBay store, food pantry and community outreach programs.

**Luke Project / LukeCamp Fund** supports opportunities for underserved children ages 7-14 by providing summer and school holiday field trips to locations in Atlanta and the surrounding areas for children in Southwest Cobb and West Atlanta. Participants are eligible to earn a spot at the week-long reward trip at LukeCamp in Big Canoe.





CCF was  
the first  
community  
foundation  
in Georgia to  
offer EAFs.

## EMPLOYEE ASSISTANCE FUND STORY: LIBERTY FURNITURE INDUSTRIES

In May 2020, fundholder Liberty Furniture Industries was extremely concerned about the financial impact COVID-19 was having on some of its employees. Liberty had created a donor advised fund a couple years prior, but grants could only be awarded to charitable organizations, not to or for specific individuals. The answer was an Employee Assistance Fund (EAF).



An EAF allows businesses, and other contributors, the opportunity to set aside tax-deductible contributions for employees experiencing significant hardship as a result of unavoidable catastrophic or extreme circumstances, such as the COVID-19 pandemic. Liberty's employees who find themselves in such a position confidentially reach out to CCF's partner, the Center for Family Resources who accepts, evaluates and processes all requests for assistance.

"With so many of our current and former employees experiencing hardship because of the pandemic, it's great to be able to shift some of the dollars in our donor advised fund to an EAF so they can get the help they need," said Jason Brian, President and CEO of Liberty.



**\$12.1M**  
awarded in grants  
since **2005**



**\$1.575M** awarded in  
grants in **2020** to **175**  
charitable organizations



**86%** of grantees and  
**59%** of dollars awarded to  
Cobb County nonprofits

## FUNDHOLDER STORIES



### SALLY RHODEN

Like many of us, CCF fundholder Sally Rhoden had some extra time to reflect during the holidays this year, and what became clear was that while her grandchildren may not need more gifts, our community certainly does. Sally asked us to pair her grandchildren's favorite activities and interests with local nonprofits serving children who are unable to participate in these activities due to financial hardship. It's a two-fold gift, helping to teach her grandchildren the importance of giving back, while giving much-needed funding to community nonprofits.

An added bonus? The organizations receiving these grants sent their thank you's to Sally's grandchildren, reinforcing for them the impact charitable gifts have on the lives of others.

Instilling the joy of giving in the next generations fits so well with the mission statement of Cobb Community Foundation – Inspiring charitable giving, building resources for the future and connecting donors who care with causes that matter.



**"We are so grateful for Sally's support which enables local kids to play sports during a time when they need it most."**

– Allison Giddens,  
founder, the Dave Krache  
Foundation.

### HELMS FAMILY FUND

Several years ago, the Helms' created a donor-advised fund and had a goal of contributing 10% of their income each year to that fund. While they have met that goal and have been happy with the fund's growth, they wanted their giving to be more personal and impactful. "We wanted to do something meaningful, not just a few hundred dollars here and there. But we needed some help figuring out exactly what that is," Walt explained. Walt reached out to CCF and soon after granted their entire donor-advised fund to CCF, creating a new and improved Helms Family Fund.



Walt was on our first 45 on Friday call in April and heard us say, "If you have a donor-advised fund, now is the time to use it!" He and Christy then put together a list of the issues being exacerbated by COVID that were of the greatest concern to them: hunger, shelter and mental health, all with a particular focus on children and families. We provided suggestions as to organizations, amounts and even timing, and Walt, Christy and their two teenage sons decided as a family to grant out a large percentage of their fund.

Helping others is part of this couple's DNA, and they are intent on it being a part of their children's DNA, as well.



## 2020 VISIONARY PHILANTHROPIST



### 2020 VISIONARY PHILANTHROPIST: HOWARD KOEPKA

Since late March, Howard Koepka has been the “go-to” person in Cobb and beyond for any nonprofit providing food to its community. Howard lives the values of his organization, Noonday: he cares, he coaches, he connects and he collaborates, all the while helping others do the same in a time and environment when it’s never been needed more. He encourages everyone around him, cheers them on and shares throughout social media not what he is doing, but what the collective “we” are doing, making the general community more aware of not only the needs, but also bringing attention to the organizations who are serving those needs. See his work first hand on Facebook by searching for #cobbcommunityfoodfleet.

Characteristically, when Howard was presented with the 2020 James L. Rhoden, Jr. Award for Visionary Philanthropy, he said “I will accept this, but I’m going to accept it on behalf of hundreds of people who have worked tirelessly this entire year to make it happen.”

**The Visionary Philanthropist Award was created by the CCF Board in 2003, to honor founder, Jim L. Rhoden, Jr. This prestigious award recognizes and honors Cobb business and community leaders who make significant contributions to our community through their gifts of time, talent and treasure.**

### AWARD RECIPIENTS

2019 - Bob Kiser  
2018 - David and Brittney Bottoms  
2017 - Governor Roy Barnes  
2016 - Valerie Voyles  
2015 - Ron Francis  
2013 - Doug Hertz  
2012 - Bob Prillaman  
2011 - Doug Chaffins  
2010 - Fred Bentley, Sr.  
2009 - Sam Olens  
2008 - Jerry Nix  
2007 - Earl Smith  
2006 - Larry Freeman  
2005 - Bob Moultrie  
2004 - Bob Elsberry  
2003 - James L. Rhoden, Jr.

## WHO IS COBB COMMUNITY FOUNDATION

Cobb Community Foundation (CCF) heightens the impact of charitable giving in and for the Cobb community. As a grant-making public charity, CCF is a vehicle for individuals, families, businesses and organizations to create their own charitable funds as well as for donors to contribute to both special purpose and unrestricted funds managed by CCF for the benefit of Cobb and the immediately surrounding areas.

## OUR HISTORY

CCF was established in 1993 as a local fund of the Community Foundation of Greater Atlanta. In 2005, our own 501(c)(3) designation became effective. Since then, we have awarded over \$12.1 million in grants.

## OUR TEAM

**Shari B. Martin** – President and Chief Executive Officer

**Brandon Brown** – Operations Manager

**Catherine Gankofskie** – Nonprofit Liaison / Grant and Scholarship Manager

**Barbara Garner** – Donor Services Manager

**Cobb  
Community  
Foundation  
awarded  
\$1.575M in  
grants in 2020**



## 2020 BOARD OF DIRECTORS

### CHAIR

**Todd McMullen**  
Moore Colson

### FIRST VICE CHAIR

**Kim Gresh**  
S.A. White Oil Company

### SECOND VICE CHAIR

**J. Larry Stevens**  
PricewaterhouseCoopers (Retired)

### SECRETARY

**Ken Harmon**  
Kennesaw State University

### TREASURER

**Charlie Barnwell**  
Synovus

### IMMEDIATE PAST CHAIR

**Bruce Clayton**  
Genuine Parts Company (Retired)

### FOUNDING CHAIR

**James L. Rhoden, Jr.**  
Futren Hospitality

### Callie Andrews

Wellstar

### Neera Bahl

Neera Bahl Legal Consulting

### Janet Baidon

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Marietta Daily Journal

### Bill Dallas

HealthCare Staffing (Retired)

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Pinnacle Financial Partners

### Joyette Holmes

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Genuine Parts Company (Retired)

### Stephen W. Imler

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Marietta City Government

### Al Martin

Georgia Power

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Cobb County Manager

### Pete Quinones

Metro Atlanta Ambulance

### Trey Sanders

Brasfield & Gorrie

### Tom Sawyer

TipTop Poultry

### Randy Shrum

Marshall Jones

### Eddie Wade

Croy Engineering