ASPIRE ARKANSAS
A county-by-county look at quality of life in the Natural State
We consider Aspire Arkansas one of the most important tools in our toolkit. The report presents county-by-county data on measures of education, health, families, community and racial equity. 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.

Learn more at aspirearkansas.org.

MISSION
To engage people, connect resources, and inspire solutions to build community.

VALUES
The Community Foundation is guided by these core values:
We are LOCAL. We support local decisions to meet local challenges.
We are INCLUSIVE. We seek broad community involvement and all points of view.
We are STEWARDS. We take seriously the public's trust.
We are STRATEGIC. We strive to achieve positive long-term results.

PHILANTHROPY in motion
Arkansas Community Foundation 2022 Annual Report
At Arkansas Community Foundation, our 2021-22 fiscal year was one of action. Following a rigorous strategic planning process, we shifted gears into implementation mode. We have spent the last 12 months working alongside philanthropists, community members, civic leaders, and nonprofit partners to build stronger communities and maximize impact. I continue to be inspired by the commitment, generosity, and passion of Arkansans to help each other and improve our state. As always, relationships are our priority. We continue to build, leverage, and create new relationships to further our mission. In this report, we highlight four of the many areas where relationships are key to keeping the Foundation in motion: giving, community, partnerships, and impact.

We believe philanthropy plays an important part in creating a brighter tomorrow where everyone can thrive. As a hub for community knowledge, we have engaged leaders and members, civic leaders, and nonprofit partners to build stronger communities and maximize impact. I continue to be inspired by the commitment, generosity, and passion of Arkansans to help each other and improve our state.

Together, let’s keep philanthropy in motion. In gratitude,
Heather Larkin

In motion for Arkansans.
Natural State — inspiring charitable giving and transforming generosity into impact. Join us in celebrating the extraordinary generosity of this community while keeping our eye on the work left to do. Together, let’s keep philanthropy in motion.

SINCE 1976 $396 MILLION in grants have supported charitable causes our donors care about.

More than $44 million deployed in grants across the state.

Created 153 NEW FUNDS

Deployed $606,000 in loans through our impact investing initiatives.

Arkansas Community Foundation, along with the Winthrop Rockefeller Foundation and HOPE raised more than $225,000 to erase $35 million in medical debt for 23,896 Arkansans. 75 counties benefited, with an average elimination of medical debt of approximately $1,500 per individual or family.

Grants Made by Program Area
Fiscal Year 2022

Families 29%
Education 45%
Community 29%
Health 6%

Copyright Arkansas Community Foundation
An unintended outcome of the Muss Bus is that other coaches’ wives across the nation have seen what we’ve done and want to do it, too.

— Danyelle Musselmann

A WINNING STRATEGY IN NORTHWEST ARKANSAS

Since Danyelle Musselman moved to Arkansas, she’s found herself in a new position. Not only as the first lady of Arkansas Razorback basketball but now in a position to give.

“I had a new problem all of a sudden, in that for the first time I really needed to get my charitable giving organized,” the head coach’s wife said. “I was introduced to the Foundation by attending Philanthropy Club where I met (Community Foundation VP) Jody (Dilday) and she broke it all down for me.”

Soon after, she and her husband Eric started the Muss Bus Charitable Fund through Arkansas Community Foundation. “The Foundation is my easy button! Nothing is too big or small. Through the Philanthropy Club, I have been exposed to so many good causes in this area,” Musselman said. “It is easy to stay caught up in one’s own bubble, but the Club has shown me new people, challenges and solutions that are happening here. For example, the work being done with the Marshallese community, the Samaritan Community Center and the Cancer Support Home — to name a few. We’ve seen dozens of organizations doing good work.”

When asked “What hits home?” She is quick to answer. “Organizations that support cancer patients and their families. My mother is a breast cancer survivor and both of her parents died of cancer when she was young. Many offshoots of the American Cancer Society are doing amazing work. One organization provides wigs for patients that have brown and black skin which are hard to find, so I loved supporting that.”

Musselman is spreading her philanthropic influence in other states, as well. “An unintended outcome of the Muss Bus Charitable Fund is that other coaches’ wives across the nation have seen what we’ve done and are starting to do it, too. We’ve connected these coaches’ families to their own local community foundation,” she said. “My instructions to Eric: win games! That keeps people drawn to what I’m doing and keeps the energy going. We also involve his players in local service projects.

“I hope we can continue to grow our giving here and keep learning about more causes,” Musselman remarked. “I’m not a native Arkansan, but it is amazing to see how people here rally around one another to help.”

The future of the Muss Bus Charitable Fund is bright — not only for Danyelle and her philanthropic interests, but the next generation of Musselmans, too. “My daughter, Mariah, is 12. She often goes with me to events and can see the needs that local nonprofits are working to fix,” Musselman said. “Hopefully by exposing her to these causes and modeling how one can give back, she will be inspired to do the same.”

At left: Danyelle Musselman poses near the student section in Bud Walton Arena.
Deborah Knox has a long history of community leadership and service to Mountain Home. As a founding member of the Twin Lakes Area affiliate twenty years ago, she has supported dozens of local causes by being a doer, donor and doo-ooopeners.

"Growing up, I always had a sense that I wanted to make the world a better place," Knox said. "Being on the board for the local affiliate has shown me the breadth of need here locally. Most people don’t know how deep the needs of people run in the Twin Lakes area—for example, the percentage of people suffering from food insecurity in Baxter County is almost 16%.

"But one benefit of living in a small community — you can see impact easier."

The number of causes she’s worked with in 39 years as a resident of Mountain Home is vast. A former practicing attorney, she helped start the Baxter County Library Foundation and served as a justice of the peace. She currently sits on several boards including the Arkansas State Library Board, is a Rotarian, active in her church and now serves as a member of the newly formed homelessness taskforce.

"There are so many great organizations in this area working hard to make a difference," she said. "Tom [her husband] and I have an endowment in memory of his three brothers that supports hospice. We have a Charitable Remainder Trust to be administered by Arkansas Community Foundation which will benefit our church and the Baxter County Library Foundation."

Helping improve early childhood literacy is one of her passions — seen in her work to support the library in Baxter County.

"I helped start the Baxter County Library Foundation. We sought a grant from the Donald W. Reynolds Foundation for the purpose of building a new library facility. We received $10 million from Reynolds, but we also had to raise $2 million locally. I chaired the campaign to help raise those funds," Knox recalled. "I had never raised money before like that. It pushed me out of my comfort zone and challenged me, but we got it."

When asked what "community leadership" means, she said, "When you see a need, you can’t unsee it. You must find a way to help. The Community Foundation makes this easy. It is a great vehicle to connect those who want to help, with those who need it."

"Tom and I have two grandkids, Wally and Graeme," she said. "I want to show them that it’s as fulfilling to give as it is to receive."

"I want to show them that it’s as fulfilling to give as it is to receive."

A LEGACY OF SERVICE IN MOUNTAIN HOME

COMMMUNITY
in motion
PARTNERSHIP in motion

The Community Foundation is just the best vehicle for my clients’ charitable giving — especially for long-term impact.

Financial advisor Robert Zunick of Hot Springs works directly with Arkansas Community Foundation to serve his clients’ charitable giving goals.

“The Community Foundation is just the best vehicle for my client’s charitable giving — especially for long-term impact. Establishing an endowment is the most efficient way to give in perpetuity,” Robert said.

“Early in my career as an investment broker, I had a client who was a good candidate for a permanent endowment fund,” he said. “A colleague suggested the Community Foundation and I’ve been working with them since.”

A founding member of the Hot Springs Area affiliate board, Zunick has more than three decades of experience providing financial advice to his clients, and almost that much time supporting local causes as a philanthropist in his own right.

“When the Hot Springs Area affiliate was formed in 1991, there was one endowment. Today, there are 117 funds, and several scholarships,” Robert explained. “I’ve enjoyed watching that growth and being part of helping nonprofits in this area.”

The Foundation accepts a variety of gifts so that clients can give back while Robert stays in control of the client relationship. Through the “Separately Managed” program, he can invest his client’s charitable dollars and retain the investment portfolio while they give through a fund with the Foundation.

“Whether my clients are looking to lighten their tax burden, shift financial resources during retirement, or create a legacy of giving, the Foundation makes it simple,” Robert said. Arkansas Community Foundation recognizes professional advisors who refer clients for charitable giving in the “Golden Key Society.”

Robert has been part of the Society for years. He “walks the talk” by not only referring clients, but also by holding his own fund at the Foundation. He and his wife Mary are members of a Hot Springs Giving Circle and support a variety of causes.

“Mary and I give each year to several Hot Springs nonprofits, but one of our greatest passions is the arts,” Zunick explained. “Sometimes the arts get put on the back burner. I believe we owe a debt to artists of the past, and the best way to keep the arts alive is to support artists of now.”

Robert encourages other financial advisors to listen and learn about the benefits of working with the Community Foundation. “The Foundation staff are so knowledgeable about local causes and ways to give,” Robert said. “They help my clients realize tax benefits, but also give them a vehicle for their charitable intent.”

At left: Robert Zunick, part owner of the Waters Hotel, stands atop the historic building overlooking downtown Hot Springs.
The Pine Bluff Area Community Foundation is one of the longest serving affiliates of Arkansas Community Foundation. And one of the most active. The affiliate’s 15-person board recently completed a rigorous strategic planning process and has begun putting their strategy into action.

“We want to broaden the awareness of the Foundation — not just for donors, but community leaders,” said Glenn Freeman, affiliate board member and longtime supporter of the Community Foundation. “If there is a group or person trying to do good work here, we want to know about it, and we want them to come to us so we can collaborate.”

Pine Bluff is not wealthy,” he said. “But there is tremendous opportunity and a chance for us to make an impact.”

Rebecca Pittillo leads the affiliate board as chair. “One of the most important things we can do is listen,” she said. “Community leaders must listen to the problems before they can offer solutions.”

The Pine Bluff Area affiliate is active in making grants through the lens of their strategic plan. Lawrence Fikes leads the affiliate as executive director. “For the first time, fiscal year 2022 saw the Pine Bluff affiliate grant over $100,000 to local nonprofits and in scholarships — and we’re on track to do the same in fiscal year 23,” he said. “Our board focuses on community development, family, education, health and food insecurity with our grantmaking.”

“We work hard to make it easier for nonprofits, especially through the Giving Tree grants,” Pittillo said. “We make the application process simple, and the turnaround time quick. That ease and speed yield higher impact. Our board is dedicated to the work we have before us,” said Pittillo. “I believe the future is bright for this organization and the Pine Bluff community.”

“I believe the future is bright for this organization and the Pine Bluff community.” — Rebecca Pittillo

BUILDING COMMUNITY IN PINE BLUFF

I believe the future is bright for this organization and the Pine Bluff community.

— Rebecca Pittillo
STEWARDSHIP in motion

PERSONALIZED GIVING SERVICES
In addition to investment oversight and administrative support, the Community Foundation provides customized services to ensure charitable giving is deeply rewarding, tax-efficient, impactful and enduring. Some of our services:

- **EXPLORING GIVING™**
  - Facilitating family conversations around charitable giving

- **MOTIVATIONAL VALUES™**
  - Uncovering your motivational values

- **MESSAGE™**
  - Aligning your motivations with your giving

- **GROWING GOODNESS™**
  - Involving your children in charitable giving decisions

- **PICTURE YOUR Legacy™**
  - Defining your legacy

We can help you develop a personal giving plan, guide you and your team toward charitable giving that aligns with your business goals, or engage younger generations to learn about the importance of giving back.

For grant guidelines and additional information on applying for grants, visit arcf.org/apply.

For a full list of Arkansas Community Foundation Funds and endowments, visit arcf.org/funds.

STATEMENT OF FINANCIAL POSITION

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STATEMENT OF ACTIVITIES

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Total Liabilities and Net Assets $559,337,251

The complete audited financial statements are available upon request.

For additional information about how we invest, visit arcf.org/finances.

COMMUNITY FOUNDATION ASSET HISTORY 1976-2022

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<td>Bonds</td>
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<td>Real Assets</td>
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Performance as of June 30, 2022

- **Since Incep**: 16.7% 6.3%
- **10 Yrs**: 6.2% 6.1%
- **5 Yrs**: 5.1% 5.8%
- **3 Yrs**: 4.5% 5.8%
- **1 Yr**: -10.7% 6.1%

For additional information about how we invest, visit arcf.org/finances.
LEADERSHIP in motion

FY 2022 STATE BOARD MEMBERS

Chair
Don Greenland

Executive Vice President
John Gipson

Chief Financial Officer
Corey Moline CPA

Chief Development Officer
Sarah Kinser APR

Chief Communications Officer
Heather Loftis

Finance Director
Lesley Cooper

President & CEO
Heather Larkin

Chief Program Officer
Jane Jones

Affiliate Officer
Jenifer Tindle

Donor Stewardship Officer
 регистры

Director of Strategy
Corey Greuel

Director of Operations
Lauren Morris

Director of Marketing
Trina Caswell

Director of Development
Bethany Hillier

Director of Communications
Trista Sedor

Director of Finance
Lesley Cooper

Director of Program
Sarah Kimmet APR

Director of Program
Phyllis Stinson

Director of Program
Melissa Ayers

Director of Program
Stacy Keenan

Director of Program
John Gibson

Local Advisory Board

Arkansas Community Foundation

AFFILIATE EXECUTIVE DIRECTORS

Arkansas Community Foundation is a statewide organization serving all 75 counties in Arkansas. We help Arkansans across the state give to the causes they care about. Each of our 29 affiliates has a staff person and local advisory board to help us understand the special needs of each town and city. Our affiliates also provide in-person support for the donors and nonprofits we partner with in each community. To view a complete list of our local advisory board members, visit arcf.org/affiliates.

CONSULTANTS

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TECHNOLOGY CONSULTANT
Darriel Sansom

INVESTMENT CONSULTANT
Cambridge Associates

MARKETING/PR FIRM
Wesley Hitt

ANNUAL REPORT DESIGN
Cooper Design, LLC

PHOTOGRAPHY
Whitey Hitt

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Mississippi County – Nickie Bell
Monroe County – Phyllis Stinson

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