

CORPORATE CHAMPIONS

PINNACLE	$100,000
ELITE	$75,000
DIAMOND	$50,000
PLATINUM	$25,000
GOLD	$15,000
SILVER	$10,000
BRONZE	$5,000
PARTNER	$2,500

COBB VITAL SIGNS

Understanding Local Needs. Driving Collective Action.

Vital Signs is a long-term, countywide initiative led by **Cobb Community Foundation (CCF)**, in partnership with **Kennesaw State University** and **Neighborhood Nexus**. The program combines rigorous data analysis with lived experience and local insight to create a shared, credible understanding of community needs—and to turn that understanding into **sustained action**.

By building knowledge, trust, and collaboration, Vital Signs identifies Cobb County's most urgent challenges and aligns resources across sectors - strengthening coordination among nonprofits, government, funders, and community stakeholders to improve long-term community well-being.

How It Works

CCF partners with academic and data experts and engages community stakeholders to gather and analyze information through:

- Community surveys and interviews
- Focus groups and stakeholder engagement
- Existing public data and accessible heat maps

Findings are shared publicly through reports, visual tools, easy-to-use summaries, and community events. CCF then convenes nonprofits, funders, government agencies, and other partners to align strategies, share resources, and coordinate next steps.

Research is conducted every 3–5 years, with year-round convening and collaboration support to ensure insights lead to action. Results guide CCF's grantmaking, inform public policy and resource allocation, and establish a lasting framework for community decision-making.

Why This Matters

Too often, data about community needs lives in silos. Vital Signs creates a **shared understanding** of what residents are experiencing and how systems intersect.

These insights will:

- Inform strategic investment in programs and services
- Strengthen collaboration across sectors
- Guide smarter grantmaking, policy, and resource allocation
- Support long-term improvements in community well-being

Join the Conversation

Cobb Vital Signs Launch Event

Friday, November 6, 2026

- Networking: 8:30–9:00 a.m.
- Program: 9:00–11:00 a.m.

Marietta Performing Arts Center at Marietta High School 1171 Whitlock Avenue NW, Marietta

Award-winning journalist **Condace Pressley will moderate** a conversation with Cobb residents and the researchers behind the study and heat maps, connecting personal experiences with patterns emerging across the county.

One Community.
Shared Understanding.
Collective Action.

Register **HERE**.

This work ensures decisions are grounded in **real data, real voices, and real needs** - not assumptions.

Explore the **Full Report**, **Heat Maps**, Podcasts, Articles, and Project Timeline → **cobbfoundation.org/vital-signs/**

QUESTIONS? CONTACT:



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COBB COMMUNITY FOUNDATION

COBB COMMUNITY FOUNDATION

THE KEY MISCONCEPTION

The employer does not have to operate a childcare center or select one provider for everyone.

EMPLOYER CHILDCARE TAX CREDITS

Employees choose the care. Employers help make it affordable.

WHY COBB COMMUNITY FOUNDATION IS SHARING THIS

Our work begins with listening, and families and employers are telling us that childcare is a barrier. We help connect our community with practical solutions that strengthen families, workplaces and Cobb as a whole.

HOW AN EMPLOYER CHILDCARE BENEFIT CAN WORK

1

HR + LEADERSHIP

Design the benefit

Set eligibility, the employer contribution and a clear written policy.

2

EMPLOYEE

Choose the care

The employee identifies the licensed provider that works for their family.

Different employees may use different providers.

3

EMPLOYER + PROVIDER

Pay and document

The employer helps pay the participating provider and keeps the required records.

4

FINANCE + CPA

Claim the credits

The tax advisor determines qualified expenses and claims available federal and Georgia credits.

THE TWO CORE CREDITS

FEDERAL | IRC SECTION 45F

- **40%** of qualified childcare expenditures
- **50%** for an eligible small business
- **Annual cap:** generally $500,000; $600,000 for an eligible small business

Beginning with qualified amounts paid or incurred after December 31, 2025.

GEORGIA | EMPLOYER-SPONSORED CARE

- **75%** of qualifying direct costs to provide or sponsor childcare
- **Use limit:** generally up to 50% of the employer's Georgia income-tax liability
- **Unused credit:** may generally be carried forward for five years

For educational purposes only - not tax or legal advice. Benefit design and tax eligibility should be reviewed by qualified advisors.

A SMART NEXT QUESTION FOR YOUR LEADERSHIP TEAM

Could tax incentives help us offer a childcare benefit at a surprisingly low net cost?

START THE CONVERSATION

HR + FINANCE + CPA



Shari Martin

President & CEO, Cobb Community Foundation

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Cobb Community Foundation is a nonprofit organization that brings people, ideas, and resources together to address Cobb County's needs and opportunities — helping businesses and individuals give with purpose and empowering nonprofits to do their best work. By **c**onnecting donors with causes they care about, **m**anaging charitable funds, **f**ueling community solutions, and **e**quipping nonprofits with resources they need to serve, CCF empowers individuals, businesses and organizations to activate good—together.

When Awareness Turns Into Action

Henssler Financial's Childcare Benefit



One conversation. Thirteen employees supported. And a reminder that sometimes the biggest impact starts with simply knowing an opportunity exists.

At last year's Professional Advisor Rooftop Sunset Social, a conversation about Georgia's employer childcare tax credit sparked an idea at Henssler Financial.

The opportunity wasn't new. Georgia has offered a tax credit for employers that provide or sponsor childcare for their employees for decades. Yet many employers may still be unaware of the credit—or of how it can fit into a broader strategy for supporting their workforce.
Henssler decided to act.

The company created a childcare benefit providing $625 per month, or $7,500 a year, per employee. Thirteen employees have already enrolled. For working parents, that support means more than dollars.

"It will ease some of the financial stress that comes with childcare and has given me greater peace of mind."
— Hillary Henry, Payroll and Accounting Specialist, Henssler Financial

And for Henssler, it's an investment in its people. "We're proud to offer a benefit that can make a meaningful difference for working families during some of life's busiest years."**— Bil Lako, Principal and Managing Director, Henssler Financial**

A benefit that works both ways
For employees, childcare assistance can ease one of the most significant expenses facing working families. For employers, it can be a meaningful tool for attracting and retaining talent, reducing the financial pressures that can contribute to employees leaving the workforce, and demonstrating a tangible investment in their people. The lesson isn't that every company needs to create the exact benefit Henssler did. It's that employers can't take advantage of opportunities they don't know about.

That's where awareness—and the right professional advisors—can make a difference. CCF's role is to help bring practical opportunities like this to the people who can put them into action. A conversation at one event led to a new benefit for 13 Henssler employees. With greater awareness among employers across Cobb County, the potential impact could reach thousands more working families.

Professional Advisors, if you work with business leaders, this is an opportunity worth putting on their radar. Cobb Community Foundation would love to be a resource as you help your clients explore ways to strengthen their businesses while supporting the families who make them successful.

Tax rules and eligibility requirements apply. Employers should consult their tax advisors to determine whether and how the credit applies to their circumstances.

G.W. Henssler & Associates, Ltd. is an Investment Advisory practice, d/b/a Henssler Financial, that offers products and services through G.W. Henssler & Associates, Ltd., a Registered Investment Adviser.

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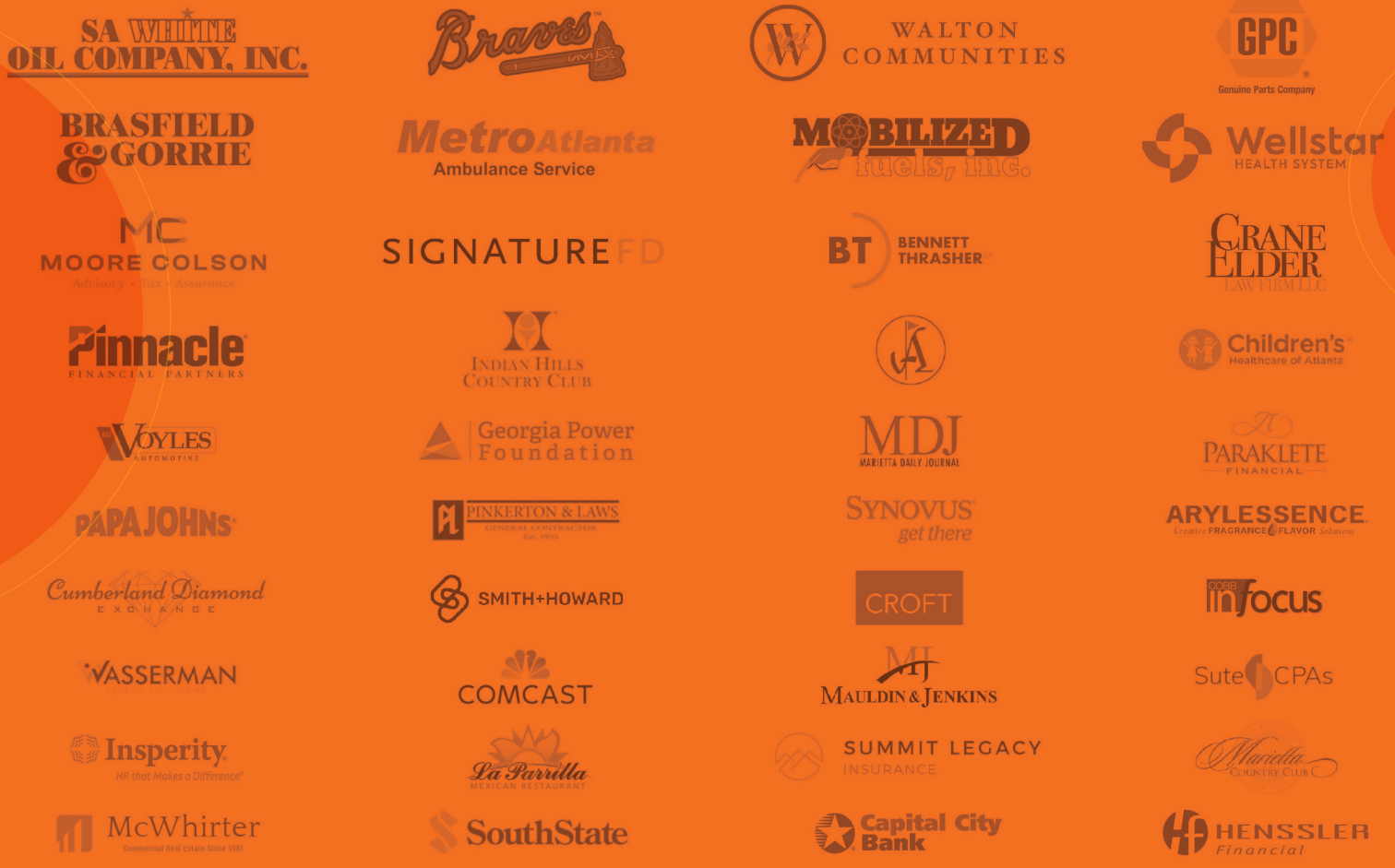

WHEN BUSINESSES LEAD
COBB THRIVES

Stand alongside leaders making a real difference.

COBB COMMUNITY FOUNDATION

Corporate Champions • Event Sponsorships • Underwriting Opportunities • Charitable Tools

WHEN LOCAL BUSINESSES LEAD, **COMMUNITIES THRIVE.**

Strong communities don't happen by accident. They are built over time by people—and organizations—willing to invest in what matters most.

Through Cobb Community Foundation, businesses have a simple way to invest in the people, places, and possibilities shaping a stronger future for Cobb County. Together, we strengthen nonprofits, fuel community solutions, and expand opportunity for residents across the county. When you partner with Cobb Community Foundation, you're not just supporting programs—you're helping build a thriving Cobb for generations to come.

Why Businesses Choose to Invest Through Cobb Community Foundation

Through partnering with CCF, your company joins a network of local leaders committed to long-term, shared progress. Because we're connected across the nonprofit, business, philanthropic, and civic sectors, we bring the right people together to solve problems no organization can solve alone.

What you make possible for us

- **Addressing community challenges** through strategic grantmaking
- **Strengthening nonprofits** through capacity-building and leadership development
- **Multiplying generosity** through collective giving initiatives like Match Magic
- **Increasing access** to childcare, early learning, and pathways out of poverty
- **Mobilizing resources** to create a stronger, more connected community

What we make possible for you

- **Informed Giving** - We know Cobb's needs and the nonprofits creating real change.
- **Simple, Turnkey Generosity** - We make giving simple—so your team can focus on doing good, not paperwork.
- **High-Value Visibility** - Your brand is recognized year-round across events, print, digital channels, and community spaces.
- **Greater Impact Together** - Every dollar goes further when aligned with community data, local partnerships, and coordinated giving.

Ways to Partner with CCF

Corporate Champions Program ..... Pages 4-7

Event Sponsorships ..... Pages 8-9

Program Underwriting ..... Pages 10-11

Other Ways to Partner with CCF

In addition to these, CCF can help you simplify your corporate giving, engage and support your employees, and even identify the unique difference your organization can make in the community.

Corporate Donor Advised Funds - Tax-efficient, centralized giving with CCF expertise that can be funded by you, your employees via payroll deduction or otherwise, or anyone

Employer Scholarship Fund - A charitable vehicle, not an employee benefit, that can make education more affordable for your employees and their families

Employee Assistance Fund - A tax-deductible, charitable solution that can provide emergency assistance to employees experiencing hardship caused by a qualifying event

Customized Giving Plans - Alignment of your philanthropy with your company's mission and goals

By the Numbers

$39 million
in charitable assets

$6.5 million
granted in 2025

73% invested
right here in Cobb County

$1.7 million
raised through Match Magic

Hundreds
of businesses, nonprofits, and donors connected each year



CORPORATE CHAMPIONS

Together, these businesses are helping build a stronger Cobb.

Our Corporate Community Champions represent a respected group of organizations committed to strengthening Cobb County through strategic investment and coordinated action. Together, they activate meaningful impact across the community—and demonstrate that strong businesses and strong communities go hand in hand.

PINNACLE — $100,000

SA White Oil Company, Inc. · Braves · Walton Communities

ELITE — $75,000

GPC — Genuine Parts Company

DIAMOND — $50,000

PLATINUM — $25,000

Brasfield & Gorrie · MetroAtlanta Ambulance Service · Mobilized Fuels, Inc. · Wellstar Health System · Moore Colson Advisory • Tax • Assurance · SignatureFD

GOLD — $15,000

Bennett Thrasher · Crane Elder Law Firm LLC · Indian Hills Country Club · Pinnacle Financial Partners

SILVER — $10,000

Children's Healthcare of Atlanta · Voyles Automotive · Georgia Power Foundation · MDJ Marietta Daily Journal · Paraklete Financial · Papa Johns · Pinkerton & Laws General Contractor · Synovus get there

BRONZE — $5,000

ARYLESSENCE · Cumberland Diamond Exchange · SMITH+HOWARD · CROFT · Cobb inFocus · Vasserman · Comcast · Mauldin & Jenkins · SuiteCPAs · Insperity HR that Makes a Difference

PARTNER — $2,500

La Parrilla Mexican Restaurant · Summit Legacy Insurance · Marietta Country Club · McWhirter Commercial Real Estate Since 1981 · SouthState · Capital City Bank · Henssler Financial

One Commitment. Lasting Impact.

Corporate Community Champions are businesses that believe thriving companies help build thriving communities. And they act on that belief.

One annual investment creates year-round impact, strengthening the nonprofit organizations serving our neighbors while also providing the leadership, coordination, research, and partnerships that make larger community solutions possible.

Rather than piecemeal contributions, Corporate Champion support fuels both community leadership and direct action—providing funding for strategic initiatives like improved early learning, expanded nonprofit capacity, increased economic mobility, and others that benefit the entire community.

Corporate Community Champions receive year-round recognition that reflects their Corporate Champion investment as well as any event sponsorships or underwriting of programs.

Every level of investment activates real impact. **The more you give, the more good you activate.**

Year-Round Visibility. Meaningful Recognition.

Be visible for what your company stands for. Corporate Champions are recognized throughout the year across trusted local media, CCF publications and digital channels, and events that bring together Cobb's business, nonprofit and community leaders. This visibility highlights your company's commitment to our community and connects your brand with meaningful local impact.

- Annual Impact Report and Match Magic Gift Guide distributed through major local publications and direct mail to 10,000+ Cobb stakeholders
- Recognition at 6+ in-person events annually, including the Cobb Chamber's December Marquee Monday, engaging 800+ business leaders, nonprofit executives, and community partners
- Monthly CCF e-newsletter reaching 8,000+ subscribers
- CCF website visibility reaching 20,000+ users annually
- Atlanta Business Chronicle – periodic placements
- Marietta Daily Journal – 17,000 print circulation (4x annually) and advertising 100,000+ online views
- Periodic placements in local periodicals
- CCF social media amplification with a minimum reach of 200,000+ quarterly











Meet Corporate Champion Moore Colson

Moore Colson's partners care deeply about this community. They invest in organizations they believe are making Cobb stronger—and Cobb Community Foundation is one of them.

Managing Partner Andy Starnes has seen firsthand what Corporate Community Champion investments allow CCF to do. He served on the original advisory committee that explored whether Cobb needed a proven, long-term approach to helping families move from poverty to financial stability. That work led to the creation of Circles Cobb, where Andy now serves as Board Chair.

Circles Cobb is only one example. During the pandemic, CCF recognized that local food providers lacked the refrigerated storage and coordinated infrastructure needed to distribute an unprecedented supply of food. CCF brought businesses and nonprofits together to create the Cobb Community Food Fleet, which ultimately helped distribute 168,000 boxes of food—the equivalent of approximately 3.5 million meals.

That ability to see across the community, identify what is missing and champion a collaborative solution is why Moore Colson invests in CCF.

"CCF has a unique view of our community," Andy says. "They listen, recognize gaps that others may not see and bring the right people and resources together to address them. I saw that happen with Circles Cobb, and I have seen it happen time and again. Moore Colson invests in CCF because we know our support will help turn good ideas into meaningful, lasting impact."

This is what Corporate Community Champions make possible: giving CCF the capacity to identify critical needs, build collaborative solutions and help make Cobb stronger for everyone.



MC
MOORE COLSON
Advisory • Tax • Assurance

What Corporate Champions Make Possible

Strong Leaders Build Stronger Nonprofits



Companies invest in leadership development because they know capable leaders build stronger organizations. Nonprofit leaders face many of the same challenges—often with fewer resources and while addressing some of our community's greatest needs.

Each year, approximately 20 nonprofit leaders apply for CCF's six-month **Certified Nonprofit Professional** program. Just six to eight are selected for an intensive experience often compared to an Executive MBA for the nonprofit sector.

Through coursework, workshops and peer collaboration, participants strengthen skills in governance, strategy, financial management, fundraising and organizational sustainability. Upon completion, their organizations also receive a **$5,000 unrestricted "Big Finish" grant** to put that learning into action.

COBB VITAL SIGNS

Better Information for a Stronger Cobb

Businesses rely on research to make smart decisions. Communities need that same reliable intelligence, but local data can be difficult to find, disconnected or missing the voices behind the numbers.

Cobb Vital Signs helps answer one essential question: *How is our community really doing?*

By combining public data with surveys, focus groups and conversations with residents, Vital Signs creates a clearer picture of what it's like to live, work and raise a family in Cobb.

That insight helps businesses, nonprofits and civic leaders identify opportunities, align resources and invest where they can make the greatest difference.

A Childcare Benefit That Works for Business

Employer childcare tax credits can make it remarkably affordable for companies to help employees with one of their biggest expenses. Yet many businesses don't know they exist.



That matters because childcare affects more than families. It influences whether parents can work, whether employers can attract and retain talent, and the strength of Cobb's economy.

Identifying opportunities like this is part of CCF's work to understand community needs and connect practical solutions with businesses ready to act. **Corporate Community Champions make that work possible.**

When Henssler Financial learned about childcare tax credits at a CCF event, the company acted, creating a benefit of **$625 per month, or $7,500 a year, per employee.** Thirteen employees have already enrolled.

Meaningful Connections. Visible Community Leadership.

Sponsoring a Cobb Community Foundation event connects your organization with an influential audience of business leaders, nonprofit executives, professional advisors, and community partners.

Our events are intentionally curated to foster meaningful connection, not just attendance. Whether celebrating collective impact, engaging professional advisors, or strengthening nonprofit leadership, each event offers a unique opportunity to align your brand with credible, community-driven work.

Event sponsorship provides:

- Direct access to key community stakeholders
- Public recognition in trusted local venues
- Association with high-impact initiatives
- A visible commitment to strengthening Cobb County

We offer consistent sponsorship levels across events, allowing your organization to choose the level of visibility and engagement that best aligns with your goals. Specific tiers may vary by event based on audience size and program structure.

Sponsorships may be combined with Corporate Champion investments, with recognition levels reflecting your company's total annual partnership with CCF.

The chart below outlines sponsorship benefits by level.

EVENT SPONSORSHIP TIERS	PRESENTING	PLATINUM	GOLD	SILVER	BRONZE
Sponsor Remarks (3 min)	Yes	No	No	No	No
Recognition from podium	Individual	Individual	Individual	Collective	Collective
LOGO PLACEMENT					
Save the Date	Logo	Logo	N/A	N/A	N/A
Event Invitations	Logo	Logo	Logo	Name	N/A
Event/Registration Web Page	Logo	Logo	Logo	Name	N/A
Scrolling Sponsor Slide	Sole logo	Platinum group	Gold group	Silver group	Bronze group
ADDITIONAL RECOGNITION					
Impact Report Mention	Yes	No	No	No	No
Media Release Mention	Yes	Yes	No	No	No
Event Signage	Yes	Yes	Yes	No	No

Activate Good



Activate Good is Cobb Community Foundation's annual celebration of generosity and community impact that brings together community leaders, partners, and philanthropists. The event features a brief, inspiring program followed by ample time to connect, collaborate, and build relationships in a relaxed, social setting. Cocktails and heavy hors d'oeuvres are served. Expected Attendance: 200-250.

TUESDAY, APRIL 20, 2027: 5:30 - 7:30 PM | THE FOXGLOVE, MARIETTA SQUARE			
SPONSORSHIPS AVAILABLE			
PRESENTING	(1) at $15,000	**PLATINUM**	(3) at $10,000 each
GOLD	(5) at $5,000 each	**SILVER**	(10) at $2,500 each
BRONZE	Unlimited at $1,000 each		

Professional Advisor Sunset Social



The **Professional Advisor Sunset Social** brings together professional advisors for meaningful networking and relationship-building, paired with a concise, 20-minute program featuring practical insights on charitable giving strategies provided by the Presenting Sponsor or their designee. Guests enjoy cocktails and hors d'oeuvres while connecting with peers and gaining insights to better serve their clients through charitable planning strategies. Beer, wine and heavy hors d'oeuvres are served. Expected Attendance: 75–100.

FALL 2027: 5:30 - 7:30 PM | PREMIER LOCATION TO BE DETERMINED			
SPONSORSHIPS AVAILABLE			
PRESENTING	(1) at $10,000	**GOLD**	(3) at $5,000 each
SILVER	(5) at $2,500 each	**BRONZE**	Unlimited at $1,000 each

Ignite: Cobb Community Foundation's Nonprofit Learning Series (2)



ignite Nonprofit Learning Series

Ignite is CCF's professional development series designed to strengthen Cobb's nonprofit sector. Each session convenes 60–80 nonprofit executives and board members for expert-led training, peer learning, and capacity-building. Participants gain practical tools and strategic insight to navigate funding challenges, build sustainability, and expand their impact in the community. Expected Attendance: 60-80.

SPRING AND FALL | COBB CHAMBER WELLSTAR COMMUNITY ROOM	
SPONSORSHIPS AVAILABLE	
PRESENTING	(1) at $1,500 for each session

Fuel a Signature Initiative. Drive Measurable Impact.

In addition to Corporate Champion support and event sponsorships, businesses can make an even deeper investment by underwriting one of CCF's signature initiatives.

Program underwriting is a focused investment in long-term community solutions—powering the leadership, data, and capacity-building efforts that strengthen Cobb County's nonprofit sector and guide strategic action.

Underwriting levels typically range from $10,000 to $100,000+, depending on scope and partnership goals. Underwriting investments may be combined with Corporate Champion commitments, with recognition levels reflecting your company's total annual partnership with CCF. Together, these investments help create lasting solutions rather than one-time responses.

Certified Nonprofit Professional (CNP) Credential

The Certified Nonprofit Professional (CNP) program helps local nonprofit leaders earn a nationally recognized credential that strengthens governance, financial management, and organizational strategy.

Your underwriting support can:

$100,000+ — Establish multi-year support for professional leadership development in Cobb County
$50,000 — Underwrite a full annual CNP class
$25,000 — Support a cohort of local leaders
$10,000 — Sponsor one nonprofit leader's participation

Impact: **Stronger nonprofit leadership means stronger programs, better stewardship of donor dollars, and more sustainable community outcomes.**

> *"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.*
>
> **JANET GRAHAM**
> Loving Arms Cancer Outreach

Cobb Vital Signs: Community Needs Assessment

Cobb Vital Signs is our community intelligence initiative that provides trusted, data-driven insights that guide community priorities, funding decisions, and cross-sector collaboration.

This research informs business leaders, nonprofit organizations, and policymakers—ensuring investments align with real, measurable needs.

Your underwriting support can:

$100,000+ — Serve as lead underwriting partner for the Vital Signs initiative
$50,000 — Support full community-wide data collection and reporting
$25,000 — Fund research and data analysis in a key priority area

Impact: **Vital Signs equips Cobb's leaders with the intelligence needed to make smarter, more strategic decisions.**

Match Magic

Your investment gives others a reason to give—and to give more.

Each year, businesses and other community partners help Cobb Community Foundation build the **Match Magic Match Pool.** That pool is then used to boost gifts made to participating Cobb nonprofits during our three-week holiday giving campaign.

The power of the match goes far beyond the dollars contributed to the pool. Knowing their gift will be matched motivates donors to participate—and often inspires them to give more. That means a company's investment helps generate additional giving from hundreds of individuals across the community, multiplying its impact across dozens of local nonprofits.

In 2025, a **$138,000 Match Pool** helped spark nearly **$1.6 million** in community giving, generating more than **$1.7 million** for participating nonprofits in just three weeks. The campaign also helped nonprofits expand their donor bases: **93%** gained new donors, and **78%** received larger gifts from existing supporters.









Help us build the Match Pool—and multiply generosity across Cobb.

PLATINUM | **$50,000+** — Lead the Match Pool and inspire giving across the campaign.

GOLD | **$25,000+** — Create powerful momentum for participating nonprofits.

SILVER | **$10,000–$24,999** — Help more gifts go further.

BRONZE | **$5,000–$9,999** — Give donors another reason to say yes.

PARTNER | **$1,000–$4,999** | Add to the collective power of the match.

Impact: **Your Match Pool investment doesn't simply fund a nonprofit. It helps inspire an entire community to give.**

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COBB COMMUNITY FOUNDATION TEAM



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LISA-RUTH KARNES
Director of Programs



KEISHA MYCO-TANT
Director of Fundholder Engagement



GITANJALI BAKSHI
Communications & Marketing Manager



NAKEIA GRAY-SMITH
Client Services and Office Manager



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Operations and Support Specialist



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