

# Giving Back



*A Tribute to Generations of  
African American Philanthropists*





# Giving Back

Through the art of stories and photography, the book *Giving Back* celebrates the legacy of African American philanthropists — spanning generous donors of wealth to ingenious givers carving a way out of no way.

Highly aesthetic and evocative, *Giving Back* offers poignant stories of generosity, photographic portraits of exemplary givers, wise quotes about giving, and keen insight on the long history of black philanthropy and rich traditions thriving today.

*Giving Back* keeps giving, first by lifting up givers and then by reinvesting proceeds to benefit the community.





*From what we get, we can make a living;  
what we give, however, makes a life.*

Arthur Ashe



# The Project

The Giving Back Project is an initiative of Charlotte's New Generation of African American Philanthropists (NGAAP-Charlotte) — a giving circle, giving back.

The Giving Back Project provides a means to produce and distribute an artful hardback coffee table book, titled *Giving Back: A Tribute to Generations of African American Philanthropists*.

Objectives of the Giving Back Project are to:

- Celebrate both recognized and unsung African American philanthropists
- Heighten awareness about the legacy of “giving back” among African Americans
- Promote the giving of time, talent and treasure in African American communities
- Advance the mission and grantmaking of New Generation of African American Philanthropists



# The Intent

The goal of the Giving Back Project is to ignite a renewed spirit of strategic philanthropic giving among African Americans in Charlotte and beyond by capturing and sharing common, yet seldom celebrated stories about traditions of giving within the black community.

The photographic coffee table book is meant as a tribute to scores of African American elders and role models who for years have given their time, talent and treasure and who today inspire prominent and emerging philanthropists to follow suit. NGAAP-Charlotte is presently seeking today's generation of African Americans with such stories to tell for featuring in the book *Giving Back*.

We are specifically looking for "Tribute Sponsors" — African Americans from the Charlotte area who are engaged in philanthropy and interested in sharing a personal story about a living elder or role model who today is an influence on why and how they give. While paying tribute to living men and women is the book's primary objective, a limited number of posthumous tributes may be included. Every Tribute Sponsor making a tax-deductible charitable contribution to the Giving Back Project benefits by having their story featured in one to two pages of the coffee table book.

Stories and photographs composing the book will profile the giving of African American elders and role models who are the selected "Honorees" of Tribute Sponsors. Each Tribute Sponsor gains one page containing a brief narrative account of their Honoree's inspirational giving as well as a second, accompanying page featuring a portrait of their Honoree taken by a professional photographer during one of the Giving Back Project photo shoots in Charlotte.

Proceeds from the Giving Back Project and book sales will be reinvested in the community through the grantmaking of New Generation of African American Philanthropists.







*To whomsoever much is given,  
much is required.*

Luke 12:48

# The Stories

Most of us have a childhood lesson or a defining moment that influences why and how we give back. A 2004 study of black philanthropy by The Twenty-First Century Foundation found that for many African American donors there is an underlying belief about “repaying family, community, and, perhaps, society at large.” Whatever the gift or sacrifice, as African Americans, we are acutely aware of how others have paved the way and contributed to our successes. As a result, we share a common sense of responsibility to reciprocate by honoring that legacy.

Tell us your story and become a part of the Giving Back Project’s collective story of generations of generous giving in the African American community.

Tell your story for good!





# The Sponsors • Organizations

Philanthropic organizations sponsoring the start-up of the Giving Back Project are:

**Foundation For The Carolinas**

[www.ffc.org](http://www.ffc.org)

**John S. and James L. Knight Foundation**

[www.knightfoundation.org](http://www.knightfoundation.org)

**Harvey B. Gantt Center For African-American Arts + Culture**

[www.ganttcenter.org](http://www.ganttcenter.org)

**Charlotte Post Foundation**

[www.thecharlottepost.com](http://www.thecharlottepost.com)

**NC Gives**

[www.ncgives.org](http://www.ncgives.org)

**Community Investment Network**

[www.thecommunityinvestment.org](http://www.thecommunityinvestment.org)

**Bluecross Blueshield Of North Carolina Foundation**

[www.bcbcnfoundation.org](http://www.bcbcnfoundation.org)

Sponsorships from a host of individuals in the Charlotte area are now needed to realize the full vision for the book *Giving Back*. Individual sponsors are invited to share their personal stories about giving to be featured in the book.





# The Sponsors • Individuals

## **Tell Your Story, Become A Tribute Sponsor**

By contributing to and becoming a part of the Giving Back Project, Tribute Sponsors are able to:

- Honor an individual who has been a personal inspiration and, by doing so, inspire other people to give and connect to their community — giving back and paying forward
- Amplify positive stories about our elders and role models who despite hurdles and hardship built strong, optimistic communities
- Exemplify and promote the power of pooled resources and collective giving by a community of people
- Receive a charitable tax deduction, when applicable, for contributions to the Giving Back Project

A sponsorship form for making a charitable contribution is contained in this brochure.

# Make A Charitable Contribution

You're invited to make a tax-deductible gift to support the Giving Back Project. Please complete the information below.

Your Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

## WAYS TO CONTRIBUTE

- I would like to become a Tribute Sponsor — an individual contributing a minimum of \$365 and profiling one honoree, through story and portraiture, in the book Giving Book.

My honoree\* (enter name): \_\_\_\_\_

My relationship to the honoree is \_\_\_\_\_

- I / We would like to become a Project Supporter — person(s) or business making a financial contribution to support the Giving Back Project.

\* While paying tribute to living honorees is the book's primary objective, a limited number of posthumous tributes will be included. In such cases, Tribute Sponsors will have the option of having a portrait taken by our project photographer that features a photographic image, object of significance or treasured heirloom of the deceased.

## AMOUNT

- \$365       Other amount (please enter the amount of your contribution): \_\_\_\_\_

## PAYMENT OPTIONS

- I'm issuing a check payable to the FOUNDATION FOR THE CAROLINAS, with Giving Back Project Fund noted on the memo line.
- Please charge my Visa / MasterCard for \$\_\_\_\_\_ contribution to the Giving Back Project Fund, which is hosted by Foundation For The Carolinas.
- I have made an online payment to the Giving Back Project Fund via the online donation page at [www.FFTC.org](http://www.FFTC.org)

## EMPLOYER MATCHING GIFT

*Does your company or employer operate a matching gift program? If yes, please provide the name and address of the company to leverage and increase charitable contributions to the Giving Back Project Fund, hosted by Foundation For The Carolinas.*

Your Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**FAX TO:** 704.973.4599 -or- **MAIL TO:** Foundation For The Carolinas,  
Attn: J. Anderson, Giving Back Project Fund, 217 S Tryon St. • Charlotte, NC 28202





*I have found that among its  
other benefits, giving liberates  
the soul of the giver.*

Maya Angelou



# The Circle of Advisors

## **Project Advisors and their philanthropic affiliations**

Renee Bradford | New Generation of African American Philanthropists

Rashad Davis | New Generation of African American Philanthropists

Victor Fields | African American Community Foundation

DeAlva Glenn | Harvey B. Gantt Center for African American Arts & Culture

Bridget-Anne Hampden | Charlotte-Mecklenburg Community Foundation

Gerald Johnson | Charlotte Post Foundation

Stoney Sellars | John S. and James L. Knight Foundation

Geraldine Sumter | Foundation For The Carolinas

## **Project Team**

Valaida Fullwood, project lead & writer and member of  
New Generation of African American Philanthropists

Dimeji Onafuwa, design and creative consultant,  
Casajulie Visual Communication

Jenene Seymour, project development & relationship manager and member of  
New Generation of African American Philanthropists

Charles W. Thomas, Jr., photographer, Sankofa Photography



# The Ways To Participate

**Thank you for your interest in the Giving Back Project.**

To learn more, please email or telephone Jenene Seymour at [jenene@givingbackproject.org](mailto:jenene@givingbackproject.org) or 704.907.6215. You may also access the project's Frequently Asked Questions (FAQs) sheet at [www.givingbackproject.org](http://www.givingbackproject.org).

To become a Tribute Sponsor, start by completing the sponsorship form contained in this brochure and making a contribution of \$365. We will follow up to document your story and schedule your honoree for one of the photo shoot sessions in Charlotte.

To donate to the project, simply mail a check to:

**Foundation For The Carolinas**

**Attn: J. Anderson, Giving Back Project Fund**

217 South Tryon Street

Charlotte, NC 28202

Please make your check payable to: Foundation For The Carolinas, with Giving Back Project Fund noted in the memo line.

**[www.GivingBackProject.org](http://www.GivingBackProject.org)**



*Everything is a gift from you,  
and we have only given back  
what is yours already.*

1 Chronicles 29:14



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[www.GivingBackProject.org](http://www.GivingBackProject.org)