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Cobb Community Foundation Celebrates 30 Years of Impact and Unveils “Activate Good” Plan

Atlanta, GA – May 9th, 2024 – The Cobb Community Foundation (CCF) marked a significant milestone in its history with a vibrant celebration at The Foxglove in Marietta. The event, attended by over 200 fundholders, donors, community partners, and friends, was not just a commemoration of past achievements but also a launchpad for the future. WSB’s Condace Pressley graced the occasion as the emcee, while CCF President & CEO Shari Martin spearheaded the brief yet impactful program.

For three decades, CCF has been at the forefront of philanthropy in Cobb County, evolving from a small local charitable fund to an independent community foundation in 2005. “Our roles as a benefactor, a charitable bank, and a master connector have positively impacted Cobb and the surrounding areas. With our growth, our purpose has evolved,” said Martin.

The foundation’s new 10-year strategic plan, “Activate Good,” aims to harness the power of collective giving and amplify the impact of charitable efforts. “We’re more than a charitable bank; we’re a catalyst for change,” Martin emphasized.

The “Activate Good” plan focuses on four key areas:

1. **Collective Giving:** Repositioning CCF as a community problem solver, building long-term community funds, and expanding the Corporate Community Champion program.

2. **Community Problem Solving:** Collaborating with Kennesaw State University and others to launch the Cobb Vital Signs initiative, a central repository of meaningful data to inform community efforts.
3. **Expanded Nonprofit Capacity:** Through the Certified Nonprofit Professional (CNP) Grant program, in partnership with United Way's North Metro Region, CCF is boosting the capabilities of local nonprofits.
4. **Enhanced Organizational Effectiveness:** By establishing an operations reserve fund, CCF aims to dedicate more time to problem-solving and grantmaking activities.

“Our updated mission statement reflects our commitment to mobilizing people, ideas, and resources to improve the quality of life in and around Cobb,” Martin stated. “We invite everyone to join us in Activating Good.”

To learn more about the Cobb Community Foundation and how to get involved, please visit cobbfoundation.org.

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About Cobb Community Foundation

We are a 501(c)(3) organization that uses the power of charitable giving and our role as community catalyst and convener to help everyone in and around Cobb County to thrive. We are living our mission every day by mobilizing people, ideas, and resources for the benefit of all. To learn more, visit www.cobbfoundation.org.

PHOTOS (L to R)

- 1) CCF Staff: Office Manager Niki Gray-Smith, Programs Manager Alexandra Boyle, CEO Shari Martin, Communications Manager Mary Koronkowski, Director of Stakeholder Engagement Shelly Owens
- 2) Group Photo
- 3) Natasha Rice, Chattahoochee Nature Center
- 4) Jim Rhoden, Jay Rhoden, Sally Rhoden
- 5) Room Shot
- 6) Shelia Manely, The Manely Firm, Shari Martin, CCF CEO, Mike Manely, The Manely Firm
- 7) Group Photo
- 8) CCF Board Chairman Chris Gruehn

