



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

- Heather Larkin

When Arkansas Gives

Arkansas Community Foundation

engages people,
CONNECTS
resources and
INSPIRES
solutions to
build community

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On the cover: A-Camp provides quality, fun summer camp experiences for children with autism. Find out how the Community Foundation's ArkansasGives event helped A-Camp raise more than \$48,000 in 12 hours to send more kids to camp.

Helping You Target Your Generosity

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.



Heather Larkin celebrates ArkansasGives Day. See story on page 2.

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,

A handwritten signature in black ink that reads "Heather Larkin".

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."

ArkansasGives partners and sponsors included First Security Bank, Arkansas Nonprofit Alliance, AT&T Arkansas, THV 11 in Little Rock, KFSM News 5 in Fort Smith/Fayetteville, KAIT8 in Jonesboro, the Arkansas Press Association, AY Magazine, KUAR/KLRE Public Radio and iHeartMedia radio stations.

Find out more at ArkansasGives.org.



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.



"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

Cox Charities is a wonderful opportunity to give back and have a positive impact in our local communities.
— Jay Lashley

I want to help ensure that Cox employees' donations are given locally and to the most worthy of causes.
— Nick Anderson

I joined the Advisory Council to be a voice on where our employee funds can have the biggest impact in addressing the needs of our community.
— Kelly Sherrill

It's wonderful to be part of the growth and encouragement I see through the different projects funded by our team.
— Misti McGowan

Almost
\$50,000
in employee-led
giving

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.

Glenn Freeman is a true friend of the Community Foundation. He has created Community Foundation funds to honor his mother and his wife's parents, and he has served as a Southeast Arkansas affiliate board member and member of the state board. Although his contributions to Arkansas Community Foundation are great in both time and donations, Freeman's devotion to community service is the real gift.



"If people didn't give, there would be nothing to receive."

When Arkansans Give, Future Generations Thrive

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."



Freeman advocates for nonprofit organizations that serve young people, like the Ivy Center for Education in Pine Bluff.

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	<u>\$254,770,245</u>

Liabilities and Net Assets

Scholarships Payable and Other Liabilities	\$3,060,207
Agency Liabilities*	25,264,100
Net Assets	<u>226,445,938</u>
Total Liabilities and Net Assets	<u>\$254,770,245</u>

Statement of Activities

Revenue

Contributions	\$33,940,623
Other, Net	2,036,006
Less Amount for Agency Liabilities	(2,333,079)
Total Revenue	<u>\$33,643,550</u>

Expenses

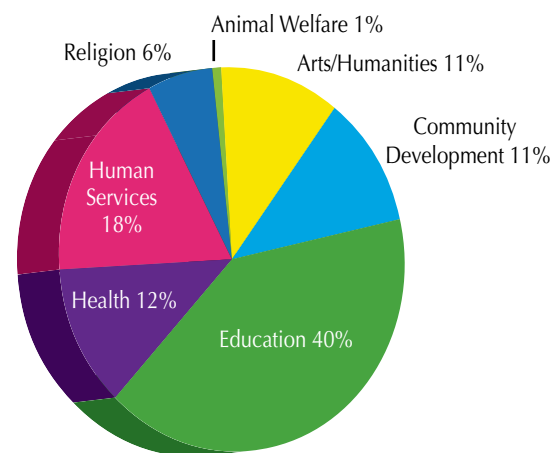
Grants	\$15,125,211
Other Expenses	2,832,077
Less Amount for Agency Liabilities	(816,039)
Total Expenses	<u>\$17,141,249</u>

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.

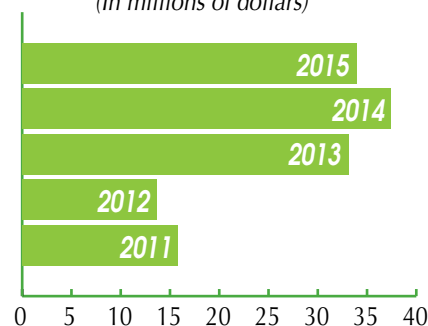
Total Grants by Program Area FY 2015



Five Year Gifts

2011-2015

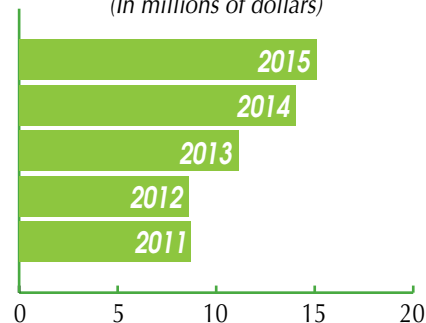
(In millions of dollars)



Five Year Grants

2011-2015

(In millions of dollars)



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

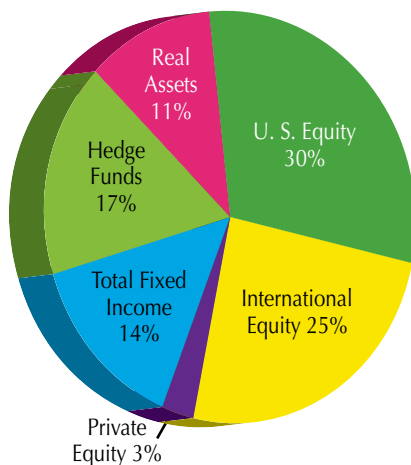
with the Community

Foundation to help meet

their clients' charitable

giving goals).

Investment Policy Allocation as of June 30, 2015



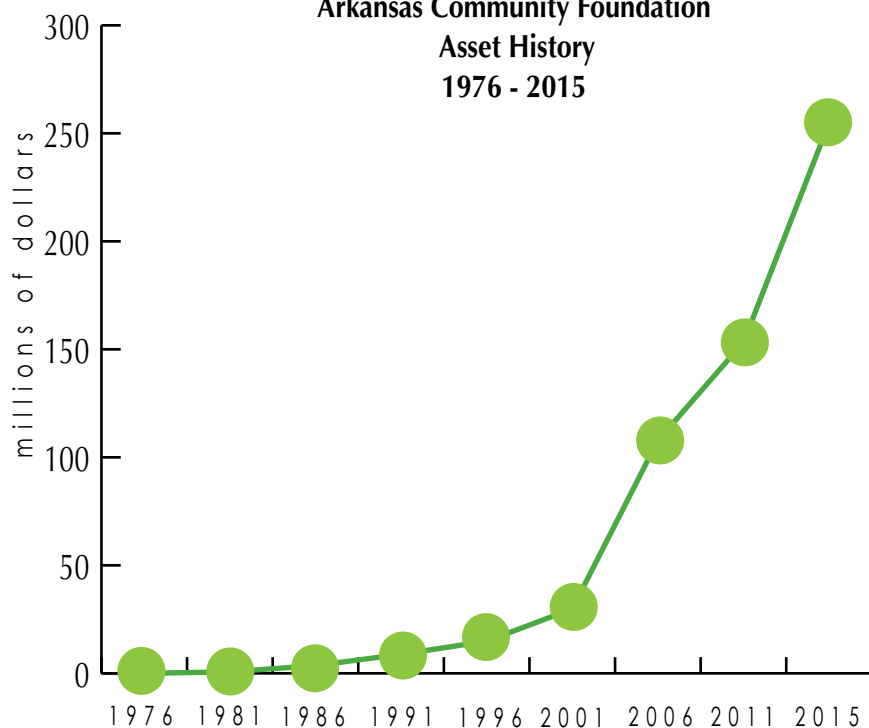
Operating Expense Ratios

	2011	2012	2013	2014	2015
Total Assets	\$153,242,587	\$156,628,146	\$190,174,811	\$235,345,991	\$254,770,245
Total Operating Expense	1,912,393	1,976,087	2,066,380	2,277,337	2,832,077
Number of Employees					
Full Time Central Office	12	12	13	13	15
Part Time Local Directors	27	27	27	27	27
Operating Expense as % of Total Assets					
Central and Local Offices	1.27%	1.26%	1.09%	0.97%	1.11%

Performance as of June 30, 2015

	1 Yr	3 Yrs	5 Yrs	10 Yrs	19 Yrs
Composite return net of investment fees	0.2%	8.7%	9.3%	5.5%	6.4%
Composite Index based on actual allocation	0.9%	9.0%	8.9%	4.2%	5.8%

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 or call 888-220-2723 to request a hard copy.

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

Craighead 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

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The Community Foundation staff celebrates Arkansas Gives 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

Technology Consultant
Darrell Sansom
Sansom Networking Inc.

Marketing and Communications Consultant
Jessica Szenher APR
Szenher Consulting

Annual Report Design
Lesley Cooper
Cooper Design LLC

Photographer
Kelly Quinn
Kelly Quinn Photography

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

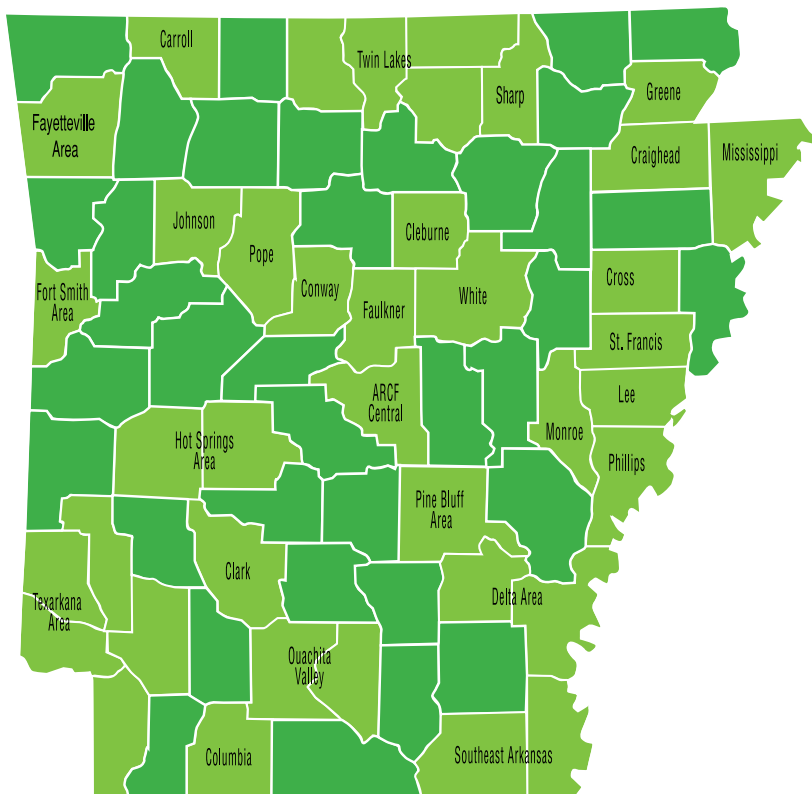
Robert Zunick of Hot Springs



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.



ARKANSAS
community foundation

Smart Giving to Improve Communities

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