

# wcf

## Winter 2021 Newsletter

### Meet our new Executive Director: A Q&A with Mike Mancuso

Named Executive Director and Principal for the Waccamaw Community Foundation in July 2021, Mike Mancuso brings a wealth of leadership experience to his new role here — including over three decades spent serving in high-level positions in both the private and nonprofit sectors. He most recently served as President and CEO of the Triangle East Chamber of Commerce & Economic Development Foundation in Johnston County, North Carolina, and as Executive Director for the Sustainable Opportunity Development Center, Inc. in Salem, Ohio.

In his new position, Mike will serve as WCF's guiding voice, in addition to managing relationships with our donors and other stakeholders. He'll also work to facilitate the implementation of a range of initiatives designed to support the people and communities WCF serves. Mike and his wife, Christine, live in Little River, and they have three grown children and five grandchildren.

We sat down with Mike to talk about his background, his plans for his new role at WCF and what drives him. Read on to hear what Mike had to say ...

**Q: Can we get some background on you (where you're from, how you got into this line of work, your education, etc.)?**

**A:** I was born and raised in the small steel town of Sharon in Western Pennsylvania, just north of Pittsburgh. I started my career as a nuclear piping designer for Newport News Shipbuilding in Virginia. I then returned home to run the family pest control business and landed in banking. It was here I found my love for helping people and making positive impacts in communities and on quality of life. This led me to nonprofit leadership in economic development and chamber of commerce work, where I could have a larger and more meaningful impact.

**Q: What drew you to this position at WCF?**

**A:** When I first got the call for this opportunity and looked at the work and impact WCF was having in the region, I knew this was where I wanted to be.

**Q: And did the Horry/Georgetown area have a particular appeal for you?**

**A:** The region is unique. Its thriving economy, driven primarily by tourism and location, brings challenges not seen in most urban/rural industrial settings — challenges that I know need special attention. I love a challenge, and I know I can make a difference.

**Q: What personal qualities do you feel make you a good fit in the role?**

**A:** For most of my career, I have been the guy who gets called in to “fix things.” To be successful at “fixing things,” I learned it was all about connecting people and resources. This role is all about connecting people and communities, then connecting them with the resources needed to improve the quality of life. It's what I love to do!

**Q: What would you consider your greatest accomplishments in the private sector? And in the nonprofit sector?**

**A:** In the private sector, for me it was all about building the team and helping them achieve their dreams and goals. Many of my past teammates went on to do great things, and I hope I had a small part in helping them along the way. In the nonprofit sector, it was all about impact, helping to create jobs and new training opportunities that changed lives and lifted the community. One experience I'm most proud of is the work I led to bring nine separate communities together in one organization that helped turn a region around. Helping them to realize they are “stronger together” removed so many roadblocks and opened so many possibilities.

**Q: What past experiences/business knowledge do you think will prove most beneficial to you in your new role at WCF?**

**A:** My varied professional experience gives me a unique mix of skills that lends itself well to the work of the Foundation. Engineering gave me a focus on detail and solving problems. Business management helped me understand the world through the lens of the entrepreneur. Banking taught me the ins and outs of finance, as well as of working with people and their money. Nonprofit leadership developed my skills for making connections, developing relationships and solving issues to benefit the greater good. Combined, all of these skills will help me lead WCF and the Waccamaw Region into the future.

**Q: What about working for WCF makes you most proud?**

**A:** WCF is making positive and impactful changes to the quality of life for so many in our communities. The daily work of connecting resources to the army of nonprofits and their volunteers who serve the Waccamaw Region continues to improve the quality of life. In great times of need, like during COVID and recent natural disasters like Hurricane Florence, WCF was able to mobilize support, generate over \$1 million, and get it deployed where it was needed most. This is truly impactful work.

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## A Message From Our Board Chair

Dear friends,

As we look back on a year that presented everyone with new and formidable challenges to overcome, we at Waccamaw Community Foundation can't help but be overcome with gratitude. This is because, while the pandemic introduced all-new hurdles to the well-being of the Waccamaw Region while amplifying existing ones, it also made one undeniable fact even clearer to us — that we couldn't do what we do without the generosity of our donors.

In a tough year when community needs and struggles were brought to the forefront, by working together, we were able to generate a wealth of positive impacts for area residents in need. With your help, we launched the COVID-19 Relief and Recovery Fund, which to date has awarded over \$463,147 to a range of nonprofits throughout Horry and Georgetown counties. Using these funds, our partners in philanthropy were able to give a helping hand to some of the area's most pandemic-affected residents via initiatives such as:

- Providing general operating funds to Smith Medical Clinic in Georgetown County, which stayed open to provide free and low-cost medical care for un- or underinsured adults.
- Afterschool care at Chabad Lubavitch of Myrtle Beach
- Home delivery of nutritious meals to homebound adults provided by Mobile Meals of the Grand Strand

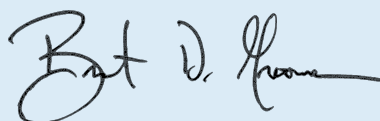
With the help of area partners including the Frances P. Bunnelle Foundation, The Chapin Foundation and United Way of Horry County, we were again able to host the Waccamaw Nonprofit Summit. This growth-focused annual gathering serves to foster

philanthropic development in the region by connecting area nonprofit leaders with one another to initiate new cooperative opportunities, as well as to learn from local industry leaders who generously share their unique insights on topics impacting our arena. The latest installment of the summit saw representatives from more than 57 local nonprofits seize the opportunity to learn and grow with us.

The year also brought some big leadership changes at WCF, and we couldn't feel more fortunate to have nonprofit and business-world veteran Mike Mancuso taking the helm as our new Executive Director. To meet Mike and learn more about why we feel so blessed to have him, check out his Q&A earlier in this newsletter, which does a great job of highlighting his leadership philosophy and his vision for guiding WCF.

As we enter another year facing some of the same lingering challenges in our communities, we'd like to thank all of you for your past and future help and generosity. With your kind support, we look forward to another year of building brighter tomorrows in the communities we serve.

With appreciation and kind regards,



Brent D. Groome, Board Chair



## COVID-19 relief and recovery fund

The COVID-19 pandemic has presented new and big challenges for communities throughout the world. Communities like ours, which rely on tourism to fuel our economy, were hit hard. In an effort to help those most effected by the pandemic in the communities we serve, Waccamaw Community Foundation partnered with the Frances P. Bunnelle Foundation, Black River United Way, The Chapin Foundation, United Way of Horry County and Coastal Community Foundation to ensure that the nonprofit organizations doing the work of keeping people fed, sheltered, educated and healthy during the pandemic had access to the financial resources they needed.

The COVID-19 Relief & Recovery provided flexible resources to these organizations with the support of local and statewide donors. This is what a community foundation does best – match local donors with local nonprofits helping to solve local problems.

These grants ranged from providing funds for Conway Alive's Hospitality Workers Assistance Program to supporting increased sanitization and PPE needs at New Directions and Eastern Carolina Homelessness Organization. Many organizations specializing in childhood education received grants for increasing supportive services for pre-K and elementary aged students. In 2020 the fund supported 40 nonprofit organizations exclusively serving the Waccamaw Region with grants totaling nearly \$245,000.

## 2021 Waccamaw Nonprofit Summit

For a third consecutive year, the Waccamaw Nonprofit Summit is bringing the region's nonprofit leaders together to make connections, learn from local industry leaders and — hopefully — spur added cooperation and growth moving forward.

Hosted by WCF, the Frances P. Bunnelle Foundation, The Chapin Foundation and United Way of Horry County, the annual summit is being held virtually this year, as it was in 2020. The 2021 edition features a series of online gatherings, with each session focused on a specific topic of importance to our region's nonprofits. The first 2021 session, titled "Articulating Your Brand's Impact," was held in May and drew 57 attending nonprofits.

The second summit session, titled "Aligning Program Impact & Communications for Successful Year-End Fundraising," was held September 29. Led by Maria S. Azuri, LMSW, Senior Director of Impact & Sustainability at the Network for Good, the session focused on communicating a nonprofit's programming and organizational impact from mission through to evaluation, fundraising and donor relationships.

Don't miss your chance to learn and grow with us! For more information and to register for the upcoming December session, visit [waccamawnonprofitsummit.org/2021-sessions](https://waccamawnonprofitsummit.org/2021-sessions).

## Gaining insights on our community's most pressing needs

At the Waccamaw Community Foundation, we've long been dedicated to providing critical support to the residents and nonprofits of Horry and Georgetown counties — especially in times of need. So, in an effort to keep our finger on the pulse and to inform our philanthropic endeavors, we periodically set out to discover just what the most pressing needs in the communities we serve may be.

That's why we set out in 2017 to facilitate community conversations across Horry and Georgetown counties. After completing the Georgetown County conversations in 2018, we turned our focus to Horry County. And in December 2020, we developed a partnership with United Way of Horry County to hold these conversations as a critical component to their community needs assessment.

Consisting of a total of 20 meetings held with community leaders, groups and residents throughout Horry County,

these conversations, which happened from February through August 2021, gave us the opportunity to thoughtfully discuss attendees' aspirations and visions for our community — and to carefully listen to their concerns. In the end, the top issues brought to our attention included transportation, mental health and affordable housing — all critical elements to an elevated quality of life in our communities.

Moving forward, we'll begin using this helpful information to guide our philanthropic efforts right away. And in the coming months, WCF will issue a full report on the findings of our community conversations, while the United Way of Horry County will issue its own community needs assessment.

As always, we're grateful for the valuable insights that our friends and neighbors in the community were kind enough to provide.

## Knight Foundation

The John S. and James L. Knight Foundation has a donor-advised fund with Waccamaw Community Foundation. WCF's is one of 18 such funds that the Knight Foundation provides to support communities across the United States where Knight Media ran local newspapers. Through its partnership with WCF staff, Knight Foundation supports inclusive and equitable work in the Conway to Myrtle Beach corridor.

The Knight Foundation Fund focuses on efforts to create an engaged community where people are attached to the place where they live and invested in the community's future. The fund seeks to capitalize on Myrtle Beach's natural resources and Conway's strong university network by investing in the core city vibrancy of both communities in an effort to connect the two via projects that prioritize smart design, the arts and entrepreneurship. Further, in times of a disaster — whether it be a hurricane, a pandemic or something else — the Knight Foundation Fund focuses on meeting the basic needs of the community by providing relief and recovery funds. The Knight Foundation Donor Advised Fund at Waccamaw Community Foundation awarded \$100,000 to ten organizations in Horry County to help during the COVID-19 pandemic.

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### **Q: What are the three biggest challenges you expect to encounter in your new role?**

- A:**
1. Connecting with all the region's key stakeholders in a short period of time
  2. Building capacity to keep up with the region's growth and needs
  3. Educating our communities on who we are and what we do and can do

### **Q: Do you have ideas for immediate changes/improvements you'd like to bring to WCF in your new position?**

- A:** A rework of our communications platforms and processes (web, social media, email and print) is key to telling our story, building awareness and growing our giving to those in need. Becoming more visible in the region and in our communities will help us further become the trusted resource and community connector.

### **Q: Longer-term, what are the top three goals you'd like to achieve over the upcoming few years as WCF's new Executive Director?**

- A:** Short term and long-term goals for me are simple: making Waccamaw Community Foundation the "one-stop resource" for connecting folks with giving hearts to organizations that help those in need, by building financially endowed resources that will support our region and its communities for generations to come.

### **Q: Having served in both the private and nonprofit sectors, what do you feel are the biggest fundamental differences between being a leader in the two areas?**

- A:** For me, leadership is not connected to title or position. Leadership is about doing what's right, connecting people and resources, developing

talent, and leaving people and things better than you found them. So, for me, leadership applies equally in both worlds.

### **Q: What do you like to do when you're not working?**

- A:** I don't think of what I do as work — I truly love what I do, and it is a very big part of me. But I also understand the need to unplug, rest and relax. My wife, Chris, and I love to spend time boating with our friends on the ICW, and most weekends you can find us on a sandy island near the Little River Inlet. When not boating, we enjoy spending time with our kids and grandkids. We look forward to getting back to cruising soon, as well. I'm also a car guy, and my passion led me to restore a '55 Dodge pickup. I love driving with Chris in our '97 BMW Z3 (think James Bond "GoldenEye") with the top down!

### **Q: Is there anything else you'd like to convey to our readers?**

- A:** I want to thank all our donors and nonprofits for all they do for our communities and the region. We still need their help, as we've just begun to scratch the surface in filling the region's needs, and I ask that each of you take a minute and share the Waccamaw Community Foundation's mission with friends and family, ask them to connect with us, and let us help them help those in need. We are "stronger together!"

I will leave you with this short story: Anyone can give, be philanthropic and leave a lasting legacy. One example is a family that, after years of buying each other birthday and Christmas gifts, decided to start a fund at the Foundation. Each year, instead of buying those gifts, they all made contributions to their fund. Today, that fund continues to grow and preserves that family's legacy by distributing earnings to nonprofits in the region — and making a real impact on others' lives.

*Let us help establish you and your family's legacy today.*

## Scholarship recipients

### John M. and Trena B. Draughn Scholarship

Congratulations to Devin Montgomery, a recent graduate of North Myrtle Beach High School and recipient of the John M. and Trena B. Draughn Scholarship.

Devin is entering his freshman year at Coastal Carolina University, where he will be majoring in Business with a minor in Pre-Law.

Devin has been involved in multiple community service opportunities throughout his high school years including a mentor to children in the Special Olympics, a member of the Beta Club, National Honor Society, and Rho Kappa National Social Studies Honor Society. He loves football and has the heart and desire to walk on and play for Coastal Carolina as a Chanticleer. In the future, Devin plans to become a business owner and earn two degrees.

*Best of luck, Devin!*



### Edsel J. "Coupe" DeVille Memorial Scholarship

Ellyn Adams is a graduating senior at Socastee High School and the second recipient of the Edsel J. "Coupe" DeVille Memorial Scholarship. She is a Palmetto Fellows Scholarship Recipient, served as a Junior Marshall, and was selected as SHS's 2021 Most Outstanding Senior as a part of the Conway Chamber of Commerce's Salute to Education. Ellyn has played Varsity Volleyball for 4 years, served as team Captain for 3 years, and was named All Region for each of her final three seasons. She is an active member of the National Honor Society, National English Honor Society, Rho Kappa Social Studies National Honor Society, Mu Alpha Theta Math Honor Society, and Spanish National Honor Society.

Additionally, Ellyn is involved in FCA, a volunteer for Help



4 Kids, a Carolina Cool Promo Team Member for the Myrtle Beach Pelicans and has played club volleyball for Grand Strand Juniors/Coast United for the past 8 seasons. Ellyn is excited to continue her academic and volleyball career at Lander University in the fall while pursuing a degree in Business Administration. *Best of luck this upcoming semester, Ellyn!*

### Thomas W. Jones Memorial Scholarship

Congratulations and best wishes to Savannah Pender, a Thomas W. Jones Memorial Scholarship recipient.

Savannah is entering her freshman year at the University of South Carolina this fall. Before her admittance into USC, she attended the SC Governor's School for Science and Math as it gave her the opportunity to pursue her interests in science, math, and engineering.

Some of Savannah's hobbies are reading, knitting and crocheting, and she recently became a certified Open Water Scuba Diver. At USC, she will major in Biomedical Engineering and plans to attend graduate school to further her education following graduation.



### Sue's Hope Scholarship

Anna McDaniel is an incoming freshman at the University of South Carolina Lancaster and a recipient of the Sue's Hope Scholarship.

She will be majoring in Education and plans to become an Elementary School Teacher post-graduation. When Anna is not at work, she likes to go to the beach and hang out with her friends and family. *WCF wishes you the best, Anna!*



## 2020 Impact Report

### Facts



**109**  
FUNDS



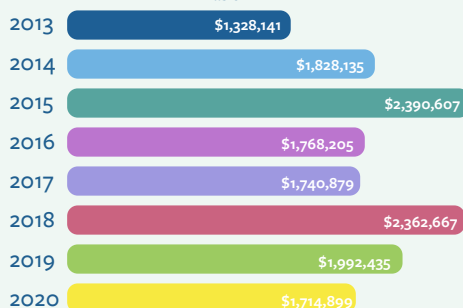
**3**  
NEW FUNDS IN  
FISCAL YEAR



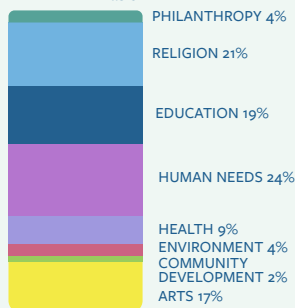
**\$26.2M**  
IN TOTAL ASSETS

### Philanthropy

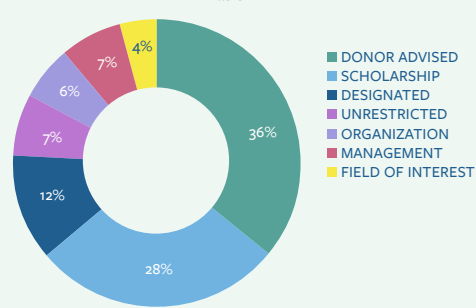
#### Annual Grantmaking as of FYE



#### By Interest Area as of FYE



#### Assets by Fund as of FYE



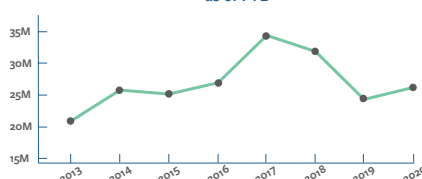
### Financials

#### Gifts and Grants

**\$1,239,346**  
GIFTS

**\$1,714,899**  
GRANTS

#### Asset Growth as of FYE



#### 2021 WCF Board

**Brent D. Groome,** **Tyler Easterling**  
Chair  
**Dr. Tracy Bailey** **Rick Elliott**  
**Terri Decenzo** **Christopher Hanna**

[waccamawcf.org](http://waccamawcf.org)

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#### Welcome to our New Funds

Teach My People Endowment | Teach My People Building Fund | DuRant Family Fund