Amazing things happen when Arkansans give. Keep reading to find out more.

- Heather Larkin
I’ve long known of the generosity of Arkansans. We are a people who give to the causes that touch our hearts, feed our souls, expand our reach and engage our minds. Arkansas Community Foundation has worked for 40 years to help target that generosity toward the causes that build our communities. When we say we want to help you give smarter, we mean just that. We want to make sure you have all the information and choices you need to get the most bang for your charitable bucks within your hometown and our home state.

Even if you’ve been to our arcf.org website before, it’s time to take another look at the information and opportunities there. During FY 2015 we completely overhauled this tool to make it easier to use and to provide new and expanded information to our donors and friends who utilize our services.

This past April we offered a new charitable giving option — a one-day online giving program called ArkansasGives. In 12 short hours, the people of Arkansas responded to the needs of our state’s nonprofits with just under $2 million in online donations. That resulted in $2.3 million in donations and prizes being distributed to 350 nonprofits last spring.

We’ve heard wonderful stories from the nonprofits who received ArkansasGives funds — books being distributed, wheelchair ramps being built, families being fed and animals finding homes. Perhaps the most exciting thing about ArkansasGives is that many nonprofits were able to use the funds for crucial operational needs that are often the most difficult to acquire.

Supporting the structure that allows nonprofits to build the backbone of their communities is smart giving!

Best regards,

Heather Larkin, J.D.
President and CEO
When Arkansas Gives, Small Gifts Yield Big Results

ArkansasGives Nonprofits Receive $2.33 million

Why will more hungry Arkansans receive food? Why will more children in foster care have a place to call home? Why will more homeless pets find families to care for them?

Because these services and many others are being provided by the more than 350 nonprofits who participated in the first ArkansasGives, Arkansas Community Foundation's one-day online giving event that raised more than $2.33 million on April 2.

More than 7,000 individuals contributed $1.98 million online during the event. Prize money from First Security Bank and Jane Hunt Meade, along with $250,000 in bonus dollars from the Community Foundation and matching funds for selected nonprofits from the Winthrop Rockefeller Foundation, boosted the total to $2.33 million.

“April 2 was a landmark day for nonprofits in our state. I am overwhelmed by the generosity of Arkansans who helped us ‘Grow the Love’ for causes they care about,” said Heather Larkin, CEO of Arkansas Community Foundation. “Checks were distributed to statewide nonprofits within a month, making sure those dollars were quickly at work for Arkansas nonprofits.”


Find out more at ArkansasGives.org.

“The $48,000 A-Camp raised during Arkansas Gives more than ‘filled the gap’ we needed between our tuition paid and the actual cost to run our five-week summer program. During Summer 2015, A-Camp served 30 campers with autism and 29 buddies (typically developing peers).”

— Amanda Laboy,
A-Camp

$48,219 makes a world of difference in the lives of kids with autism

Big fun on ArkansasGives Day. The Cat in the Hat (representing the Central Arkansas Library System) greeted fans in the Little Rock River Market, and corps members from City Year enjoyed the ArkansasGives watch party.
When Coworkers Give, Their Entire Community Wins

Most company meetings focus on how to make more money. This meeting was about how to give it away.

The 15 Cox Communications employees gathered around the conference room table on an afternoon last August were there to represent the charitable wishes of their co-workers, and they didn’t take the responsibility lightly.

Starting in 2014, Cox Communications employees began contributing to a company-wide, pooled charitable fund managed by Arkansas Community Foundation. The company matches their donations dollar-for-dollar up to a total of $25,000, and an employee advisory council of front-line staff meets twice annually to decide how the funds should be used.

“There are so many worthy causes that merit our attention, and one of the most challenging things is deciding who we’ll give the support to,” explained Karen Brazzeal, a media consultant with Cox Media. “I feel like this process brings our coworkers together in a unique way for a common cause.”

“I might have a certain viewpoint that no one else has, and vice versa,” said Jay Lashley, senior account executive with Cox Business. “When we get together we can make sure the right organization gets the funding — you need that feedback from each other.”

When coworkers give together, everyone — especially their community — wins.
When South Arkansas native Glenn Freeman talks about his philosophy on giving, he begins with his roots: “Growing up, my family was poor and didn’t have much. But we were in the same boat as a lot of other people. It was not uncommon for one of us to go next door and borrow a cup of sugar.”

Freeman, raised by a proud single mother who found it difficult to ask for help, strives to affect long-term change that empowers people and enables them to be self-sufficient, rather than creating dependency. He believes in creating situations where people can have access to help without asking, and he supports organizations that give people opportunities to select the benefits or goods they need, such as food pantries, Goodwill Industries or The Salvation Army. Freeman also advocates for nonprofits that benefit young people, like the Ivy Center for Education (ICE), which helps high school students with ACT preparatory workshops, tutoring and mentoring programs.

But Freeman doesn’t think that kids should only be on the receiving end of gifts. He works with the Community Foundation’s Youth Advisory Council (YAC) to teach the importance of leadership and community philanthropy to high school students. Freeman also mentors college men about the value of investing so that they may one day experience the benefits and impact of giving. He hopes this exposure to philanthropy will help shape their mindset and develop a broader pattern of giving in the minority community. He states simply, “If people didn’t give, there would be nothing to receive.”

“ If people didn’t give, there would be nothing to receive.”

Freeman advocates for nonprofit organizations that serve young people, like the Ivy Center for Education in Pine Bluff.
We’re honored to partner with thousands of donors to help them protect, grow and direct their charitable dollars and learn more about community needs. For a full list of our funds and endowments, visit arcf.org.

Also on our website, you can find listings of the members of our Diamond Society (donors who have included Arkansas Community Foundation in their will or estate plan), Giving Tree Society (donors who have made a gift of $10,000 or greater to one of our Giving Tree endowments) and Golden Key Society (professional advisors who have partnered with the Community Foundation to help meet their clients’ charitable giving goals).

Statement of Financial Position

Assets
- Cash and Cash Equivalents: $17,488,992
- Investments at Market Value: 211,639,579
- Receivables and Other Assets: 25,641,674
- Total Assets: $254,770,245

Liabilities and Net Assets
- Scholarships Payable and Other Liabilities: $3,060,207
- Agency Liabilities*: 25,264,100
- Net Assets: 226,445,938
- Total Liabilities and Net Assets: $254,770,245

Statement of Activities

Revenue
- Contributions: $33,940,623
- Other, Net: 2,036,006
- Less Amount for Agency Liabilities: (2,333,079)
- Total Revenue: $33,643,550

Expenses
- Grants: $15,125,211
- Other Expenses: 2,832,077
- Less Amount for Agency Liabilities: (816,039)
- Total Expenses: $17,141,249

Increase(Decrease) in Net Assets: $16,502,301

Five Year Gifts
2011-2015
(In millions of dollars)

Five Year Grants
2011-2015
(In millions of dollars)

Statement of Activities

Revenue
- Contributions: $33,940,623
- Other, Net: 2,036,006
- Less Amount for Agency Liabilities: (2,333,079)
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- Less Amount for Agency Liabilities: (816,039)
- Total Expenses: $17,141,249

Increase(Decrease) in Net Assets: $16,502,301

*Complete financial statements with accompanying footnotes and unmodified auditors’ report issued by JPMS Cox, PLLC, and our IRS Form 990 are available for review at our Little Rock office and on our website at arcf.org/about/financegovernance.aspx

For grant guidelines and additional information on applying for grants, visit arcf.org/grants.
### Operating Expense Ratios

<table>
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<tr>
<th>Year</th>
<th>Total Assets</th>
<th>Total Operating Expense</th>
<th>Number of Employees</th>
<th>Operating Expense as % of Total Assets</th>
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<tr>
<td>2011</td>
<td>$153,242,587</td>
<td>$1,912,393</td>
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<tr>
<td>2012</td>
<td>$156,628,146</td>
<td>$1,976,087</td>
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<td>1.26%</td>
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<td>2013</td>
<td>$190,174,811</td>
<td>$2,066,380</td>
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<td>1.09%</td>
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<tr>
<td>2014</td>
<td>$235,345,991</td>
<td>$2,277,337</td>
<td>13</td>
<td>0.97%</td>
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<tr>
<td>2015</td>
<td>$254,770,245</td>
<td>$2,832,077</td>
<td>15</td>
<td>1.11%</td>
</tr>
</tbody>
</table>

### Investment Policy Allocation as of June 30, 2015

- **U. S. Equity**: 30%
- **International Equity**: 25%
- **Real Assets**: 11%
- **Hedge Funds**: 17%
- **Total Fixed Income**: 14%
- **Private Equity**: 3%

### Arkansas Community Foundation Asset History 1976 - 2015

- **Better information leads to better solutions.** That’s why Arkansas Community Foundation produced **Aspire Arkansas**, a county-by-county report on quality of life in our state, including:
  - Education
  - Health
  - Economics
  - Employment
  - Housing
  - Civic engagement

At Arkansas Community Foundation, we’re in the business of providing tools and information for people who love to give. **Aspire Arkansas** is both a yardstick to measure where our state currently stands and a compass to help you and your neighbors determine where we should go. Equipped with this tool, we hope you’ll have the information you need to begin to identify the local needs you will address with your time, talent and treasure. Download the full report at [arcf.org/AspireArkansas](http://arcf.org/AspireArkansas) or call 888-220-2723 to request a hard copy.

### Performance as of June 30, 2015

<table>
<thead>
<tr>
<th>Time Period</th>
<th>1 Yr</th>
<th>3 Yrs</th>
<th>5 Yrs</th>
<th>10 Yrs</th>
<th>19 Yrs</th>
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<tr>
<td>Return</td>
<td>0.2%</td>
<td>8.7%</td>
<td>9.3%</td>
<td>5.5%</td>
<td>6.4%</td>
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<tr>
<td>Composite Index</td>
<td>0.9%</td>
<td>9.0%</td>
<td>8.9%</td>
<td>4.2%</td>
<td>5.8%</td>
</tr>
</tbody>
</table>
FINANCE COMMITTEE
Eric Hutchinson, Chair
Jackson Farrow
George McLeod
Dennis Hunt
Philip Tappan
Robert Zunick
Jim Williamson, at large
Ted Gammill, at large

INVESTMENT CONSULTANT
Mercer Hammond, St. Louis, MO

INVESTMENT MANAGERS FOR POOLED ASSETS
Aberdeen Group
Brookfield Investment Management
CapRocq

Clarion Partners
Colchester Global Investors
Colliers Dickson Flake Partners
Corbin Capital Partners – Pinehurst
Delaware Management Holdings
Dodge & Cox
Doubleline Capital
Forester Diversified
Goldman, Sachs & Company
Mondrian Investment Group
Northgate Capital
Neuberger Berman
Park Street Capital
Principal Group
Southern Bancorp
TCW Group
Vanguard Group
Vaughan Nelson Management

Our Affiliates Work Locally in Every Corner of Arkansas
Affiliate Staff, FY2015

Carroll County – Janell Robertson
Clark County – Ginger Overturf
Cleburne County – Kathy Phillips
Columbia County - Janet Rider-Babbitt
Conway County – John Gibson
Craighhead County – Barbara Weinstock
Cross County – Jennifer McCracken
Delta Area – Pat Post
Faulkner County – Gloria Cheshier
Fayetteville Area – Katie Tennant
Fort Smith Area – Pettus Kincannon
Greene County – Marci Lincoln
Hot Springs Area – Ann Carrithers
Johnson County – Jackie Ott

Lee County – Lucy Smith
Mississippi County – Nickie Bell
Monroe County – Phyllis Stinson
Ouachita Valley – Stephanie Wyatt
Phillips County – Crystal Eastman
Pine Bluff Area – Lawrence Fikes
Pope County – Madelyn Ginsberg
Sharp County – Greg Bess
Southeast Arkansas – John Conner
St. Francis County – Robin Jayroe
Texarkana Area – Ken Cox
Twin Lakes – Janice Fletcher
White County – Dana Stewart
Central Office Staff, FY2015

Deanna Clark
Statewide Outreach Director
acoldiron@arcf.org

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Chief Development Officer
acoldiron@arcf.org

Callie Criswell
Office Administrator
ccriswell@arcf.org

Lisa Duckworth
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President & CEO
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Lea Whitlock
Executive Communications Coordinator
lwhitlock@arcf.org

The Community Foundation staff celebrates ArkansasGives Day. From left to right: Kim Evans, Sarah Harrisberger, Trina Greuel, Ashley Coldiron, Andrea Price, David Johnson, Callie Criswell, Lisa Duckworth, Lea Whitlock, Sarah Kinser, Deanna Clark, Heather Larkin, Jane Jones, Jessica Szenher, Corey Moline, Lindsey Simmons

Consultants

Audit Firm
Tracy Harrelson CPA
JPMS Cox PA

Legal Counsel
Thomas Overbey
Overbey, Strigel, Boyd & Westbrook PLC

Investment Consultants
Wendy Hershey and Milton Wilkins
Mercer, St. Louis

Marketing and Communications Consultant
Jessica Szenher APR
Szenher Consulting

Annual Report Design
Lesley Cooper
Cooper Design LLC

Photographer
Kelly Quinn
Kelly Quinn Photography

Technology Consultant
Darrell Sansom
Sansom Networking Inc.

National Standards Certification
Arkansas Community Foundation meets National Standards for operational quality, donor service and accountability in the community foundation sector.
Board of Directors, FY2015

Ted Belden of Fayetteville, Chair
Carolyn Blakely of Pine Bluff
Charlotte Brown of Little Rock
Mary Elizabeth Eldridge of Fayetteville
Jackson Farrow of Little Rock
Eric Hutchinson of Conway
Dennis Hunt of Fayetteville
Mahlon Maris of Harrison
George McLeod of Little Rock

Steve Nipper of Magnolia
Samuel Scruggs of Blytheville
Angela Shirey of Helena
Beth Sparks of Texarkana
Philip Tappan of Little Rock
Robert Thompson of Paragould
Estella Tullgren of Mountain Home
Robert Zunick of Hot Springs

Back row, left to right: Eric Hutchinson, Robert Thompson, Jackson Farrow, Steve Nipper, Philip Tappan, Dennis Hunt. Front row, left to right: Carolyn Blakely, Heather Larkin, Estella Tullgren, Charlotte Brown, George McLeod, Ted Belden
Arkansas Community Foundation

The Community Foundation serves all 75 counties. Our network of affiliates throughout the state provides a staff and volunteer presence to work locally in 39 counties. To view a complete list of our local advisory board members, visit arcf.org.