



COMMUNITY FOUNDATION
OF GREATER BIRMINGHAM

GIVING TOGETHER

PHILANTHROPY IS FUN

Editor's Note: We get to meet so many interesting, generous people through our work at the Community Foundation. In the next issues of Giving Together we want to introduce you to some of our community's unsung heroes in their own words.

Ken Jackson has been a successful businessman, the go-to auctioneer for fundraisers and a dedicated animal advocate. In the last few years he has worked with the Community Foundation to put his philanthropic legacy in place while he can enjoy it. Here is what he has to say about being blessed by the community and how he gives back:

"I'm in my sixties and have no wife, no children. I think when I'm gone, what will be my legacy? I'm confident that most people will remember me as somewhat entertaining, and smile when they think about me... but what else?"

For over 35 years, I ran a successful business, won awards, served on bunch of boards and was the live auctioneer for over 300 fundraisers, raising over \$10 million for area nonprofits. During the 1980's, I met a number of interesting, diverse and very successful people. Three, very different, community leaders got my attention. Joe Bruno, Elton B. Stephens and Jimmy

Lee, Jr. were all willing to meet with me on numerous occasions, and our discussions frequently included their various philanthropic activities.

These conversations greatly influenced my life. These leaders all had one thing in common: each was generous with their time and financial support for organizations, projects and events that they had a passion for, and found giving back to the community a rewarding experience. Around 1995, I had a conversation with my friend and generous community leader, Hal Abrams and he shared with me the value of making a gift that will keep giving in perpetuity.

The outstanding reputation of the Community Foundation of Greater Birmingham and the positive impact it has made in our region prompted me to establish the Mac & Tosh Donor Advised Fund (named after my first dogs) in 1999. In 2010, working with the professional staff at the Community Foundation, a longtime dream was fulfilled. The Remy Fund for Pets and Animal Services – a field of interest fund – was founded to provide financial assistance to nonprofits in our five-county area that work with companion animals, including dogs, cats and horses. In this, our sixth year, the Remy fund grant committee awarded a record \$50,000 in grants to eleven organizations and because the fund is endowed it will benefit the community for generations to come.

If you have more than you need, identify your passion, and please consider giving back, it's really big fun."

– Ken Jackson



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DECEMBER IS JUST AROUND THE CORNER

Here are some important dates to help you plan ahead for end-of-year grants and gifts:

Friday, December 9

Deadline for all grant requests to be submitted

Friday, December 16

Recommended deadline for gifts of complex assets

Friday, December 23 and Monday, December 26

CFGB offices closed

Tuesday, December 27

Deadline to initiate publicly-traded stock transfers

Friday, December 30

Please make all hand delivery of gifts by noon to allow time for processing

Saturday, December 31

Gifts by mail must be postmarked by this date

Monday, January 2

CFGB offices closed

For information on grant requests:

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For information on year-end giving:

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WHY WE DO WHAT WE DO...

The Community Foundation made a \$20,000 grant in May 2016 to P.E.E.R., a local nonprofit promoting healthy living in the eastern area of Birmingham. P.E.E.R., Inc. partners with and is housed within East Lake United Methodist Church, with Sally Allocca serving as both Senior Pastor for East Lake UMC and Executive Director for P.E.E.R., Inc. The recent grant to P.E.E.R. focuses on senior nutrition, with three main goals:

- Assisting seniors with enrollment in the Supplemental Nutrition Assistance Program (SNAP)
- Providing incentives for purchasing healthy produce at the East Lake Farmer's Market
- Offering discounts on healthy meals for seniors through the "Downstairs Diner"

PAINTING THE TOWN IN JASPER

Our program staff, grant committee and site visit teams are busy assessing our Cycle 2 grant requests that will be awarded in December. One of the results we focus on for this cycle is "Communities are sustainable, livable and vibrant." Last year we awarded the Walker County Arts Alliance \$5,000 toward three painted murals in downtown Jasper.

The work is complete and they have helped to provide exposure to the arts and culture in the area and contribute to the revitalization of this newly-designated Main Street Alabama community.



Downtown Jasper's new murals

According to Allocca, in a matter of just a few months, P.E.E.R. has registered more than 100 seniors for discount lunches, hosted two informational sessions for the market incentive program and helped five seniors enroll to receive SNAP benefits.

The Downstairs Diner hosts a Senior Discount Day at lunch on Tuesdays and Thursdays. Allocca related a recent conversation with a Diner visitor over lunch and a lively game of dominoes. "I met a woman named Carol, who told me she had learned about these discount days at our Saturday Farmer's Market." Allocca learned that Carol was also taking advantage of the other services made possible by the grant. "She had just received her first SNAP benefits."

When the Community Foundation completed the EngAge study on aging earlier this year, we shared the results with organizations like P.E.E.R. who serve seniors. One of the key findings in the survey showed that one in five seniors in our area skipped meals due to lack of money. What's more, a majority of seniors do not know about or utilize benefits like SNAP.

Sally tells us that many of the seniors P.E.E.R. works with are like Carol. "They have never asked for assistance before, but now they just need a little help. Carol has been to the Diner each Tuesday and Thursday since September. She lives alone, so it is nice to have some company."

"We seem to be reaching exactly the people we were hoping to reach with this grant," said Sally. "Helping someone enjoy a hot meal and alleviate the loneliness of their day...it's why we do what we do."



ONE IN FIVE SENIORS IN OUR AREA SKIP MEALS DUE TO A LACK OF MONEY

EngAge Study on Aging

FOR MORE INFORMATION ABOUT GIVING TOGETHER OR TO PARTICIPATE IN A SITE VISIT, CONTACT LORA TERRY AT 205.327.3808.

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