

2022 Midlands Gives & Grants Overview Session



CENTRAL CAROLINA
COMMUNITY FOUNDATION



Midlands Gives Overview

2022



Did your organization participate in Midlands Gives Day?

Poll – MGD 2022 Participation



What is Midlands Gives?

- Online giving platform supported by CCCF
- Over 540 Midlands nonprofits with an active profile
- Goals:
 - Provide a year-round resource for donors
 - Improve nonprofit's fundraising capacity and public awareness
- Annual giving days
 - Midlands Gives Day (1st Tuesday in May)
 - Give 8/28
 - Giving Tuesday
- Prizes and matching donations
- Since 2014, over \$19.4M has been raised on the platform.
- Media and donor engagement



Midlands Gives Day, 2022 – By the Numbers

- 540 nonprofits raised funds (14.2% increase)
- \$2,498,548 donated through online platform, April 1 – May 3, 2022 (5.76% increase)
- 19,306 donations (-7.64% decrease)
- 386 fundraising pages developed (-16.27% decrease)
 - \$140,570 in donations through Fundraising Pages
 - 55% of nonprofits stated Fundraising Pages were valuable
- 21% of donations were made during early giving (6.22% increase)
- Nonprofits reported \$1,044,389 in matching funds (23.66% increase)
- \$182,000 awarded in prizes and incentives from In Good Company Network
- \$29,900 awarded in matches from Community Funds



Midlands Gives Day, 2022 – By the Numbers

Organization, by Budget Size	# of participating organizations	Median Budget Size	Average Amount Raised	# of Prize winners	% of Orgs Outside Richland Co.	% of BIPOC- led Orgs
Small (\$0 - \$39,999)	177	\$11,700	\$1,361	39	41%	42%
Medium (\$40,000 - \$399,999)	181	\$159,230	\$3,781	37	48%	25%
Large (\$400,000+)	182	\$1,375,200	\$8,382	36	26%	9%
All	540	\$169,463	\$4,627	112	38%	25%

What about the prizes?

Poll – Prizes



Donors on Midlands Gives Day, 2022 – By the Numbers

- 75% live in Richland or Lexington Counties*
- 86% are age 40 or older*
- 65% have a household income greater than \$50,000*
- 74% identify as White*
 - 20% Black or African American*
 - 2% Hispanic or Latino*
- 76% of donations had the fees covered by the donor (0.71% increase)
- 26% of donations were first time donors to that nonprofit (-0.88% decrease)
- Repeat your donation email from CCCF – NEW
 - 538 donations to 221 nonprofits totaling \$57,746

**Data represent the 555 donors who completed the Donor Survey*



Top 7 Reasons* Nonprofits Participate

1. To raise awareness about our organization
2. To reach new donors
3. To be part of a community-wide giving effort
4. To raise money for operations
5. To be eligible for bonus funding and prizes
6. To reach current donors in a new way
7. To raise money for a project or specific need

** 127 nonprofit staff completed the follow up survey. 46%+ of respondents chose the above responses.*

BUT the overwhelming majority stated Fundraising/Financial was their PRIMARY goal for Midlands Gives.



How can we help your organization meet your Midlands Gives Day goal?

Poll – MGD Goal



What training format would be most helpful?

Poll – Training



Media and Public Relations

Advertising:

- Negotiated \$25,000 in in-kind advertising from print and media partners.
- All four local TV networks (ABC, NBC, CBS, Fox) agreed to joint PSA.
- PSA run by multiple radio stations
- Ads were placed in publications across all 11 CCCF counties.

Public Relations:

- More than 85 TV, radio and newspaper interviews were completed by Foundation staff and Midlands Gives nonprofits.
- All four TV stations did live remotes from headquarters.
- Results were covered by all TV and radio partners as well as multiple regional media outlets.

Facebook Live:

- Foundation staff hosted 17 Facebook Live videos
 - ~40 nonprofits were showcased



How did donors hear about MGD?

- From nonprofits
 - Email or newsletter from a participating nonprofit (61%)
 - Social media from a participating nonprofit (36%)
- From Friends
 - Word of mouth (29%)
- From CCCF
 - Email or newsletter from CCCF (19%)
- Social Media
 - Facebook (17%)
 - Instagram (3%)
 - Other social media (2%)
 - Twitter (2%)
- Traditional Media
 - Television (14%)
 - Print Media (7%)
 - Radio (3%)
 - Billboard (2%)



Areas of Improvement

- Trainings to help nonprofits better prepare
 - More “how-to” and hands-on support
- More clarity on prizes and matches being offered
 - How can nonprofits use prizes to motivate their donors?
 - How can nonprofits in Chapin, Kershaw, Calhoun, Orangeburg, and Sumter max out their county matches?
- More support for smaller nonprofits
 - Consider how to support organizations with no/limited paid staff
- Board giving & engagement
 - Most nonprofits had less than 50% board giving
 - 45% stated their boards were “not very involved at all”
- Accessibility
 - Spanish-language
 - 508 compliance for people with disabilities
- Diversifying donors
 - How can nonprofits expand their donor pool?



Drop it in the chat:

- *What else do CCCF staff need to know?*
- *What else do you need/want to make Midlands Gives Day 2023 a success?*

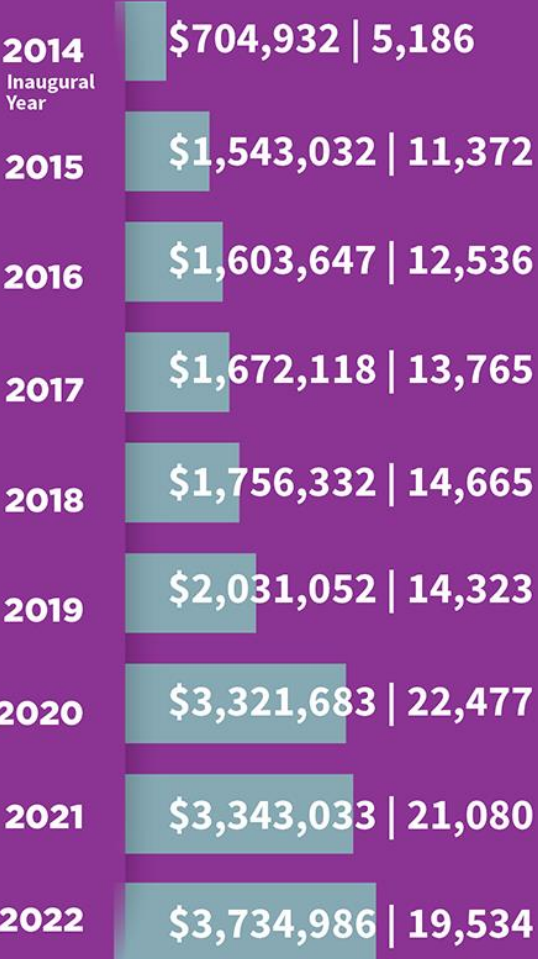
SAVE THE DATE

- Midlands Gives Day: May 2, 2023
- Registration for at MidlandsGives.org opens in January



Each year, thousands of everyday philanthropists support the positive impact nonprofits have on the region's well-being. Donations for previous years include the following:

YEAR AMOUNT RAISED | INDIVIDUAL GIFTS



**Thank you and
congratulations to our
nonprofit partners for
another successful year!**



**The Grants Information
Session will begin
shortly.**



Grant Information Session

July 2022 – June 2023



Community Foundations

- 501(c)3 public charity
- Flexible, yet permanent collection of funds supported by a wide range of donors
- Serve a specific geographic region
- Board of Directors who are knowledgeable about and involved in the community
- Provide philanthropic leadership on critical community issues
- Assist donors to identify and attain their philanthropic goals



What is your organization's primary focus area?

Poll – Primary Focus



CCCF at-a-Glance

- Awarded over \$220M since 1984
- All focus areas
- 2020-2021
 - 2,450 grants
 - 1,003 nonprofits
 - \$15,423,053
- Currently managing 130+ grantees
 - Application – Contracts – Evaluation



What does CCCF do?

CCCF makes life better in the Midlands by investing for impact through grants and scholarships.

How do we do that?

- Make Connections!
- Agency Funds
- Scholarships
- Awards
- Donor Advised Funds
- Competitive Grantmaking
- Special Initiatives



Agency Funds

- Designated Fund established by a nonprofit organization for the benefit of the nonprofit
- Provides long term unrestricted income
- Fund is pooled with other funds and professionally managed
- CCCF becomes owner of funds, thereby insulating nonprofit from suits and judgements
- CCCF confidently handles complex gifts such as gift annuities, stocks, trust arrangements, etc.

<https://www.yourfoundation.org/giving/>



Affiliate Funds

- Greater Chapin Community Foundation*



Greater Chapin
COMMUNITY FOUNDATION

- Orangeburg Calhoun Community Foundation



**Orangeburg and
Calhoun Counties**
COMMUNITY FOUNDATION

- Kershaw County Community Foundation



Kershaw
COMMUNITY FOUNDATION

- Sumter Community Foundation*



Sumter
COMMUNITY FOUNDATION

**offer both competitive grantmaking and Midlands Gives matches*



Community Investment Priorities

- Increase livability and quality of life
- Increase philanthropy
- Improve nonprofit capacity
 - Increased investment and new opportunities
 - Coordination with Midlands Gives, African American Philanthropy Committee, & other funders
- Diverse organizations
 - Opportunities for engagement and networking
 - General Operating Support grants
 - Black, Latinx, Asian & Indigenous (BIPOC) led and serving
 - Beyond Richland County



Who & What is new this year?

Staff

- Trimease Carter, Program Officer
- Shantrell Mitchell, Community Investment Associate

Grant Portal – Started 2021

- Log-in
- Features:
 - Save your work!
 - Collaborate with colleagues/partners
 - Import organization data from Guidestar
 - Pro-tip: update your Guidestar profile
 - Preview the application before you start
 - All application/contracts/reports saved to the organization's profile
 - Import answers from past applications



What is your experience with CCCF grantmaking?

Poll – CCCF Experience



Grant Portal

grantinterface.com/Home/Logon?urlkey=cccfoundation

NOTE: If your organization is already in the system and you would like to add a new staff person to the existing organizational profile, please contact CCCF instead of creating a new account.



CENTRAL CAROLINA
COMMUNITY FOUNDATION

Logon Page

Email Address*

Password*

Log On

Create New Account

[Forgot your Password?](#)

Welcome to the Central Carolina Community Foundation's Online Portal.

New Users: Please click on "Create New Account" to complete the registration process and create your logon credentials.

Existing Users: Please enter your credentials and log in. If you forgot your password, please use the "Forgot your Password?" link to the left to reset your password.

Not Sure? If you think that you or someone at your organization has already registered in the system, do not create a new account. Please contact our Grant Administrator to receive your username.



Grant Portal

Account - Grant Life × +


[grantinterface.com/User/Register?urlkey=cccfoundation](#)


[Google](#) [sis](#) [PowerSchool](#) [CCCF](#) [CCCF Grant Portal](#) [Calendar](#) [Wufoo · Login](#) [Lynches River Map](#) [401k Spectrum](#) [Equity Funding](#) [State of the NP Sec...](#) [Power Moves Guide](#) [Checklist: How to S...](#) [Payroll](#) [GuideSt](#)

[Cancel Account Creation](#)

Create New Account

If you already have an Account, click the 'Cancel Account Creation' button to go to the Logon page

 Using the browser's back button will delete your registration information.

 This registration process has multiple steps you must complete before you can apply.

Fields with an asterisk (*) are required.

Organization Information

EIN / Tax ID (##-#####)*

Organization Name*

Web Site

Telephone Number (###-###-####)*

Organization Email

Please use your organization's mailing address.

Address 1*

Address 2

City*

State*

Postal Code*

[Next >](#)

User Information

Executive Officer Question

Additional Executive Officer Information

Password



Grant Portal

Process/Apply?urlkey=cccfoundation

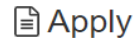
CCF CCCF Grant Portal Calendar Wufoo - Login Lynches River Map 401k Spectrum Equity Funding State of the NP Sec... Power Moves Guide Checklist: How to S... Payroll Guide



Apply

Fax to File

Role (Applicant) ▾



Apply

Enter Access Code

Enter Code

❗ If you have been provided with an Access Code, you may enter it in the box at the top of the page.

Quick Search

Aflac - FY22 - Fall

Accepting Submissions from 09/01/2021 to 09/30/2021

Apply



Aflac Charitable Fund

Aflac prides itself on being a vital part of each of the communities its team members call home. Aflac Group's grant program focuses on supporting organizations with a local, rather than a national or international, perspective. Aflac Group accepts grant proposals from nonprofit organizations serving South Carolina, for awards up to \$10,000 in the priority areas of Health and Well-Being, and Education. The Aflac grants committee is comprised of a dedicated group of community-minded employee volunteers. Central Carolina Community Foundation staff supports the Aflac grants committee.

[CLICK HERE](#) to learn more about the criteria for this grant award. This application is for the Fall cycle with a program year of January 1-December 31, 2022. The Spring cycle will be available in March.

Questions?



For further information, please contact Halie Brazier at 803-254-5601 x343, or email Halie@yourfoundation.org.

Preview

Send to GrantHub



Capacity Building - FY22

Accepting Submissions from 09/01/2021 to 09/30/2021

Apply



Capacity Building Mini-Grants

Capacity Building mini-grants provide funds (up to \$5,000) to nonprofits to assist with organizational and financial stability, program quality, and growth — allowing them to carry out their missions more effectively. Our grants will fund activities that will build and maintain organization level infrastructure and governance. This includes projects to improve the organization's

Competitive Grantmaking

- Field of Interest Funds
 - Animal welfare, education, arts, human service, leadership.
- Sonoco Foundation
- Hootie and the Blowfish Foundation
- Disaster Relief funds
- Lynches River Conservation Fund*
- Aflac Charitable Fund*
- Capacity Building grants*
- Knight Foundation Advised Fund*
- Affiliate Funds*
- Connected Communities*
- Jumpstart grants*

*Will discuss in detail

<https://www.yourfoundation.org/grants-scholarships/calendar/>





- Areas of interest
 - Health and Well-being
 - Education
- Two cycles
 - January-December Project
 - Application open: September 1 September 30
 - July-June Project
 - Application open: March 1 March 31
- Up to \$10,000
- Open to any nonprofit in SC (competitive)

*Note: Nonprofits currently receiving funding cannot re-apply while still under contract.



Nonprofit Capacity Building Grants

- Jumpstart Grants
 - One year of:
 - Donor management software (CRM)
 - Development and software coaching provided by Network For Good
 - Application: September 1-30
 - Matching grant
 - Information session (required), September 8 @ 11am
- Organizational Capacity Building Mini-grants
 - Not program capacity
 - Up to \$5,000
 - Application: February 1-28, 2023



What type of capacity building support does your organization need?

Poll – Capacity Building



Greater Chapin Community Foundation

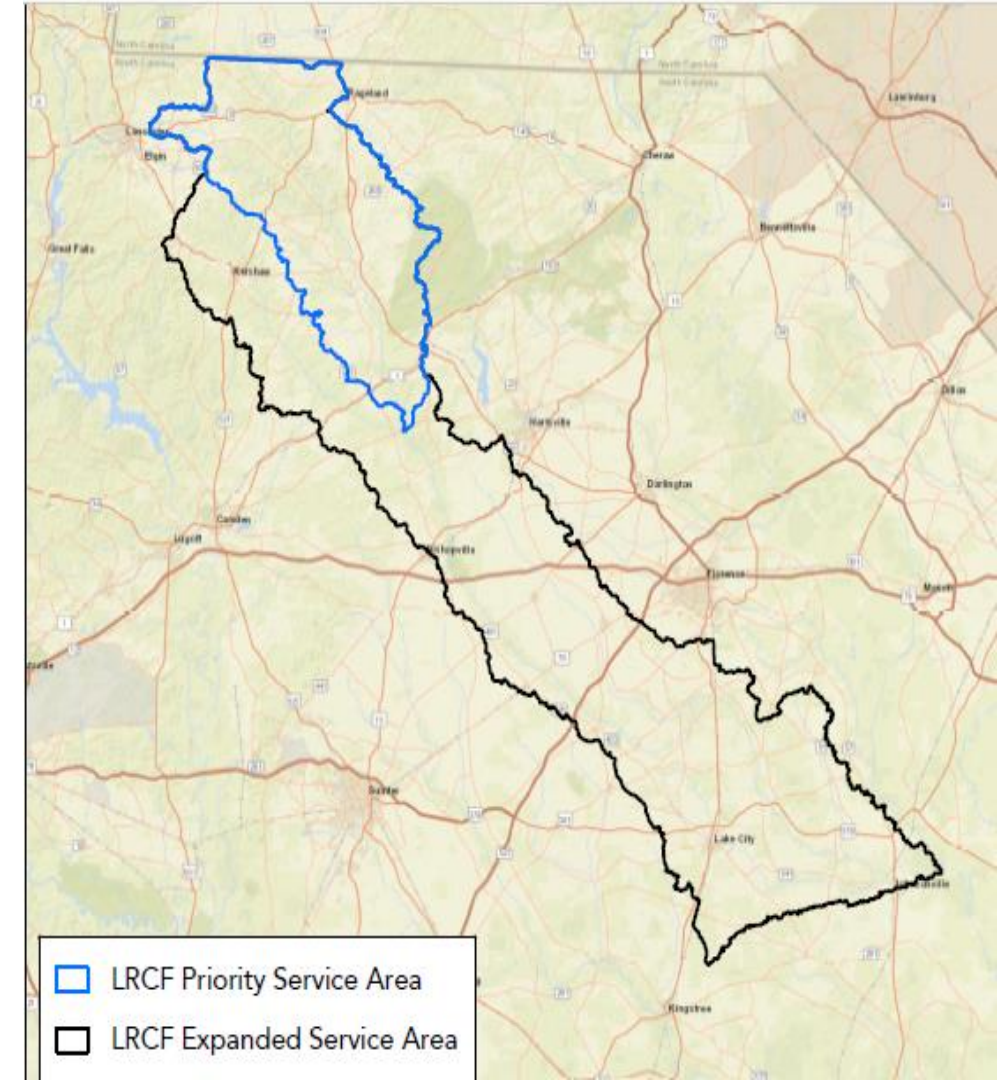


- Organizations must serve the Greater Chapin area
 - Ballentine, Chapin, Little Mountain, Peak, Prosperity and White Rock
- Goal: uplift and strengthen organizations that are addressing needs within the Greater Chapin area.
- Application open: September 1-30
 - Average award (2021): \$1,100
- Midlands Gives matches



Lynches River Conservation Fund

- Grant goal: improve the water quality and ecological integrity of the Lynches River watershed
 - How: land acquisition/conservation projects in the SC region of the Lynches River watershed.
- Revised Process
 - Rolling application starting September 1
 - Information Session: August 23, 2pm
 - <https://yourfoundation.wufoo.com/forms/lrcf-info-session/>





**KNIGHT
FOUNDATION**

- Richland County only*
- Help cities:
 - attract and keep talented people
 - expand economic opportunity
 - revitalize the economy and community after the pandemic
 - create a culture of engagement
 - “Smart” and responsive cities
- Interest: capitalizing on the rivers, public space/public life, pilot projects, technology enabled efforts
- Up to \$50,000
- Accept applications year round



Connected Communities



What is Connected Communities?

Connected Communities projects should improve the Midland's quality of life and livability and increase residents' satisfaction and community attachment.

How? By increasing Midlands residents' easy access to:

- Safe places to live and work
- Healthcare facilities and services
- Quality job opportunities
- Affordable housing
- Safe, proximal, high-quality recreational areas
- Quality arts and cultural events.



Interested?

- Awards
 - Amounts: \$5,000-\$50,000
 - Challenge Match – 30%
- Application Process:
 - Round #1: September 1-30
 - Round #2: Invitation to Full Application
 - Open October 15 - November 15
 - Round #3: Presentation (Q&A) in January
- Project Timeline: March 1, 2023 –February 28, 2024



Last, but not least: Scholarships

- 47 scholarships funds
- 2022: Awarded \$569,590 to 237 students
- 2021: 65% were first generation college students
- Median scholarship: \$2,000
 - Over 40% are renewable for 4 years
- Online application January-March
 - Please promote through your networks!



Connect With Us!

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- Phone: 803-254-5601
- Twitter: @CCCFTweets
- Instagram: @CCCFPic
- Facebook: Central Carolina Community Foundation
- Email Sign Up:
www.yourfoundation.org, select Nonprofit News list



Questions?

Drop it in the chat!





**CENTRAL CAROLINA
COMMUNITY FOUNDATION**

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yourfoundation.org



**Black Philanthropy
Month Session will begin
shortly.**

