



SCORECARD

ON THE STATUS OF WOMEN AND CHILDREN

10th
ANNIVERSARY
Special Edition
JANUARY 2018

THE FOURTEEN FOUNDING MEMBERS OF WGCCC

Christin Bellian
Mary Lynn Bryan
Patty Collie
Michelle Courie
Alisa Debnam
Laura Devan
Margaret Dickson
Jean Harrison
Lucy Jones
Sarah Moorman
Terri Union
Kaki Van Sickle
Cynthia Wilson
Denise Wyatt

Women's Giving Circle of Cumberland County

WHO WE ARE

- The Women's Giving Circle of Cumberland County (WGCCC) is a diverse group of women who pool our financial resources to fund programs that impact positive change in the lives of women and children in the local community.
- Our giving is intentional and is guided by research that we conduct.
- Using our research, we educate our members and the community on problems that negatively impact our county's women and children.
- The WGCCC is a participating membership fund of the Cumberland Community Foundation with our members serving as an advisory panel to oversee the administration and grant-making process.
- Created in 2008 with 14 founding members, the WGCCC has grown to include more than 120 women today and is open to all women in Cumberland County.
- We look to a future where all women and children have the opportunity to live happy, healthy and productive lives.

MISSION

The Women's Giving Circle of Cumberland County seeks to build and encourage philanthropy in women, engage all generations, and encourage women to be more intentional with their giving.

EXPRESSIONS OF OUR GRATITUDE

- To the Cumberland Community Foundation Staff and Board for their initial and continuing support
- To all the members of WGCCC since inception for their understanding of and commitment to the power of giving together to achieve greater benefit
- To all those members who have served so diligently and faithfully on committees and boards sharing their talents and time in addition to their treasure
- To the agencies that have used our grants to enrich the lives of downtrodden women and children in our community
- To community leaders who have helped us focus attention on challenges and solutions surrounding homelessness, food insecurity, health disparities and educational achievement

IMPACT NUMBERS (2009–2017*)

25

Total
Organizations Funded

39

Total Grants
Awarded

\$452,704

Total Dollars Granted

27,825

Total Women
and Children
Positively Impacted

***NOTE:** In 2008, the year WGCCC was formed, no grants were awarded.



HOMELESSNESS

A STORY OF AWARENESS LEADING TO POSITIVE IMPACT

In 2010, the WGCCC Scorecard became a catalyst for members to be called to action! The homeless data on women and children were shocking. That year, over 1,000 women and children were counted as homeless in Cumberland County. The WGCCC hosted a “Think Tank” community breakfast spotlighting this disturbing homeless number. Out of 120 solutions gathered from participants, a top recommendation was to open day resource centers (DRC) to assist people experiencing homelessness.

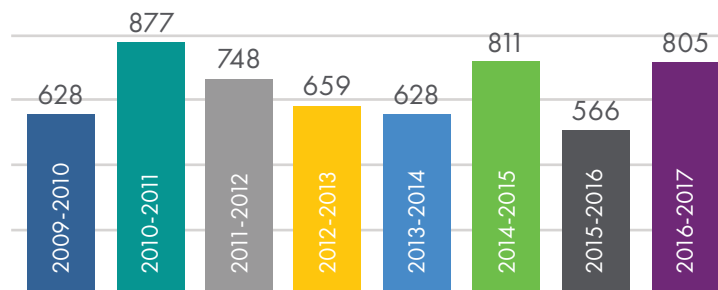
Following that session, three WGCCC members felt called to action—Patty Collie, Lucy Jones, and Mary Flagg Haugh. After additional research, they formed a board of directors for the newly established non-profit called **Connections of Cumberland County**. Their priority was to connect homeless women and children to housing and goal-based case management in a safe environment. This approach filled service gaps and built collaboration with other agencies to avoid duplication.

IMPACT: Connections DRC for homeless women and children opened its doors in 2014. As of December 2017, a total of 1,379 women and children had received help. A *Fayetteville Observer* article dated May 26, 2017, noted some progress in the county’s homeless numbers. The article attributed the good news in part “to Connections (of CC), a program founded by WGC members” and went on to state that, “Since the program began nearly three years ago, it has helped hundreds of women and children get off the streets, into decent housing and back to productive lives.”

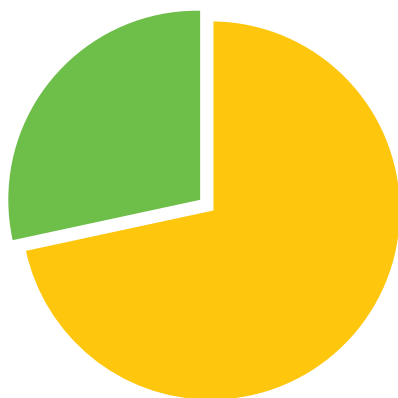


CUMBERLAND COUNTY HOMELESS STUDENTS

(McKinney-Vento, as reported by Cumberland County Schools)



WGCCC GRANTS 2009-2017



- GRAND TOTAL Grants Awarded: \$452,704
- Total **HOMELESS** Grants Awarded: \$179,470

NOTE ON CHANGE OF DATA TRACKED

Since 2009, the Women’s Giving Circle of Cumberland County has tracked homelessness of women and children as part of the scorecard process. In the first several years, the scorecard team used data from two major measures of homelessness – the annual Point-in-Time (PIT) survey required by the U.S. Department of Housing & Urban Development (HUD) and the McKinney-Vento Homeless Assistance Act count, which compiles the number of homeless students in the school system. Because of changes to the data set required by HUD, beginning in 2014, the PIT survey no longer provided the level of detail specifically regarding the number of homeless women and children that the Women’s Giving Circle needed. As of 2017, the scorecard team has shifted its measure of homelessness to the McKinney-Vento data only, which allow us to track the numbers of homeless children who are served by the Cumberland County School System.



A STORY OF STRENGTHENING FAMILIES WITH FOOD BASKETS

IMPACT: **St. Ann's Neighborhood Youth Center Advisory Council** reported that WGCCC enabled the center to host Family Night and Food Baskets three times a year. Reaching out and tutoring children is one part of the program, but keeping in touch with the parents and siblings is a key factor in helping the family see possibilities for the future and have a happy time together with food and friends.

TWO STORIES OF HUNGRY CHILDREN RECEIVING WEEKEND FOOD BAGS

IMPACT: **Alms House** reported that the WGCCC grant for KAP (Kids Assistance Program) helped provide 2,000 weekend bags for the children throughout the year.

IMPACT: The principal of **Sunnyside Elementary** reported that her school has a 75% poverty rate and that all the students qualify for breakfast and lunch at no cost. The WGCCC grant provided weekend backpacks with food that assisted 95 students every week during the entire school year.

YEAR	AMOUNT FUNDED
2009	\$1,500
2010	\$1,500
2012	\$25,000
2014	\$34,000
2016	\$43,850
2017	\$12,000

HIGHLIGHTING FOOD INSECURITY

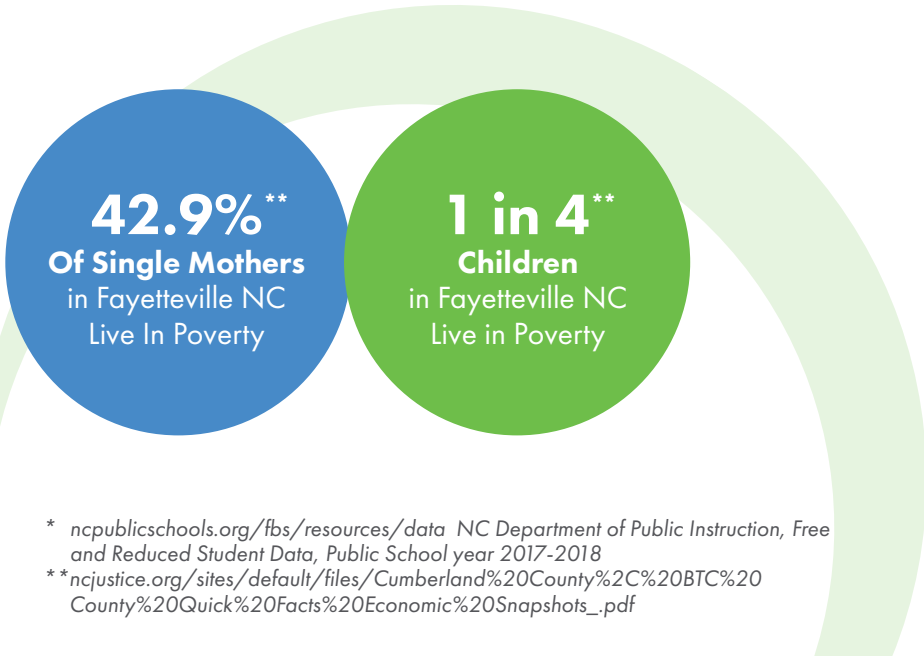
% of Students Receiving Free or Reduced-Price Meals*	2016-2017
Cumberland County	70.6%
North Carolina	59.82%

% of Residents Receiving Food and Nutrition Services** <i>SNAP Benefits (Formerly Food Stamps)</i>	As of December 2016
Cumberland County	21.4%
North Carolina	14.6%

WGCCC GRANTS 2009-2017



- GRAND TOTAL Grants Awarded: \$452,704
- Total **FOOD INSECURITY** Grants Awarded: \$117,850



* ncpublicschools.org/fbs/resources/data NC Department of Public Instruction, Free and Reduced Student Data, Public School year 2017-2018
 ** ncjustice.org/sites/default/files/Cumberland%20County%2C%20BTC%20County%20Quick%20Facts%20Economic%20Snapshots_.pdf



A STORY OF MULTIPLYING IMPACT

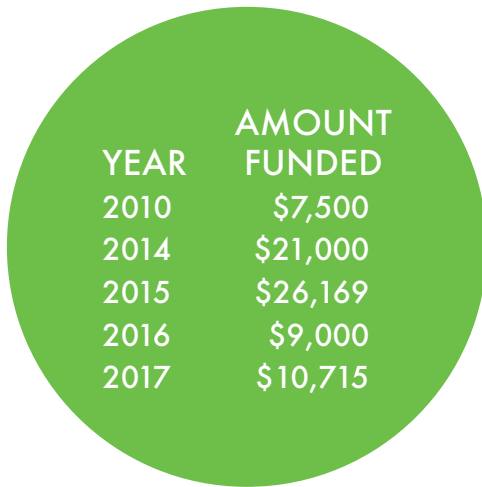
\$6,500 WGCCC Grant x Inspired Philanthropist = \$100,000 Gift

This equation describes how a WGCCC grant sparked an additional gift of \$100,000 from a philanthropist to benefit **Ferguson-Easley Elementary School**, located in a low-income area of Cumberland County. The \$6,500 WGCCC grant to Ferguson-Easley Elementary School funded the purchase of iPads with reading software for use in first- and second-grade reading centers. The purpose was to improve reading proficiency among students before fourth grade, a milestone identified by researchers as important to success in later years. WGCCC members visited the school to learn about the impact the iPads had on student reading and to interact with them and their teachers.

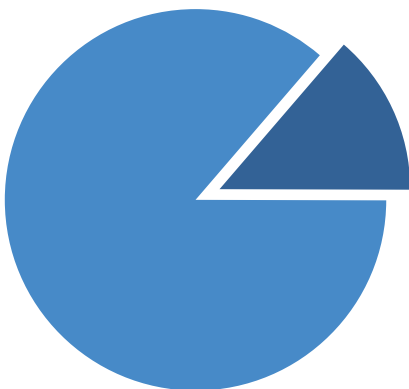
IMPACT: A WGCCC member who visited that morning left the school wanting to do more. She established a \$100,000 endowment for the school that is managed by the Cumberland Community Foundation to provide annual funding for educational purposes. The donor, a retired professor who has visited many schools over the years, said "I was really impressed with the professionalism and dedication of the Ferguson-Easley staff."

A STORY OF REACHING OUT TO CHILDREN WITH BOOKS

IMPACT: The Partnership for Children of Cumberland County reported that the WGCCC grant launched the Reach Out to Read program that provided a total of 5,702 children (ages birth to 5 years old) with books at pediatric wellness-checks. Parents reported an average increase of 26% in their daily reading engagement with their children.



WGCCC GRANTS 2009-2017



- GRAND TOTAL Grants Awarded: \$452,704
- Total **EDUCATION** Grants Awarded: \$74,384

HIGHLIGHTING 3RD GRADE READING PROFICIENCY

School Year 2016-17, as reported by Cumberland County Schools

Students	% Reading at 3rd Grade Level
All CC 3rd Grade Students	57.3%
Students in Higher Income Schools	79.5%
Student in Economically Disadvantaged/ High Poverty Schools	43.6%

KEY FINDINGS

- Numerous studies show that a failure to read on grade level at third grade is a strong predictor of future academic problems even when demographic characteristics are included as controls.
- The importance of reading proficiency at third grade is emphasized in the NC law that took effect in 2013-14 that sets a higher standard for student promotion from third grade.



A STORY OF REACHING UNDER-SERVED SENIORS

Cumberland County Council on Older Adults nutrition program received a WGCCC grant that provided 41% of the funding needed to purchase a meal delivery truck to reach the under-served seniors in the western part of the county.

IMPACT: The delivery truck expanded meal delivery service. As a direct result of having the new delivery truck, 115 seniors now receive meals.

A STORY OF CRISIS AND CRITICAL CARE

A WGCCC grant provided funding that enabled **Better Health** to assist single moms with sick children. For example, one unemployed mother came to the agency with all three of her children who needed prescriptions for scabies. Their household income was \$426 in food stamps. The children were not covered by insurance.

IMPACT: These three young children received the medical treatment they desperately needed.

YEAR	AMOUNT FUNDED
2009	\$9,500
2010	\$28,500
2012	\$15,000
2013	\$28,000

WGCCC GRANTS
2009-2017



- GRAND TOTAL Grants Awarded: \$452,704
- Total **HEALTH** Grants Awarded: \$81,000

23rd*
state ranking in 2016 for Teen Pregnancies in Cumberland County compared to 11th in 2010

398
Total Teen Pregnancies among 15-19 year olds in 2016 compared to 508 in 2013

12.1%
Diabetes Prevalence In Cumberland County Compared to Edgecombe County - 16.4% (the highest in NC), Onslow County - 7.8% (the lowest in NC)**

Congratulations
ON YOUR
TENTH ANNIVERSARY
OF GIVING TOGETHER.

Cumberland Community Foundation is proud to be the founder and host of the Women's Giving Circle of Cumberland County.



Cumberland Community Foundation, Inc.

* (Ranking Scale: 1 is highest and 100 is lowest).

** (2017 County Health Rankings/ Data Collected in 2013/ Diabetes Prevalence is defined as % of adults aged 20 and above with diagnosed diabetes in county)

datausa.io/profile/geo/cumberland-county-nc/#health

CONNECTING THE DOTS

The WGCCC has been consistent in making grant award decisions by focusing on the basic needs of women and children in our community, as highlighted by the scorecard research. This approach is intentionally holistic and provides members with year-over-year tracking of key data for each focus area. This keeps our members informed so they make better grant funding allocations in a way that has the greatest impact where there is the greatest need.

Members also gain a historical perspective by following the trends in the data to see where improvements have taken place and where more attention is needed. Our evaluation committee gathers key metrics from grant recipients each year.

We have learned that each focus area is connected to the other focus areas in significant ways. If we fund one focus area but not another, the desired impact of our funding is not as comprehensive.

Take **early childhood reading proficiency**, for example. Lack of appropriate nutrition over time can cause children to develop health issues, which can lead to learning issues. Experiencing homelessness or the constant risk of becoming homeless can lead to mental health issues in children who do not experience a safe and nurturing home in the early years of their lives. Exposure to constant, extremely stressful situations can cause children to under-perform in school at a young age, which makes learning to read at grade-level by third grade a tremendous challenge.

It was recently reported that children living in poverty today in Cumberland County will most likely have an even lower level of earning power than their parents. As a community, we must "Connect The Dots" in order to successfully address the basic needs of the children who face extreme poverty every day. It is these children that we count among the homeless, the hungry, the unhealthy, and as the students who are unable to read at grade-level.

Note: For additional current year and prior years' scorecard data, please go to cumberlandcf.org/giving-circle/womens-giving-circle-of-cumberland-county

WGCCC ENDOWMENT FUND

10th Anniversary Donation Appeal

BUILDING A LEGACY BY GIVING TOGETHER FOR GREATER IMPACT

If you support the work of WGCCC today, why not support it for generations to come?

You don't have to be a giving circle member to contribute to the WGCCC Endowment Fund!

Our endowment fund adds to the grant funding amount that can be awarded each year and is administered by CCF.

Please become a FRIEND OF WGCCC and donate directly to the endowment fund by going to the Women's Giving Circle page on the Cumberland Community Foundation website: cumberlandcf.org.

2018

is a Milestone Year of
WGCCC Giving!

In Our 10th Anniversary Year,
We Are Celebrating
the Awarding of More Than

\$500,000

in Grants

To Help Women and Children
in Cumberland County!



GIVING TOGETHER FOR GREATER IMPACT

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WGCCC MEMBERS - PAST AND PRESENT

Women's
GIVING CIRCLE
OF CUMBERLAND COUNTY

GIVING TOGETHER FOR GREATER IMPACT

HOW TO JOIN WGCCC

Go to cumberlandcf.org

Or email susan@cumberlandcf.org

Women's Giving Circle of Cumberland County | Cumberland Community Foundation
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