



# The Outreach

## 2010 Donations Top \$80,000!

*Cullasaja Women's Outreach* is proud to announce that through the incredible generosity of its members more than \$80,875 has been awarded to Highlands-Cashiers area charitable and not-for-profit organizations in 2010 through a combination of CWO grants and individual member-directed donations.

Led by Co-chairs Karen Leabo and Brenda Manning, the *CWO* Grants Committee evaluated requests from 19 organizations, weighing the merits of project proposals and the potential impact on the Highlands-Cashiers community. As a result of their extensive review, funds raised in conjunction with the *CWO's* progressive dining experience held on August 15th—**Rockin' at the Top of the Rock—\$47,400** in total— were awarded in grants, ranging from \$1,000 to \$5,000 to 17 area organizations.

Since its inception in October 2005, the women of the *Cullasaja Women's Outreach* have invested more than **\$344,000** into our community not-for-profit organizations, representing an incredible outpouring of love.

This year's recipients include: *The Bascom*, Big Brothers Big Sisters, Blue Ridge Mountain Health Project, Cashiers-Highlands Humane Society, Community Care Clinic of Highlands-Cashiers, Fishes & Loaves Food Pantry, Girls on the Run of Western NC, Highlands-Cashiers Community Child Development Center, Highlands Emergency Council, Highlands Historical Society, Highlands-Cashiers Land Trust, the Hudson Library, International Friendship Center, IFC Food Pantry, Jackson-Macon Conservation Alliance, Literacy Council of Highlands, and the Martin-Lipscomb Performing Arts Center.

"Our members share a boundless passion for our community, an incredible desire to give back, and a collective heart so big—it's bursting with love. Thank you to all for an incredible year!

Lana Jordan

CWO President-2010

## \*\*CWO ARTs and CRAFTs Show A Big Hit\*\*

Attended by well over 130 people, the CWO annual Arts and Craft Show, held on October 8th, brought together a cadre of talented artists living amongst us. Works on display included oils, water colors, acrylics, pottery, photography, and needlework, as well as specialty medium. CWO was especially pleased to have young artist, Victoria Clark, daughter of HOA supervisor Gary Clark, feature pottery she learned to craft at a CWO-funded children's program at *The Bascom*.

The event raised over \$2,300 for CWO operating expenses. Participating artists, who donated a portion of their proceeds back to the CWO, included: Kathy Bowman, Sherry Chapman, Gary Clark, Victoria Clark, Jim Davis, Colleen Flinn, Belva Horvath, Gail Hughes, Leila Martin, Betty Outerbridge, Matt Schroeders, Tee Smith and Kathy Trice. Ginny May, Sammy Smith and Veronica Vogt also displayed their one-of-a-kind works. *Hats off to Co-chairs Kathy Bowman and Gail Hughes!*

## CWO GRANT-MAKING: THOROUGH, THOUGHTFUL AND DISCIPLINED

Giving money away sounds so simple. Yet, to the eleven-member CWO Grants Committee, it is serious business. The criteria and evaluation process are quite sophisticated. Information requests are standardized. Site reports adhere to guidelines, removing potential bias. Each stage of the grant-making discipline is designed to allow for comparability among requests, as well as impartiality and objectivity in decision-making.

The Committee's work began in July, with an orientation to the extensive evaluation and measurement process. After that, the Committee was equipped to do first-round evaluations and site visits and to prepare resulting reports. In late September, the team was ready to collaboratively review requests, analyze reports and conduct evaluations to arrive at the best possible destinations for the funds raised.

Sincere thanks go out to each of women serving on the committee: Chairs Karen Leabo and Brenda Manning, Emily Adkins, Colleen Flinn, Louree Greehey, Cris Hayes, Anne Julian, Berdina Morgan, Donna Thoele, Kathy Trice, Bette Van Den Heuvel, and ex officio member President Lana Jordan—for donating a substantial amount of their time, thought and talent to make the 2010 grant-making process a success.

### What impact will our Grants have on the community?

Seventeen Highlands-Cashiers area not-for-profits received CWO grants. Seven project requests were fully funded, ten partially funded. Highlighted below are some of the projects:

**BLUE RIDGE MOUNTAINS HEALTH PROJECT**—also known as the Dental Clinic—received funds for general operating expenses that provide high-quality dental services to individuals who otherwise are unable to afford and obtain such services. The Clinic addresses pain, infection and disfigurement caused by untreated dental disease. Its results have been incredible in changing the health and lives of those in need of care.

**COMMUNITY CARE CLINIC OF HIGHLANDS-CASHIERS** received funds for general operating expenses to serve individuals in our community who do not have health insurance and have family incomes of 150 percent, or less, of the Federal poverty guidelines. In 2009, the Clinic served 746 unduplicated patients and provided care in the form of 1,238 patient visits.

**FISHES AND LOAVES FOOD PANTRY** received CWO funds for general operating expenses to help fulfill their mission of providing food for families in Jackson County with incomes of 200 percent, or less, of the Federal poverty guidelines. Thus far, in 2010 the Pantry has provided food for 744 households.

**HIGHLANDS EMERGENCY COUNCIL** received funds targeted for fuel assistance to low-income Highlands-area residents, including senior citizens, young families and single-parent families, who have lost or are unable to find a job.

**HIGHLANDS COMMUNITY CHILD DEVELOPMENT CENTER** received funds for general operating expenses and a Music Appreciation Project. The Center provides affordable, high-quality preschool child care, as well as early childhood educational and social development opportunities in a safe and caring environment to families, regardless of race, religion, creed, national origin or financial ability. A portion of our funds will pay for guest musicians.

**LITERACY COUNCIL OF HIGHLANDS** received funds for Women's ESL Classes to address the need for Spanish-speaking women in Highlands to learn to read, write and speak the English language. This effort is a collaboration with the International Friendship Center and Southwestern Community College.

**BIG BROTHERS/BIG SISTERS OF WESTERN NORTH CAROLINA** received CWO funds to assist in the expansion of their outreach to children in the Highlands area, who are in need of the support and guidance of an adult role model. Our funds will help support a local Program Coordinator.

**HIGHLANDS HISTORICAL SOCIETY** received CWO funds to assist with an Oral History Project, videoing interviews with long-time residents of the Highlands community—and others who have memories of people and events from the town's early years. Interviews will be stored in the Society's archives and will be available to the public.



Rockin' at the Top of the Rock hosts. Top Row: Harriet & Clarence Bauknight, Merrie & Dan Boone, Lana Jordan, and Lyn & John Darden. Bottom Row: JD & Bettie Ingram, Jerry & Annette Lovell, and Frank & Diane Warren.

## OUR HOSTS ROCKED!

A very special thank you to all the hosts of our dine-around. Harriet and Clarence Bauknight, Merrie and Dan Boone, Lyn and John Darden, Bettie and JD Ingram, Lana Jordan, Annette and Jerry Lovell, and Diane and Frank Warren. Special kudos to Event Co-Chairs Nancy Bell and Nancy Harrison, who did a spectacular job orchestrating this event. The collective generosity, creativity and gracious hospitality of all made this year's fundraiser an overwhelming success!



Chairs Nancy Bell and Nancy Harrison



## SPECIAL THANKS to our 2010 Executive Committee!

**President:** Lana Jordan

**Vice President:** Gail Hughes

**Secretary:** Ginny May

**Treasurer:** Leslie Ezerski

**Fundraising Event Co-chairs:** Nancy Bell & Nancy Harrison

**Art & Crafts Show Co-chairs:** Gail Hughes & Kathy Bowman

**Grants Chair:** Brenda Manning & Karen Leabo

**Nominating Chair:** Anne Julian

**New Member Development:** Kathy Bowman

**Historian:** Peggy Gissendanner

**Corresponding Secretary:** Judi Davis

**PR/Communications:** Margaret Eichman

## ROCKIN' AT THE TOP OF THE ROCK *An Overwhelming Success — 154 Attendees!*

The evening was an incredible culinary journey. The host homes were each, uniquely beautiful and inviting. A fun two-piece instrumental group performing on East View Way had fingers snapping and strolling diners dancing their way from house to house. Co-chairs Nancy Bell and Nancy Harrison outdid themselves to create a most memorable night!

Most importantly, the evening brought CWO members, their spouses and friends together as a community reaching out to the broader Highlands-Cashiers community through their charitable giving.

Thank you to all 154 participants of this year's progressive dining experience. Without you, our outreach could not be as effective—our sense of shared purpose would lose its meaning.

A special thank you to the many members, who went over and above this season in their charitable giving *through* CWO Charities and our partnership with the Community Foundation of Western North Carolina. Your generosity has enabled our organization to make an even greater impact upon the Highlands-Cashiers community.

### 2010 RECOGNITION-LEVEL DONORS:

• **Mt. Pisgah**

**\$250 and above**

Harriet & Clarence Bauknight  
Lyn & John Darden  
Ann & John Day  
Sue & Dick Pearce  
Donna & Jim Phillips  
Diane & Jim Riddle  
Veronica & Gary Vogt  
Jeannie & Joe Williamson

•• **Pikes Peak**

**\$500 and above**

Emily Atkins & Ben Smith  
Nancy & John Bell  
Margaret & Rick Eichman  
Bonnie & Ed Evans  
Colleen Flinn  
Gail & Timothy Hughes  
Jeri & Bill Mauldin  
Ginny & Bob May  
Flossie & Tommy Mobley  
Nancy & Geoff Parker  
Nell & Charlie Seaton  
Tee & Bobby Lee Smith  
Nancy & David Stonecipher  
Kathy & David Trice  
Sharon & Ed Woods

••• **Mt. McKinley**

**\$1,000 and above**

Lana Jordan  
Anne Julian  
Nancy & Charles Harrison  
Donna & Larry Thoele

•••• **K2**

**\$5,000 and above**

Berdina & Tommy Morgan

••••• **Mt Everest**

**\$10,000 and above**

Leslie & Ron Ezerski  
Louree & Bill Greehey  
Cris & Jerry Hayes

***Cullasaja Women's Outreach***  
is a collective of wonderful women members of the Cullasaja Club,  
who believe in reaching out to each other and to local organizations  
through philanthropy, volunteerism and friendship  
to build a stronger community.