

Giving Matters

NEWSLETTER FOR THE COMMUNITY FOUNDATION OF GREENVILLE • FALL 2011



Lifetime of Charitable Giving – Virginia Uldrick

Virginia Uldrick is a gift that spans a lifetime—especially for the many students she taught and the ones who have flourished at the South Carolina Governor’s School for the Arts and Humanities. Blessed with musical talents and a passion for children, she has spent a lifetime of giving back to an underserved artistic community across the state.

With a degree in music education from Furman University in hand, Uldrick secured her first teaching job in Greenwood city schools in 1950. She went on to earn a Master of Fine Arts (MFA) degree from the University of South Carolina and studied at Columbia University and the Peabody Conservatory. She also worked under world-renowned Hungarian musician Dr. Arpad Darazs.

Uldrick was a driving force behind developing the Greenville Fine Arts Center and in 1974 became its first director. The school was the first of its kind in South Carolina and one of only a few of its type in the country. Only one

year later, she was already planning for greater things—a governor’s school to serve the arts in South Carolina. She worked with then-governor Richard Riley and the legislature to create a five-week residential summer program to serve South Carolina’s high school students pursuing the arts. The summer program began in 1980 and was held on the campus of Furman University for fifteen years, providing solid evidence that the state both needed and could support year-round education with a focus on the arts.

In 1996, a bill was overwhelmingly approved by the state legislature to create what we know today as the South Carolina Governor’s School for the Arts and Humanities, a public, residential high school for emerging artists. Governor Carroll Campbell—who had excelled as a student under Uldrick’s care—supported the school and appointed a committee to study cost, enrollment and accessibility. Communities across the state submitted

proposals to bring the school to their town but Greenville was selected with a plan that placed the school on the old Furman University men’s campus in downtown Greenville. The land was donated jointly by the city and Greenville County and public funding was matched by a private fundraising campaign led by Mary Rainey Belser and Minor Mickel Shaw. Virginia Uldrick’s vision opened its doors to the first class of juniors in 1999. Today, the institution is the only fully-accredited, residential, public arts high school in the country. Its students repeatedly earn accolades in writing, dance, drama, visual arts and music.

“From an early age, I was always taught to look for things that are needed and that we do not already have,” Uldrick says. “There were always challenges put before me.” She has met those challenges with passion, optimism and determination—the hallmarks of her sixty year career. We celebrate her lifetime of service to others and the gift that she has been to us all.

Bridging Philanthropy & Purpose – We’ve been strengthening the network of organizations doing great things for Greenville for over 50 years. Your donation helps us continue our commitment to improve quality of life for everyone. Let’s work together.



COMMUNITY FOUNDATION
• OF GREENVILLE •

The Art of Giving



We live in a generous community where philanthropy seems to be a theme across our entire county. The Community Foundation, TOWN Magazine and the Greenville Journal salute the individuals and companies that have made an impact through their goodwill and dedicated service to this community with these inaugural Charitable Giving Awards. We are proud to support philanthropy in Greenville County and to honor those who demonstrate the art of giving.

Philanthropic Spirit ScanSource Charitable Foundation



Started in 1992, ScanSource is a point-of-sale and barcoding technology company based here in Greenville. When the company was only two years old, it formed the ScanSource Charitable Foundation as a means to help its employees give back to the community.

The Foundation is completely overseen and funded by ScanSource employees. Joan Dilworth, chairman of the Foundation, says "The primary focus of the Foundation is on children and education." They also target philanthropic initiatives that can benefit from ScanSource's employee volunteers.

"We have supported various projects, from sending special needs children to camp, to the construction of a playground for children with special needs, to creating the opportunity for middle school students to excel," Dilworth notes. The Foundation has had a positive impact on hundreds of children through projects aimed at improving educational opportunities in Greenville, as well as other communities in the United States and internationally where ScanSource has a presence. The ScanSource Charitable Foundation has helped employees to form a lasting bond between themselves and the communities where they live and work.

One of the core values of the company is a commitment to "helping those less fortunate in our communities by giving our time, talent and resources." Using the Foundation as the vehicle, ScanSource has made it easy for its employees to do just that. "Their commitment to our communities and to helping those in need is part of the fabric of our company," says Dilworth.

This Philanthropic Spirit Award recognizes the philanthropic leadership of both the company and its employees. The ScanSource Charitable Foundation's slogan sums it up—It's who we are, It's what we do.

Community Spirit The Nature Conservancy



The Nature Conservancy began conserving wild spaces in South Carolina in 1969. In the Upstate, their work has been focused on the Southern Blue Ridge Mountains in northern Greenville, Pickens and Oconee counties. Seven years ago, an office was opened in Greenville to

focus on this ecologically significant region.

Partnership has been the key to the Southern Blue Ridge Program through a broad coalition called Partnership for the Blue Ridge. This group of private and public conservation stakeholders worked together to protect the Southern Blue Ridge Escarpment. Special places like Stumphouse Mountain in Oconee County were protected.

Protecting natural resources in the Upstate began in 1976 with 2,000 acres donated to establish Jones Gap State Park, one of the most popular—and biologically diverse—outdoor destinations in the area. From 2008-2011, The Nature Conservancy was able to purchase 300 additional acres through donations from over 380 people who supported making more land available for public recreation. Naturaland Trust, a local land trust, also donated 300 acres it owned. The State Park Service will manage the land in perpetuity for public enjoyment. "Conservation does not happen on its own—it takes supporters as well as staff who are working every day of the year to make sure great places like the mountains in South Carolina are conserved for future generations," says Kristen Austin, program director of the Southern Blue Ridge project.

Just this past year, Greenville's water supply was named the best tasting drinking water in North America. Credit for that goes to a partnership between the Greenville Water System and The Nature Conservancy which holds a conservation easement on 30,000 acres in the SC mountains that make up the Greenville Watersheds.

The Nature Conservancy has also coordinated a program called Furman Forest with Furman University, the cities of Landrum and Tryon and the Spartanburg Water System for students to have first-hand experiences in biology and environmental sciences.

Clearly, the power of partnership is demonstrated by the success of The Nature Conservancy in the Upstate.

Creative Spirit: DNA Creative Communications

After many year of volunteering personally,



Debbie Nelson founded her company on the principal of supporting the community professionally. Over the last fourteen years, it's been good for DNA Creative Communications and good for Greenville. "This community is where we all work and call home," Debbie says.

"The spirit of community is at the heart of our business."

As a full-service communications firm, Debbie and her team serve a broad spectrum of organizations whose missions are to improve the quality of life in key areas of housing, economic development, education, health care and the environment. Two years ago, she and her staff decided to really make a big difference to one nonprofit organization each year with their Live Here Give Here program. This is a year-long, pro-bono partnership that focuses on developing strategies for public relations, branding, and social media. The first lucky recipient was the Alliance for Quality Education—now called Public Education Partners Greenville County—after working together to design a brand that better reflected their mission. In 2011, the Cancer Society of Greenville County received a year of services from DNA Creative Communications, a benefit that the organization could never have

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afforded in their annual budget that is dedicated to supplies and counseling for 2,500 cancer patients and their families each year.

The large number of applications for Live Here Give Here spawned another creative idea to help more nonprofits each year. In 2010, Debbie Nelson took that idea for an educational series called Shine the Light on Your Nonprofit to the Community Foundation and other community partners. With their support, DNA Creative Communications launched the series with six workshops over the year. Over 130 nonprofits benefited from those workshops and lead to the 2011 series of four workshops on event strategies, online communications, brand consistency and a PR boot camp.

DNA's creative ability and spirit of giving makes them a perfect fit for this award.

Benevolent Spirit Award

Henry Horowitz



Artisphere has just been ranked as one of the top 20 fine arts festivals in the nation. The guiding force behind that success is Henry Horowitz. For his dedication of time, energy, heart and soul to Artisphere, we honor him with the Benevolent Spirit Award.

Henry is quick to credit others for the growth of Artisphere over its eight years. But he's cultivated relationships, built a broad base of support, and enlisted strong leadership on the board of directors. Through it all, they have run a first-class arts festival that showcases the visual and performing arts and the area's international and multi-cultural flair. Artisphere hosts award-winning visual artists of national and international caliber and showcases the best of local artists, galleries and performing arts groups. It draws people into Greenville, enhances its image as a cultural destination and benefits the local economy.

"I like to give back to the community, it has been very good to me...and I always thought the arts were good for the community," Henry said. "They contribute to the great lifestyle and education here." As an advocate for the arts, Henry has also served on the South Carolina Arts Commission at a time when funding for the arts was threatened by budget cuts. As Vice Chair of the SCAC, he set out to save the program by lobbying the legislature and did preserve funding for the South Carolina Arts Commission in the state budget.

Fortunately for Greenville, the arts have a friend and advocate in Henry Horowitz. His advice to us is exemplified by his own life, "Volunteer, and make that work meaningful to you."

Ruth Nicholson Award

Perry Gilreath



Children learn from what we do, not what we say. For Perry Gilreath, one of the most important lessons she wanted to teach her three daughters is that blessings come with responsibilities. And the lesson of volunteering is one that she learned by the example of her own parents.

As a vehicle for their philanthropy, Perry and her husband, Gil, began a relationship with the Community Foundation in 2000 by establishing a family charitable fund. "The community of Greenville has been good to us," Gilreath says. "We wanted to do what we could to help in areas where we saw there was need." This donor-advised fund ensures that their young-adult children have the means to help worthy causes financially, even if they don't earn high salaries in their individually-chosen professions.

In 2001, Perry joined the Grants Review Committee at the Community Foundation. For ten years, she has been actively involved in evaluating grant requests and learning about the diverse needs and opportunities in the Greenville community. She said, "The education has been huge and has allowed us to expand our charitable giving." She joined the Board of Directors of the Community Foundation in 2007. She was also an inaugural member of Greenville Women Giving—a special initiative of the Community Foundation—and serves on its Board of Directors. "She is leading by example," says Bob Morris, president of the Community Foundation.

Perry credits her work with the Community Foundation for deepening her connection to the needs in the Upstate which from time to time might be an environmental project, an arts program, or a human services agency. About five years ago, the Gilreaths also established a private foundation to support projects across the nation.

Ultimately, the lesson she hopes to leave to her family is a legacy of giving. "We would like for them to be as excited about philanthropy as we are...and hopefully pass on to our grandchildren that same feeling of wanting to help their communities."

The Ruth Nicholson Award is presented annually for significant contributions to the Greenville community either through volunteer work for the Community Foundation or one of its projects, programs or areas of emphasis. The award is named in honor of Ruth Nicholson who was known for her tireless volunteer work for the Community Foundation.

Photography by Paul Mehaffey



President's Message

Our focus this year has been on legacy gifts that have allowed us to invest in civic and charitable initiatives in Greenville County. Each year we receive unrestricted gifts from IRAs, life insurance policies, charitable remainder trusts and bequests. When I first started working as a Trust Officer in 1987 the tax benefits of such gifts were relatively simple to identify and explain.

The current mix of proposed tax reforms, job creation plans and budget proposals is extremely confusing for individuals deciding on how to distribute assets to family members and their favorite charities. My advice is to make sure your wills and estate plans have been reviewed by your lawyer, CPA and investment advisor. There is so much speculation about pending legislation that you may not accomplish your objectives without professional guidance from key members of your financial planning team.

There are good developments on the charitable initiatives that the Community Foundation is supporting. The Ray and Joan Kroc Community Corps Center opened last month. It is a welcome addition serving many families in a way that will transform the surrounding neighborhoods. In addition the Greenville Early College has hired its first principal as progress continues toward opening in 2012.

This is the time of Thanksgiving and I want take this opportunity to thank you for your support of the Community Foundation.

Have a safe and joyful Holiday Season.

Best regards,
Robert W. Morris, President

If you have made a planned gift for the Community Foundation, please contact Bob Morris at 331-8412.

2011 Charitable Giving Awards



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Bridging Philanthropy & Purpose

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Early College Progress Report

Early College was supported by a grant of \$150,000 from the Community Foundation in 2011.

Planning for the Early College program has been in high gear since it was approved by the Greenville County School Board in June. The important decision of leadership was made with the selection of Mark Joseph as Early College Program Principal. "Mr. Joseph is extremely impressive," said Burke Royster, Deputy Superintendent of Greenville County Schools. He has eight years of classroom experience and most recently served as Administrative Assistant at Sterling School. His teaching degree was made possible by the Call Me MISTER program at Clemson University which identifies and supports excellent teachers with diverse backgrounds.

Early planning has focused on refining the specifics of the instructional program in detail for year one and for the following six years. The 2012 class will start with 25-50 sixth graders who will progress through the twelfth grade. The program targets low-income underachieving students.

Early College will be housed at the University Center and space has been identified that is sufficient to house the program throughout its expansion from the 6th - 12th grades. This shared space is a good use of resources by using classrooms at different times from the University Center.

Three faculty members will be hired for the initial sixth graders and more will be added as the program expands. Clemson University and USC Upstate students enrolled in the Masters in Teaching programs will work with the students as supplementary faculty or interns.

In late winter, the first class of students will be recruited and selected. Parental commitment is an important component of the program. In the summer of 2012, students will begin Early College with a week of orientation on a college campus (tentatively Furman University).

Grantmaking Deadlines

Greenville Women Giving Grants
JANUARY 18, 2012 AT MIDNIGHT

High impact grants from \$40,000 to \$100,000 in the areas of arts and culture, education, environment, health, and human services. Visit www.greenvillewomensgiving.org.

Community Enrichment Grants
MARCH 2, 2012 AT 4:00 PM

Grants to support community-based projects where a modest grant can make a meaningful and sustained difference in the quality of life of Greenville's citizens. Visit www.cfgreenville.org.

Hollingsworth Funds, Inc.
SEPTEMBER 7, 2012 AT 4:00 PM

For the benefit of Furman University, the YMCA of Greenville, and for charitable organizations that operate or conduct affairs for the benefit of charitable uses within Greenville County or for the benefit of residents of Greenville County. Visit www.cfgreenville.org.