



..... COMMUNITY IMPACT REPORT | 2024

ACTIVATING GOOD



This is what momentum looks like.

It's **neighbors giving generously**—not just money, but time, ideas, and heart.

It's **nonprofits equipped to lead change**, not just manage it.

It's **bold conversations that turn into bold actions**—solving problems, opening doors, and creating new possibilities.

In every corner of Cobb, people are stepping up, leaning in, and working together to build something greater than any one of us could alone.

The result? A community that's not just growing—but *thriving*.

At Cobb Community Foundation, we're proud to activate good. And even prouder to do it with you.

ACTIVATE
GOOD



Dear Friends,

What a year! As we look back on 2024, we're not just grateful—we're inspired. Together, we've ignited a movement, and the momentum is unmistakable.

Many of you stood with us at our first-ever **Activate Good** event, where we unveiled our bold 5-year strategic plan and officially embraced our role as a **catalyst for change**—mobilizing people, ideas, and resources to fuel a thriving Cobb County.

And mobilize we did. Our charitable assets soared from \$24 million to **\$34 million**, and grants and scholarships distributed jumped from \$4.6 million to **\$6.2 million**—with **68% invested directly in Cobb County**. That's what impact looks like.

In 2025, we're doubling down. We're on a path to reach **\$50 million in charitable assets**—with **\$5 million** specifically dedicated to long-term community solutions by 2028. Two new funds are already lighting the way:

The **Mental Healthcare Matters Fund**, expanding access to affordable counseling.

The **Investing in Childcare: Empowering Families Fund**, making quality childcare and early learning more accessible to working parents.

We're also continuing to elevate local nonprofits through the **Certified Nonprofit Professional (CNP)** program with United Way and Kennesaw State, and **IGNITE: CCF's Nonprofit Learning Series**. And with **Vital Signs**, we will be able to transform data into action—equipping our community with the insight needed to lead boldly and act wisely.

And yes—**Match Magic is back!** This year, we're aiming to help raise and distribute **\$1 million** to local nonprofits through this powerful giving campaign.

Thank you for standing with us, believing in what's possible, and being part of something bigger than any of us alone. With your continued partnership, we'll keep **activating good**—and we'll keep changing lives.

With heartfelt gratitude,



Chris Gruehn
Board Chair, Cobb Community Foundation
Senior VP, Pinnacle Financial Partners



Shari Martin
President & CEO
Cobb Community Foundation

Our Vision for the Community

A thriving community of engaged, charitable citizens—where all people can access opportunities and achieve their greatest potential.

Our Mission

Be a catalyst for a thriving community—mobilizing people, ideas, and resources to improve quality of life in and around Cobb.

IN THIS ISSUE

Match Magic	4
IRA Qualified Charitable Distribution Strategies	7
2024 By the Numbers	8
Donor Advised Funds	9
Converting a Private Foundation	11
Scholarship Funds and Planned Giving	12
Corporate Champion Impact	14

Philanthropists of the Year	15
Community Problem-Solving Initiatives	16
Nonprofits Capacity-Building	18
Agency Funds	20
Catalyst Society	22
Board and Staff	23



Match Magic 2024: Cobb Comes Together—and Makes History



In just two weeks, Cobb County did something extraordinary.

Cobb Community Foundation's Match Magic Giveathon wrapped up on December 3, 2024, with a record-breaking **\$811,000 raised** to support 25 local nonprofits—proving once again what's possible when a community rallies around those who need it most.

What started as a \$50,000 match pool goal more than doubled—thanks to generous donors who pushed it to **\$108,000**. That spark of generosity ignited a powerful wave of giving: \$703,000 in direct donations poured in to support nonprofits working every day to provide food, housing, education, safety, and healthcare for Cobb's children, families, and individuals.

Selected from a pool of 42 applicants, the 25 participating nonprofits were equipped with training, templates, and tools to tell their stories and energize their supporters. Over two powerful weeks—from November 19 to December 3—emails, social media, newsletters, websites, and media coverage helped shine a bright spotlight on the work being done in our own backyard.

The results? Beyond the dollars:

- 64% of nonprofits gained new donors
- 68% reached new audiences
- 76% saw higher-than-usual donation amounts from existing supporters

But what truly made Match Magic magical was the collaboration. Donors, sponsors, nonprofit leaders, media partners, and volunteers came together—not just to fundraise, but to **mobilize a community**. Each one played a role in achieving an outcome **no single group could have reached alone**.

Match Magic 2024 wasn't just a fundraiser. It was a movement. A celebration of generosity, unity, and the belief that **when we work together, we make Cobb stronger—for everyone**.





Strand Theatre Tops Match Magic 2024 with \$106K!

Led by Taylor Rambo and Andy Gaines, the Strand Theatre's board went all-in—personally engaging donors and driving momentum. Their efforts raised \$95K plus \$10.8K in matching funds, earning the full 10% match and proving what passion, strategy, and teamwork can do. A powerhouse performance and the top fundraiser of the campaign!

A Big Win for Cumberland Counseling Centers

Northside United Methodist Church had planned to give monthly to Cumberland Counseling Centers—but shifted strategy for Match Magic. By donating the full \$52,000 at once rather than monthly, the church unlocked \$5,200 in matching funds for the organization!



ORGANIZATION	RAISED	MATCHED	TOTAL
10 Women of Hope	\$20,156	\$3,304	\$23,460
Aloha To Aging, Inc.	\$10,063	\$1,619	\$11,683
Atlanta Youth Tennis & Education Foundation	\$15,434	\$2,515	\$17,949
Blue Thanksgiving	\$6,125	\$995	\$7,120
Circles Cobb, Inc.	\$66,403	\$10,700	\$77,173
Cobb County Public Safety Foundation, Inc.	\$11,565	\$1,880	\$13,444
Communities In Schools of Marietta Cobb County Inc.	\$3,171	\$512	\$3,683
Cumberland Counseling Centers	\$74,934	\$10,800	\$85,734
Davis Direction Foundation Inc.	\$9,746	\$1,596	\$11,343
Family Life Restoration Center, Inc.	\$26,679	\$4,329	\$31,008
Food Security for America (FSA)	\$58,510	\$9,552	\$68,062
Friends of The Strand Inc.	\$95,693	\$10,800	\$106,493
Georgia Symphony Orchestra	\$31,662	\$5,134	\$36,797
Good Samaritan Health Center Of Cobb, Inc.	\$21,949	\$3,546	\$25,496
H O P E Family Resource Center	\$13,820	\$2,253	\$16,072
Loving Arms Cancer Outreach, Inc.	\$17,651	\$2,828	\$20,478
Marietta Mentoring For Leadership Program	\$12,572	\$2,052	\$14,624
NW Metro Atlanta Habitat for Humanity	\$20,793	\$3,395	\$24,188
Reflections of Trinity, Inc.	\$42,465	\$6,881	\$49,346
Serenade Heights	\$22,477	\$3,609	\$26,086
Simple Needs GA	\$22,253	\$3,601	\$25,854
Special Needs Cobb	\$40,322	\$6,601	\$46,923
Sweetwater Mission, Inc.	\$50,802	\$8,125	\$58,927
The STEAM Generation	\$2,616	\$418	\$3,034
Vision Rehabilitation Services Of Georgia Inc.	\$5,480	\$886	\$6,365
TOTAL RAISED	\$703,341	\$108,000	\$811,341

Match Pool KEY to Match Magic Success

Research shows that matching campaigns increase total donations by 19% – 35%, making them one of the most effective fundraising tools available.

CCF initially envisioned a \$50,000 match pool to provide proportional matches to participating nonprofits based on their portion of the total dollars raised. Walton Communities, however, told CCF to dream bigger. Then they donated \$50,000 and challenged us to double it. Carole's QCD took us halfway there, then additional contributions from Papa John's, The Macallan Group, Indian Hills Country Club, S.A. White Oil Company, Georgia Power, and a few others, grew the match pool to a total of \$108,000. **Resources mobilized. Impact created.**



A SPECIAL THANK YOU TO OUR MATCH MAGIC SPONSORS



WALTON COMMUNITIES
APARTMENT HOMES

**SA WHITING
OIL COMPANY, INC.**



**INDIAN HILLS
COUNTRY CLUB**
Member of the Fazen Hospitality Family

**Georgia Power
Foundation**

PAPAJOHNS

Synovus
Brasfield & Gorrie
Magnolia Trust Company

And numerous individual donors with a special thanks to our anonymous donor

Thank you to our print and distribution partner

MDJ
MARIETTA DAILY JOURNAL



The Marietta Daily Journal made sure their entire readership knew about Match Magic

On launch day, the MDJ distributed the Match Magic Giving Guide featuring all 25 nonprofit stories to over 5,700 households. Likewise, throughout the two-week campaign, the MDJ provided updates on funds raised, and at the finale, they celebrated our sponsors, highlighted the total impact, and honored the nonprofits and their vital missions. Match Magic is a perfect example of what mobilizing people, ideas and resources can accomplish.

Turning a Tax Obligation into a Giving Opportunity

Carole Cox, a longtime Cobb resident and CCF board member, faced a common financial decision—how to handle her required IRA distribution. Due to an unexpected retirement package, she didn't need the extra income and wanted to minimize taxes.

That's when she turned to a Qualified Charitable Distribution (QCD), allowing her to use her required minimum distribution for philanthropy instead of taxes. Carole's QCD funded a \$25,000 contribution to CCF's Match Magic match pool, helping create a \$100,000+ match fund that amplified community giving. She also supported other nonprofits she cares about, many of which participated in Match Magic 2024.

"Honestly, this was a no-brainer, and CCF made it easy," she said. *"This was a once-in-a-lifetime opportunity for me to give so much at one time, and it sure felt good."*

Carole's story highlights how a QCD can turn tax obligations into impact.



Best-Kept Giving Secret: IRA Qualified Charitable Distributions



Through an IRA Qualified Charitable Distribution (QCD), donors ages 70.5+ can transfer up to \$108,000 to charity tax-free each year. For those at least 73 years old, QCDs count toward the required minimum distribution (RMD) for the year.

Normally, IRA distributions are taxable. With a QCD, these distributions become tax-free when they're paid directly from the IRA to an eligible charitable organization like CCF.

IRA Qualified Charitable Distributions may be made to community grantmaking funds, designated funds and field of interest funds. Donor Advised Funds do not qualify.

**Contact us at (770) 859-2366 or
CCFTeam@cobbfoundation.org to learn more.**

AMPLIFY YOUR IMPACT WITH COLLECTIVE GIVING



BY THE NUMBERS

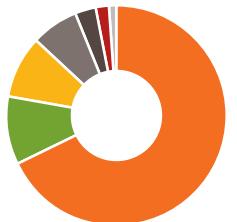
CCF CHARITABLE ASSETS



GRANTS AND SCHOLARSHIPS DISTRIBUTED



2024 GRANTS BY GEOGRAPHIC AREA



77% went to organizations serving Metro Atlanta.

In 2024, our charitable funds collectively distributed over \$6.1 million to organizations activating good—two-thirds right here in Cobb County. Imagine the impact you could make.

Support the causes you love through a **Donor Advised Fund (DAF)**. Create a scholarship. Sustain your favorite nonprofits with a **Designated Fund**. Ensure access to mental health care, childcare, or local journalism, or start your own **Field of Interest Fund** that reflects your passion. We'll help inspire others to join you!

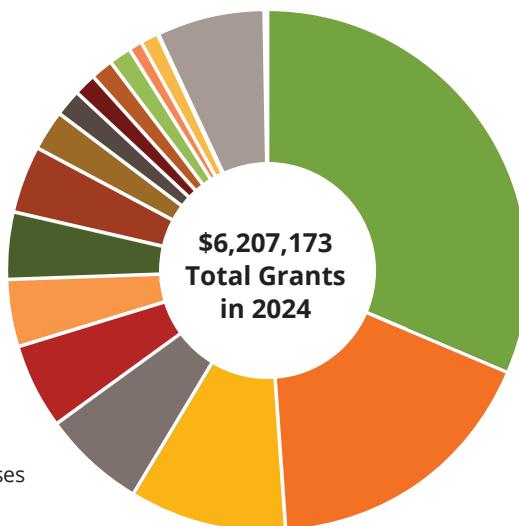
You can also provide resources to help provide whatever the community needs most, now and in the future, with the Cobb Community Grantmaking Fund, or honor a friend or loved one by starting an **Unrestricted Fund** in their name.

Other than for a DAF, you can use your IRA Qualified Charitable Distribution for any of these. And ALL can be created with just a simple fill-in-the-blank form.

How will you Activate Good?

2024 GRANTS BY FIELD OF INTEREST

- 32% - Faith Based
- 18% - Education
- 10% - Human Services
- 6% - Youth Services & Development
- 5% - Arts, Culture & Humanities
- 4% - Homelessness and Poverty
- 4% - Crisis Intervention and Mental Health
- 4% - Food Insecurity Prevention & Nutrition
- 3% - Family Services
- 2% - Substance Abuse Treatment and Prevention
- 1% - Civil Rights, Social Action & Advocacy
- 1% - Financial Assistance
- 1% - Leadership Development
- 1% - Patient Support & Fundraising for Medical Causes
- 1% - Physical or Mental Disability



- 6.8% - Others:
 - Social Sciences, Science & Technology
 - Healthcare
 - Public Safety, Disaster Preparedness & Relief
 - International Family & Children Services
 - Law Enforcement, Crime Prevention & Legal Services
 - Military & Veterans Support, Leadership Development
 - Mental Health
 - Medical Research
 - Recreation & Sports
 - Charitable Giving, Volunteerism & Grantmaking
 - Community Improvement
 - LGBTQ support
 - Animal-Related
 - Medically Fragile Children
 - Senior Services
 - Emergency Assistance
 - Environment & Beautification
 - Housing & Shelter
 - Adoption and Foster Care

Terry and Teresa DeWitt: Loving Their Community

Terry and Teresa DeWitt came to Cobb County in 2008 to help start First Landmark Bank. Terry took the helm in 2011 and has remained there through several mergers. He now serves as President of the Atlanta Division of SouthState Bank.

As founders of a successful bank that eventually went public, much of the DeWitt's portfolio was in SouthState Bank stock. Recognizing the risks of a concentrated asset, Terry prioritized diversification. While selling stock was an option, the capital gains taxes would have been significant. Instead, he and Teresa opened a Donor Advised Fund, choosing an asset that would have a greater impact in the hands of charity than what they'd net after taxes.

The DeWitts are deeply rooted in this community. Terry has chaired the boards of the Cobb Chamber, MUST Ministries, and Cobb Collaborative, among others. While there were many options available for Donor Advised Funds, they chose Cobb Community Foundation.

I couldn't imagine setting up a Donor Advised Fund anywhere else. Everything they do is for the community...my community.

- Terry DeWitt

What is a Donor Advised Fund?

A Donor Advised Fund (DAF) is a charitable giving account that allows donors to contribute assets that are most tax-advantageous to them, time their tax deduction when it's most needed, and recommend grants to charities when they are ready. DAFs simplify giving and maximize impact and can be established by virtually any type of entity: individuals, families, organizations or companies. While DAFs at CCF can make grants to public charities anywhere, we make sure that our fundholders are aware of the needs and issues affecting Cobb County and of opportunities to make a difference.



Donor Advised Funds Established in 2024:

- Alice and Eddie Miller Charitable Fund
- Kellum Family Fund
- BLS Giving Fund
- Pressley Family Charitable Fund
- Chris and Melissa Poston Family Giving Fund
- Psalm 16:11 Milligan-Sanders Giving Fund
- Check and Kelly Barnes Charitable Fund
- Sid and Leslie Jones Charitable Fund
- DeWitt Family Charitable Fund
- Dr. William M. Harris Fund for Chiropractic Advancement
- Jim Brasher/Jesse Bohannon Charitable Fund

Creative Charitable Planning: A Case Study

Terri Munro of Waverly Advisors knows that working with business owners often requires creative solutions to align financial and charitable goals. Such was the case with a client who sold a business in 2024 at a significant gain, only to immediately reinvest the proceeds into a new venture. Charitable by nature and in need of a tax deduction, the client lacked the liquidity typically used for such contributions—his assets were tied up in the new company.



Enter Cobb Community Foundation (CCF). Having worked with CCF before, Terri knew they had the expertise to navigate this challenge. While her client didn't have cash on hand, he did have equity in his new business. With a qualified appraisal—also useful for attracting investors—he funded a Donor Advised Fund with an interest in his new venture.

As a result, her client secured the tax deduction he needed, and CCF became a proud stockholder in an emerging AI company. While the transaction involved several steps, CCF ensured its own risk was properly assessed and addressed within the necessary timeframe. One day, when the company is liquidated, Terri's client and his family will take great joy in seeing the fruits of their labor **ACTIVATE GOOD!**

WHAT YOU CAN GIVE

We can accept many kinds of assets, helping you maximize your giving and find tax advantages.



Cash



Business Interests



Appreciated stock or securities



Retirement Funds



Real Estate



Life Insurance / Annuities

A Simpler Approach to Legacy

In 2023, Cobb Community Foundation was introduced to the **William M. Harris Family Foundation**. Dr. William M. Harris dedicated his career to advancing chiropractic care and education, founding the Foundation for the Advancement of Chiropractic Education in 1978, later renamed the William M. Harris Family Foundation (WMHFF). During his lifetime, Dr. Harris and his foundation contributed over \$11 million to support the field, and he encouraged others to do the same.

With Executive Director Jane Goodwin's retirement approaching, the foundation's board explored options to continue Dr. Harris' legacy without the administrative burdens of a private foundation. Retired Moore Colson partner and WMHFF board member Tim Ayres suggested Cobb Community Foundation. After careful evaluation, in 2024, the WMHFF board voted to close the foundation and transfer its assets to the Dr. William M. Harris Donor Advised Fund for Chiropractic Advancement and two designated funds customized to meet specific foundation objectives.

CCF will manage a customized annual grant application process tailored to further Dr. Harris' legacy. The former board chair of WMHFF, Dr. Leana Kart, now a board member of Cobb Community Foundation, along with four other former WMHFF board members will evaluate the grant applications and select the recipients. Without the administrative responsibilities a private foundation would entail, the Harris Fund advisors are upholding Dr. Harris' vision, ensuring his contributions to chiropractic education and research continue to make a lasting difference.



CONVERTING A PRIVATE FOUNDATION TO A DONOR ADVISED FUND

Converting a private foundation to a Donor Advised Fund (DAF) at Cobb Community Foundation reduces administrative burdens while maintaining philanthropic impact. CCF handles compliance, grant management, and reporting, allowing fund advisors to focus on giving. If at any point the fund advisors are no longer able to serve, CCF steps in, ensuring that the original mission remains intact.

The process is simple. Let us help you.



Planned Giving and Scholarships: Our Legacy Society

With \$124 trillion in wealth set to transfer to the next generation by 2048, individuals have a unique opportunity to create a lasting impact through philanthropy. The Legacy Society at Cobb Community Foundation (CCF) helps donors support community needs and cherished causes for generations.

The Legacy Society is a distinguished group of donors who have designated a gift to CCF in their will, beneficiary designations or other estate planning documents or have created or made a significant contribution to a long-term charitable fund during their lifetime. Through planning, members strategically accomplish both financial and charitable objectives, including honoring loved ones, providing for heirs while minimizing tax burdens, supporting this community they call home and preserving the family name.

CCF collaborates with professional advisors to help individuals plan a meaningful, enduring legacy that benefits both families and communities. Let us help you do the same. Make a lasting impact by including Cobb Community Foundation in your estate plan. Give almost any asset or name us as beneficiary of any retirement plan, life insurance policy or account and support causes you love. Leave your legacy to Activate Good.

The Heart of a Hoya Scholarship

Setting up a scholarship fund in memory of someone is a powerful way to honor their life and values while making a lasting impact on others. Kim Watson's fellow teachers at Harrison High School would certainly agree.

Kim was a beloved member of the HHS community, having been part of the math department from the very beginning when the school opened in 1991. She retired in 2020, leaving behind a legacy of compassion, dedication, and kindness. Though Kim passed away in 2024 after battling ovarian cancer, her legacy of helping students achieve their dreams lives on through the ***Kim Escoe Watson Heart of a Hoya Memorial Scholarship***. This \$2,000 scholarship will be awarded annually to a Harrison High student who demonstrates outstanding involvement in their school community and perseverance despite challenges.



EMPOWERING FUTURES: 2024-2025 SCHOLARSHIPS

15
Scholarship Funds

\$239,875
in Scholarships

77
Students

Scholarships Awarded between 2015 and 2024: \$1,026,217 to 212 recipients



A Legacy of Love and Giving: Terri and Steve Cole

Terri and Steve Cole have been serving and preserving the local community for decades. When Terri passed away on January 3rd of 2025, the family honored her lifelong commitment to giving by requesting donations in her memory to First Presbyterian Church, North Metro Church, Cobb Landmarks, and the Marietta/Cobb Museum of Art. A request for donations in lieu of flowers was a fitting tribute to a woman who lived with such purpose and care for others.

Giving that would make a lasting impact was important to Terri and Steve, and they created the **Cole Family Fund**, a donor advised fund with Cobb Community Foundation, in 2009. They wanted to maximize their giving, so they donated appreciated assets that would have more value to charities than to them on an after-tax basis, and they timed their contributions when their income was highest. Their planning ensured that when their support was needed most, charitable resources would be available.

For Terri, the impact of that planning extended beyond her lifetime. Instead of directing her IRA to family, where much of it would have been lost to taxes, she chose to sustain the causes she loved by naming the Cole Family Fund as its beneficiary. Steve now carries their shared legacy forward, making grants that preserve history, support the arts, and strengthen the community—just as Terri would have wanted.

Terri and Steve Cole shared a life filled with intention, love, and a deep sense of purpose—and their impact will continue to shape this community for years to come.

HAS MAKING A LASTING IMPACT FELT OUT OF REACH?

You can still leave the legacy you've always envisioned. By incorporating Cobb Community Foundation into your estate plan, your values can live on. Support an existing fund or start your future fund with just \$10. Then, name the fund as a beneficiary in your will, IRA, or other account. Unlike individuals, charities won't pay income tax on retirement assets — maximizing your impact for generations to come.

Leaving a legacy is meaningful. Making the gift is easy.

Call **(770) 859-2366** or email **CCFTeam@cobbfoundation.org**
to learn more about creating a charitable legacy.



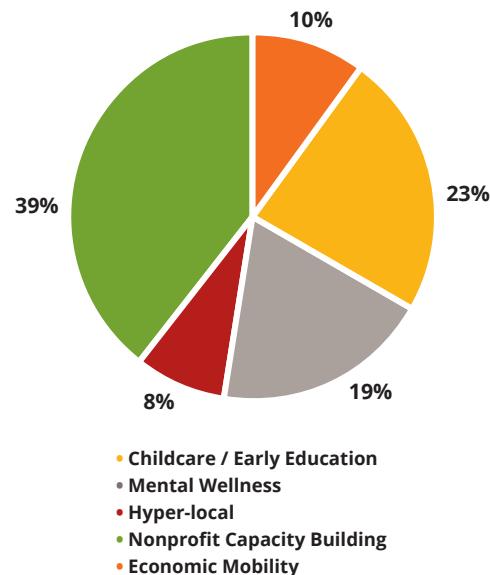


Become a Corporate Champion: Strengthening Community Impact

The **Corporate Champion Program** provides corporations and local businesses with a meaningful way to support charitable initiatives that make a lasting impact in our community. In addition to providing critical resources for us to fulfill our mission, the program also funds much of our community grantmaking, creating alignment of corporate resources with documented community needs, resulting in a greater ROI for each Champion and for the community overall.

In 2024, Corporate Champions added \$220,000 to our Grantmaking Pool. CCF added an additional \$21,000 of unrestricted dollars to make total grants in 2024 of **\$241,000** to organizations and programs focusing on these issues.

An additional \$150,000 of unrestricted dollars have been designated for Childcare/Early Learning and Nonprofit Capacity Building grants to be made in 2025/2026.



ELITE

SA WHITE OIL COMPANY, INC.

DIAMOND



WALTON COMMUNITIES

PLATINUM



MetroAtlanta
Ambulance Service

GOLD



SIGNATURE FD

SILVER



BRONZE

Cumberland Diamond Exchange • Marietta Country Club • Marietta Daily Journal (MDJ) • Mauldin & Jenkins, LLC • Paraklete Financial • Smith + Howard

PARTNER

La Parrilla Mexican Restaurant • SouthState Bank • Summit Legacy • Sute CPAs

Philanthropists of Year: Mark and Rhonda Jacobson

Cobb Community Foundation proudly honored Mark and Rhonda Jacobson of Cumberland Diamond Exchange with the **2024 James L. Rhoden, Jr. Visionary Philanthropist Award**. Established in 2003, this award recognizes business and community leaders who demonstrate exceptional vision and dedication to improving Cobb County.

Presented at the Cobb Chamber of Commerce's Marquee Monday, the award highlights the Jacobsons' unwavering support of local nonprofits, including LiveSafe Resources (empowering survivors with safety and hope), Wellstar Foundation (expanding healthcare access), SafePath Children's Advocacy Center (supporting children facing abuse), and Shepherd's Men (aiding veterans and active-duty service members with traumatic brain injuries and PTSD). Their generosity is evident at nearly every Cobb County gala, with countless in-kind donations supporting charitable auctions and raffles.

Expressing gratitude, Rhonda Jacobson shared, *"It's a wonderful feeling to help someone who truly needs a hand up, not necessarily a hand out."*

CCF celebrates their inspiring commitment to philanthropy and recognizes them as a shining example of a small business supporting our mission.



VISIONARY PHILANTHROPIST AWARD

Named for CCF Founder Jim Rhoden, this award is chosen annually by CCF board members to honor a Cobb business and community leader making significant contributions to our community through their gifts of time, talent, and treasure.

2023 Jay Cunningham	2018 David and Brittney Bottoms	2013 Doug Hertz	2009 Sam Olens
2022 Shelley Elder	2017 Governor Roy Barnes	2012 Bob Prillaman	2008 Jerry Nix
2021 Skip Harper	2016 Valerie Voyles	2011 Doug Chaffins	2007 Earl Smith
2020 Howard Koepka	2015 Ron Francis	2010 Fred Bentley, Sr.	2006 Larry Freeman
2019 Bob Kiser			



Corporate Champions Address Barriers to Childcare at March 2024 Roundtable

At the March 2024 Corporate Community Champion Roundtable, Marietta City Schools (MCS) Superintendent Grant Rivera and Sally Miller highlighted efforts to improve early childhood education. Roundtable members, who previously identified childcare accessibility and affordability as key focus areas, explored how collaboration can drive meaningful change.

MCS partnered with Los Niños Primero to launch a free 3-week summer program at the Emily Lembeck Early Learning Center, preparing 30 English Language Learner students for Pre-K and Kindergarten. A \$5,000 grant from Cobb Community Foundation funded transportation, removing barriers to participation.

Additionally, a \$22,500 grant will support Kennesaw State University's Jumpstart Program, placing college students in local childcare centers to enhance kindergarten readiness.



Investing in Childcare, Empowering Families

Childcare is essential, yet too many families struggle to find or afford it. Parents face impossible choices, children miss out on early learning, and businesses lose valued workers. At Cobb Community Foundation, we believe childcare isn't just care—it's opportunity.

That's why we launched the *Investing in Childcare, Empowering Families Fund*, supporting creative solutions like these.

- Summer positions for KSU students in early learning centers in under-resourced areas of Cobb
- Transportation for twenty-nine 3- and 4-year-olds to attend a free summer bridge program at Emily Lembeck Early Learning Center
- Twenty weeks of preschool for 18 children entering kindergarten with no classroom experience

Programs like these give children a stronger start while giving parents the ability to work with peace of mind. They were all made possible by our Corporate Community Champions, but the need is far greater. You can help by donating to the Investing in Childcare, Empowering Families Fund with Cobb Community Foundation.



Circles Cobb: A Pathway to Thriving

2024 was a milestone year for Circles Cobb. The first cohort completed its 12-week training, culminating in a powerful graduation ceremony. Commissioner Monique Sheffield's inspiring speech set the stage as the all-female class shared their heartfelt journeys and were officially recognized as Circle Leaders—a moment of triumph, hope, and new beginnings.

Now matched with their volunteer Allies, the Circle Leaders embarked on an 18-month journey toward economic mobility—not just to survive, but to thrive. Since launching in August 2023, Cohort 1's average annual income increased by 75%, from \$23,124 to \$40,572—proof that empowerment and community change lives. THAT is why Cobb Community Foundation helped launch the Circles program in Cobb County.

Cohort 2 kicked off in September, and we can't wait to see what happens next! Follow Circles Cobb on LinkedIn to watch the life transformations in process.



Mental Health Matters

Our country faces a mental health crisis—demand is rising, but access remains limited. Provider shortages, high costs, long wait times, and social stressors leave many without care, especially those with financial constraints.

Since our 2019 Cobb Human Needs Assessment, we've focused resources on areas with the greatest needs. Partnering with Cumberland Counseling Centers, we created the Mental Health Matters Fund to provide affordable counseling. In 2024, we distributed over \$30,000, making nearly 600 counseling sessions available at costs clients could afford.

If Mental Health Matters to you, consider a contribution or even a Qualified Charitable Distribution from your IRA. Everyone needs help sometimes, and you can help make sure they get it.



Cobb Journalism Fund Preserves Local News



Over the past 15 years, more than 2,500 U.S. newspapers have closed, leaving millions without local news. These “news deserts” fuel misinformation, lower voter turnout, and weaken communities. To prevent Cobb County from becoming the next, we must ensure access to reliable, unbiased reporting.

The Cobb Journalism Fund (CJF) of the Cobb Community Foundation is dedicated to preserving local journalism. CJF supports the Marietta Daily Journal (MDJ) by funding new positions, including a full-time investigative reporter and grant-supported reporters. Their work will cover vital issues such as government, education, public safety, and transportation—critical topics for Cobb’s growing community.

In 2024, CJF exceeded its \$125,000 goal, funding free access to MDJ’s Cobb transit tax coverage, including 30+ articles and 25,000 mailed information cards. Cobb Community Foundation believes local journalism is essential to a thriving community—and together, we can keep it strong.

Measuring Cobb’s Vital Signs

In 2019, Cobb Community Foundation published the Cobb Human Needs Assessment, identifying community needs and service providers by census tract, then further identifying gaps and overlaps in those services. This data has helped to guide our community grant-making.

Updates are needed. This time, our goal is to collaborate with others to develop a single, comprehensive source of meaningful, long-term data and insights. This will help service providers and funders understand what’s needed, what’s working, and what’s not. Then we will update it every three years. **We’re calling this project Cobb Vital Signs.**



EMPOWER NONPROFITS



Six Talented Professionals Selected for This Year's Certified Nonprofits Professional Cohort

CCF believes strong nonprofits are essential to a thriving community. For the second year, we're partnering with United Way of Greater Atlanta NW and Kennesaw State University to offer the Certified Nonprofit Professional (CNP) credential to selected nonprofit leaders serving Cobb. CNP is the only nationally recognized nonprofit management certification.

The six-month program uniquely combines online coursework and in-person workshops led by KSU's Dr. Jennifer Wade-Berg. Committing on average 10 hours per week in addition to their nonprofit responsibilities, participant's master the competencies required to succeed as nonprofit managers and leaders. Upon the completion of the program, each participants' organization receives a \$5,000 unrestricted grant.

As Janet Graham shares, *"This program is helping me streamline operations and safeguard our sustainability. As an organization, nothing is more essential to our ability to create a lasting impact in the lives of those we serve."*

These leaders will complete the program in July, with a celebration at Kennesaw State University.



ALEXANDRA THOMPSON
Cumberland
Counseling Centers



NATALIE RUTLEDGE
Communities in Schools of
Georgia in Marietta/Cobb County



JANET GRAHAM
Loving Arms
Cancer Outreach



BRAD HAWKINS
Aviation History
& Technology Center



TYLER BOWSER
Cobb Collaborative



WILLIAM PERRY
Kate's Club

Acts 6 Ministry Receives 2024 Howard Koepka Award

Cobb Community Foundation presented the **2024 Howard Koepka Collaborative Spirit Award** to Acts 6 Ministry of Stonebridge Church in recognition of their dedication to collaboration and community service. The award, established by CCF in 2022 to honor Howard Koepka's legacy, recognizes nonprofits that embody the idea that we can do more together than by ourselves.

Acts 6 supports homeless and low-income individuals by securing essential documents and hosting resource-sharing events, always bringing together key community partners to ensure needs are met. CCF was pleased to present a \$10,000 grant to Acts 6 to help them fulfill their mission. The award also honored five other nominees, each exemplifying Koepka's spirit of service and collaboration: Cobb Connecting Veterans (CCV), Cobb County Safety Village (CCSV), Cumberland Counseling Centers, Simple Needs Georgia, Waymark. For more on these impactful organizations, visit our blog on the CCF website.



HOWARD KOEPKA COLLABORATIVE SPIRIT AWARD



This annual award honors a nonprofit that embodies the life spirit of the late Howard Koepka, a much-loved community organizer known for asking everyone everywhere, "How can we help you?"

- 2023 - First Christian Church of Mableton
- 2022 - Sweetwater Mission

In 2024, Cobb Community Foundation hosted two events designed to help nonprofits build capacity. The April event featured panelists from Robert W. Woodruff Foundation, TK Elevator, and Papa Johns Foundation, offering insights into philanthropy and grant-making. The August event, with local mayors, focused on collaboration between charitable organizations and local government, and was moderated by Emmy award-winning journalist, WSB-TV, Condace Pressley. These events continue in 2025 under the name: **IGNITE**.

ignite
Nonprofit Learning Series

Create an Agency Fund: Secure Your Organization's Future:

Agency Funds are established by nonprofits to manage and grow their financial resources while availing themselves of the services CCF offers. The nonprofit retains access to the fund's assets while benefiting from

- professional investment management overseen by CCF's investment committee,
- a streamlined online contribution facility,
- cost-efficient administrative support,
- increased visibility in the community, and
- the credibility afforded to organizations associated with Cobb Community Foundation.

Most importantly, the services available allow a charitable organization to focus less on administration and more on its mission.

AGENCY FUNDS AT CCF

Funds created in 2024 are in **bold**.

- 10 Women of Hope
- 2nd Century Invictus Fund
- Acworth Performing Arts Complex Fund
- Acworth Special Needs Development Fund
- Adult Disability Medical Healthcare
- Advocates for Children Endowment Fund
- Aloha to Aging Fund
- Atlanta Angels Fund
- Aviation Museum of Cobb Fund
- **Blue Skies Agency Fund**
- Blue Thanksgiving, Inc
- Bullock Hope House Fund
- Chattahoochee Nature Center Endowment Fund
- Circles Cobb Fund
- Cobb Bar Association Children's Emergency Fund
- Cobb Collaborative, Inc.
- Cobb County Cemetery Preservation Fund
- Cobb County Public Safety Foundation Fund
- Cobb Sheriff's Foundation, Inc. Fund
- Cole Family Root House Endowment
- Devereux Georgia
- Earl and Rachel Smith Strand Theatre Fund
- Extension Foundation Fund
- Family Promise of Cobb County
- Food Security for America Fund
- Four Corners Group Fund
- Friends for the East Cobb Park Endowment
- Friends for the East Cobb Park Fund
- Georgia Symphony Orchestra Fund
- Good Mews Kitty Care Fund
- Goshen Valley Fund
- GRACEPOINT School Fund
- Highland Rivers Foundation, Inc.
- Jeri Barr Legacy Endowment Fund
- Keeler Root House Fund
- Kidz2Leaders, Inc.
- Leadership Cobb Alumni Association Fund
- LiveSafe Resources Endowment
- Loving Arms Fund
- Marietta Arts Council Fund
- Marietta Garden Center Fund
- Marietta Kiwanis Foundation Scholarship Fund
- Marietta/Cobb Museum of Art Endowment
- **Matthew 25:40 Car Care Ministry Building Fund**
- MUST Ministries Agency Fund
- Noonday Association of Churches Fund
- One Cumberland Fund
- Power Family Cabin Fund
- Reflections of Trinity Growth Fund
- SAE School Fund
- SafePath Children's Advocacy Center Fund
- ServeComm Fund
- Simple Needs GA Fund
- Smith-Gilbert Gardens Foundation Capital Fund
- Special Needs Cobb Fund
- Stensland Family Fund for the Georgia Symphony Orchestra
- **Student Help at Life Foundation**
- Sweetwater Mission Fund
- Tillman House Resource Center Fund
- Tommy Nobis Legacy Scholarship Fund
- Waymark Foster Fund

Driving change

For 22 years, **Matthew 25:40 Car Care Ministry** provided vital car repairs to those in need, ensuring access to jobs, education, and basic necessities. After losing their garage, they secured a new site, and with support from **Genuine Parts, West Georgia Pole Barns** and \$400,000 in community contributions, construction on a new garage begins soon and car repairs can recommence. Cobb Community Foundation is proud to provide a fundraising platform that simplified the process for this volunteer team. Visit the Matthew 25:40 Car Care Ministry Fund on CCF's website.



Supporting College Students

In 2024, Life Foundation established their **Student Help fund** with Cobb Community Foundation to expand its support for college students in need. Life Foundation serves more than 1,800 students annually, providing them with essential items like school supplies, food, and furniture, along with small grants that do not require numerous forms or red tape. The Student Help Fund makes it easier for students to focus on their studies so they can graduate, and CCF is proud to share their story.

Creating Blue Skies

Founded and led by Marietta native, Melinda Mayton, **Blue Skies** is a ministry that offers hope through beach camps, mountain getaways, and local programs to lift families above the clouds of childhood cancer. The program's domestic mission trips are staffed by compassionate volunteers who serve entire families. Children who are sick laugh and play and feel "normal" again. Siblings feel cherished and enjoy uninterrupted family fun, and moms and dads grow strong and begin lifelong friendships.

We all long for the day when childhood cancer is no more. But until then... Cobb Community Foundation is proud to spread the word that there is Blue Skies.



BE A PART OF THE CATALYST SOCIETY: FUEL COMMUNITY IMPACT



The Catalyst Society is for individuals who want to advance CCF's mission as a community catalyst by supporting program leadership and operations, enabling us to:

- Promote generosity and charitable giving across the community
- Foster collaboration on key issues
- Respond to urgent community challenges

With an annual donation, donors join the CCF Catalyst Society and are recognized in CCF's impact report, newsletter, website, and events. Join the Catalyst Society today with a gift to the Catalyst Fund and become part of this transformative movement!



INNOVATOR (\$5,000)

- Bernie & Snookie Brown
- Bill & Ginger Dallas
- Steve Imler
- Todd & Linda McMullen
- Ike Reighard / MUST Ministries



ACCELERATOR (\$2,500)

- Fred & Fran Bailey
- Kim Gresh
- Terri & Jim Guthrie
- Larry & Lynn Stevens
- Susan Tillery



IGNITER (\$1,000)

- Dan & Ilde Buyers
- Carole Cox
- Chris & Allison Gruehn
- Frank & Melodie Howard
- Heather & Andrew Johnson
- Sid & Leslie Jones
- Allen & Kelly Krivsky
- Gilles LaMarche
- Sharon Mason
- Trey & Amy Sanders
- Michael & Jeri Sute
- Anonymous



SPARK (\$500)

- Elizabeth Burdette
- Terri and Teresa Dewitt
- John & Barbara Garner
- Nancy Gault
- Tom & Shari Martin

MEET OUR TEAM

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CONDACE PRESSLEY
Emmy award-winning journalist, WSB-TV



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Programs Manager, Cobb Community Foundation



NAKEIA GRAY-SMITH
Client Services and Office Manager, Cobb Community Foundation



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Engage with us. Be the change with us.

Let us help you activate good for a stronger, more vibrant Cobb.

- **Looking for a more flexible and efficient way to manage your charitable giving?** Terry and Teresa DeWitt did too. *See page 9 for their story.*
- **Need to take a required IRA distribution but want to avoid extra taxes?** That was an issue for Carole Cox in 2024. *See page 7 for what she did.*
- **Enjoy the impact of your private foundation but not the administrative burden?** Sounds like the board of the William M. Harris Family Foundation. *See page 11.*
- **Want to create a lasting legacy through your charitable donations?** It was important to Terri Cole. *See page 13.*
- **Not sure where to give or how to maximize your impact?** We know Cobb and who is doing what, just like the organizations highlighted in this report. *Let us help you figure out who to help and how.*
- **Are there community issues that deeply move you?** See pages 16 and 17 for a few that inspire us to take action. Where else would you like to activate good? *Let's work together to create the change that's needed!*



Call (770) 859-2366 or email
CCFTeam@cobbfoundation.org
to get started.



COBB COMMUNITY FOUNDATION

THANK YOU, CORPORATE COMMUNITY CHAMPIONS

ELITE

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DIAMOND



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